

# Artwork Guide for 55mm x 90mm Rectangle

—— PRINTERS TRIM LINE / SHEET SIZE  
- - - - DIE CUT  
· · · · · IMAGE BLEED LINE



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## PRODUCTION GUIDE

### DESIGN

Magnetic sheet is flexible so allow for some movement:  
- keep borders and text well away from edges.  
- bleed well into gully.

### PRINTING

On 150 -170gsm gloss paper.

### OVERS

Registration checks use at least 3 sacrificed sheets:  
- generally allow minimum 5% overs.

### TRIM

The sheets need to be trimmed accurately - particularly on the 2 lay edges.  
The die-cutting is spaced exactly from those 2 edges.