

Everything a designer or prepress operator needs to lay out printed rollstock that registers cleanly on a horizontal wrapper. Keep it next to the machine's film spec sheet; the two documents work together.

Repeat length & pitch

- One repeat equals one pack: take repeat length from the wrapper's film spec sheet, never from the dieline alone.
- Build the file as a single repeat unit at exact final size, repeat length by web width.
- Confirm web width against the machine's forming set, including the fin seal allowance.
- State repeat, web width, and units (mm or in) in the file name or a slug line.

Eye marks & registration

- Reserve a clear lane along the specified film edge for the eye mark; keep all other art out of it.
- Size and position come from the wrapper's sensor spec; a solid rectangle around 10 x 5 mm is typical.
- Make the mark dark and solid with strong contrast against the film behind it; no screens or gradients.
- One mark per repeat, identical position on every repeat.

Seal keep-clear zones

- Keep heavy ink coverage out of the fin seal band and both end-crimp bands; film must fuse to film.
- Keep critical text and logos clear of crimp zones; crimping distorts anything printed inside it.
- Jaw widths vary by machine: ask for your keep-clear dimensions before final art.
- Flag any background tint that must enter a seal zone for review at the proof stage.

Unwind direction chart

- Specify print side: wound in or wound out.
- Specify lead: copy head-first or foot-first off the roll.
- Standard notation is unwind positions 1 through 8; confirm the number from the wrapper manual or your co-packer.
- Record core inside diameter and maximum roll outside diameter with the order.

Prepress checklist

- One repeat unit at exact size, backgrounds bleeding across the repeat boundary.
- CMYK color, with the white underlay supplied on its own layer or spot swatch.
- Fonts outlined or embedded; body type sized to stay readable on flexible film.
- Vector logos and line art where possible; raster images at 300 ppi at final size.
- Include the wrapper's film spec sheet, or its make and model, with the file.

Send us the file

- Request a layout and spec review through the quote form; attach your machine sheet or dieline.
- No machine sheet? Send a roll label and pack dimensions and we will build the spec with you.
- Every file gets checked against the wrapper spec before anything prints.