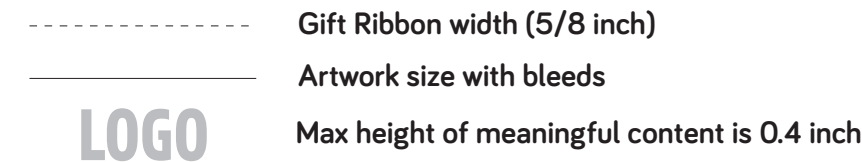


### Preparing the artwork dimensions for production

Full-color Gift Ribbon use a special heat sublimation method to transfer a digitally printed design in CMYK colors from a transfer paper to the ribbon. During the transfer process, small variations will happen in positioning that may cause the transferred image to move up to a 1/16 inch sideways. For that reason, the artwork has "bleeds." The design for a 5/8 inch gift ribbon must be 3/4 inch in height. Please ensure that any background color or pattern fills this entire area.



### Color variation and Pantone® colors

If Pantone colors are specified in the artwork or digital proof, they are used only as a guideline for the final product. Perfect Pantone matching is impossible due to the technical limitations of full-color CMYK printing. Computer screens are not optimal for color specification, and there are always differences between each screen. Therefore, the computer screen should not be used as a reference for determining any colors used for the final product.

### The reverse side is not aligned on Gift Ribbon printing

The printing of the reverse side is not position-matched. The logos will not meet on the two sides of the lanyard. We suggest to create a one-color reverse side or a pattern where the two sides don't need to align.

