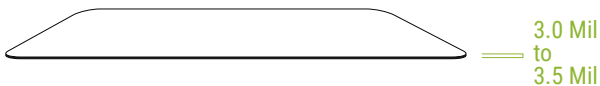
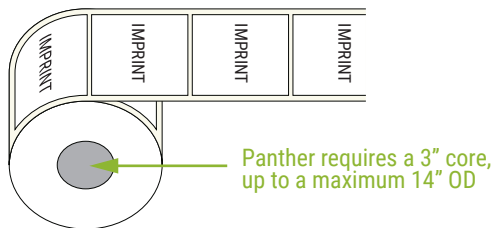


## GUIDELINES

- 1 Width**  
Width is always measured *across the web* and is the first dimension used in label specification (e.g., 3.0" W x 1.0" L).
- 2 Length**  
Length is always measured *along the web* and is the second dimension used in label specification (e.g., 3.0" W x 1.0" L).
- 3 Label Gap**  
Gap between labels should be the label automation standard of 1/8".
- 4 Die Cut**  
Labels must be **die cut**. Butt cut labels do not work with label automation.
- 5 Perforations**  
We prefer **no perforations** on the liner, as they are typically not compatible with label automation.
- 6 Label Liner Side Gap**  
Outside margins of the label liner is typically 1/16" on both sides.
- 7 Feed Direction**  
The specifications outlined here are the same, no matter the feed direction.
- 8 Label Thickness**  
For best results, label thickness should be a minimum of 3.0 Mil to 3.5 Mil.



- 9 Label Roll**  
Labels are required to be wound out on the roll.



\* A 10" OD roll of label samples is required to be supplied by customer with their order to ensure compatibility and system performance.

For any questions or clarification on these guidelines, please contact a Panther sales representative at [sales@print-n-apply.com](mailto:sales@print-n-apply.com).

