

Your artwork proof will typically show a 'Cutter Outline' - but what is it, why is it important, and why is it shown on your proof? Keep reading to find out all about it...

1 What is it?

It's a representation of how your labels will be cut during production, and therefore where the edge of the label will be.

2 Why is it important?

Sometimes the cutter can move slightly, so we use the outline to decide what parts of your artwork may need adjusting to ensure an adequate 'safe area'.

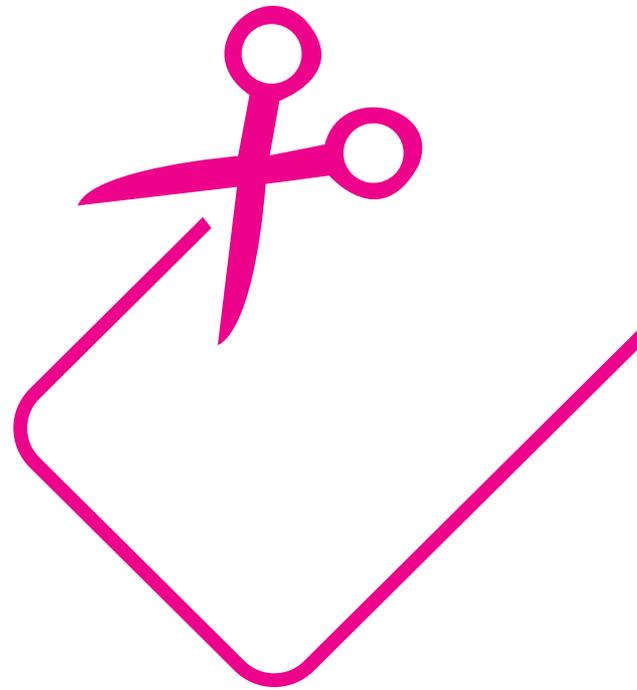
3 Why do you show it?

It makes clear if there's a border to your artwork, and also how close different elements are going to be to the edge of the label. This helps you to decide if you need any tweaks or adjustments making to your design.

4 What will it look like?

The cutter outline can be identified using the key on your artwork proof, and will typically be a single magenta border. This is purely for proofing purposes and it will not be printed.

 Cutter Outline
Not printed



Can I have a new cutter for my labels?

We'll normally try to use stock cutters for your labels to avoid the cost of new cutter origination charges.

There are thousands of cutters available for use from our collection, so we are likely to have one that is within a few millimetres of your original label size.

However, if you do need a specific size or shape which we don't have, we can order a new cutter as part of your order.

These could be standard rectangles, squares or circles, or highly customised shapes to suit bottles or other specific applications.

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