



Art and Design Requirements

Congratulations on choosing to design some custom printed tape! Custom Printed Tape is a great way to take an essential bland shipping necessity and add your own personal design or message.

Whether you are designing the tape for the first time or just need a refresher, here you will find all the requirements and design nuances to help you achieve the desired product outcome.

Art Files

For art files, the best for quality purposes are Vector Files. Vector files use math instead of pixels and therefore gives you the highest quality print since when zoomed in a vector curve will look smooth as opposed to a pixel curve which will look like a staircase. Vector files can be in the form of PDF, SVG, EPS and/or AI.

Our art team is very experienced and are able to work with flattened pixel based files, but additional time may be required to get print ready.

Design

For a simple repeating logo or text setup our design team is here to help you out. Simply email us you logo or the text you would like to have printed and we can work up some digital proofs for you to check out.

Looking to design something more involved? The following info will get you there!

When trying to decide on how to design, it is best first to understand the width of the tape you are wanting and the type of print methods that are at your disposal and how printing plates and repeats work.



Tape Widths

Polypropylene Tape	
1"	True Dimensions (0.945" / 24mm)
1.5"	True Dimensions (1.42" / 36mm)
2"	True Dimensions (1.89" / 48mm)
3"	True Dimensions (2.83" / 72mm)

Water-Activated Paper Tape	
3"	True Dimensions (2.83" / 72mm)

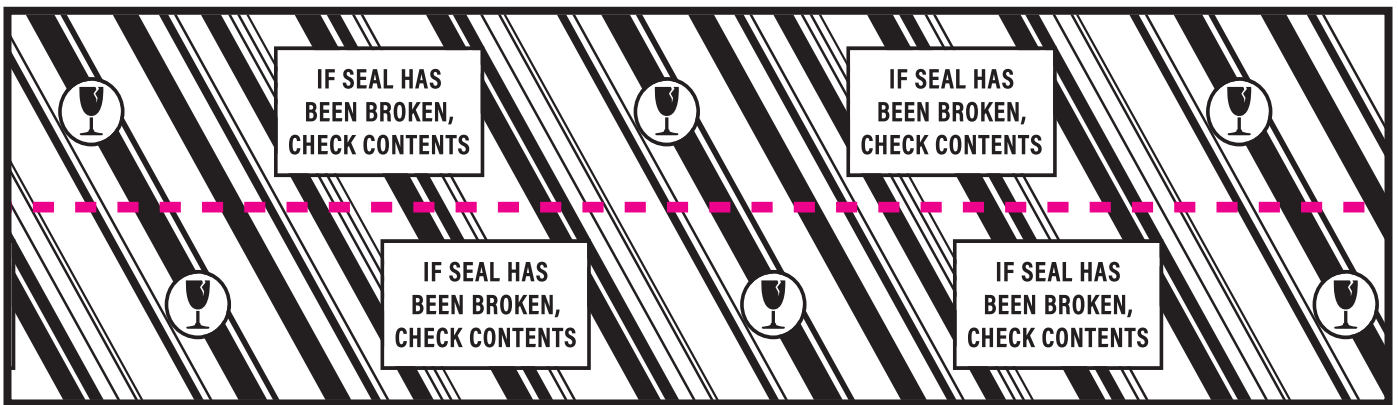
Masking Tape	
1"	True Dimensions (1" / 25.4mm)
1.5"	True Dimensions (1.5" / 38.1mm)
2"	True Dimensions (2" / 50.8mm)
3"	True Dimensions (3" / 76.2mm)

When designing a non full bleed, it is recommended to leave a .125" buffer from the edges of the tape to prevent any cut off.

Print Types:

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Blade Cut Line ■ ■ ■ ■ ■ ■



Print Types Continued:

2-Color Flood-coat Print - adds 50% to the per roll cost.



A flood-coat print means we run the tape through the machine and print the whole tape a chosen color and then re-run the tape through a second time and print the chosen color logo on top. This method works best when printing darker colors over lighter base colors as pictured above.

The lighter the overprint color is, the more the base color will affect that colors overall appearance, as seen below with this white on dark red print. The white ends up turning into a pinkish hue.



Full-Bleed Laser Engraved Cylinder



If you absolutely do not want a break in your design we can have a print cylinder Laser Engraved with your design. This method Amazon® uses for their printed tape. You would have to inquire about this type of print as we would charge Market Rate for the cylinder which can fluctuate between \$700 to \$800 per cylinder and can add from 1 - 2 months to the overall turnaround time.