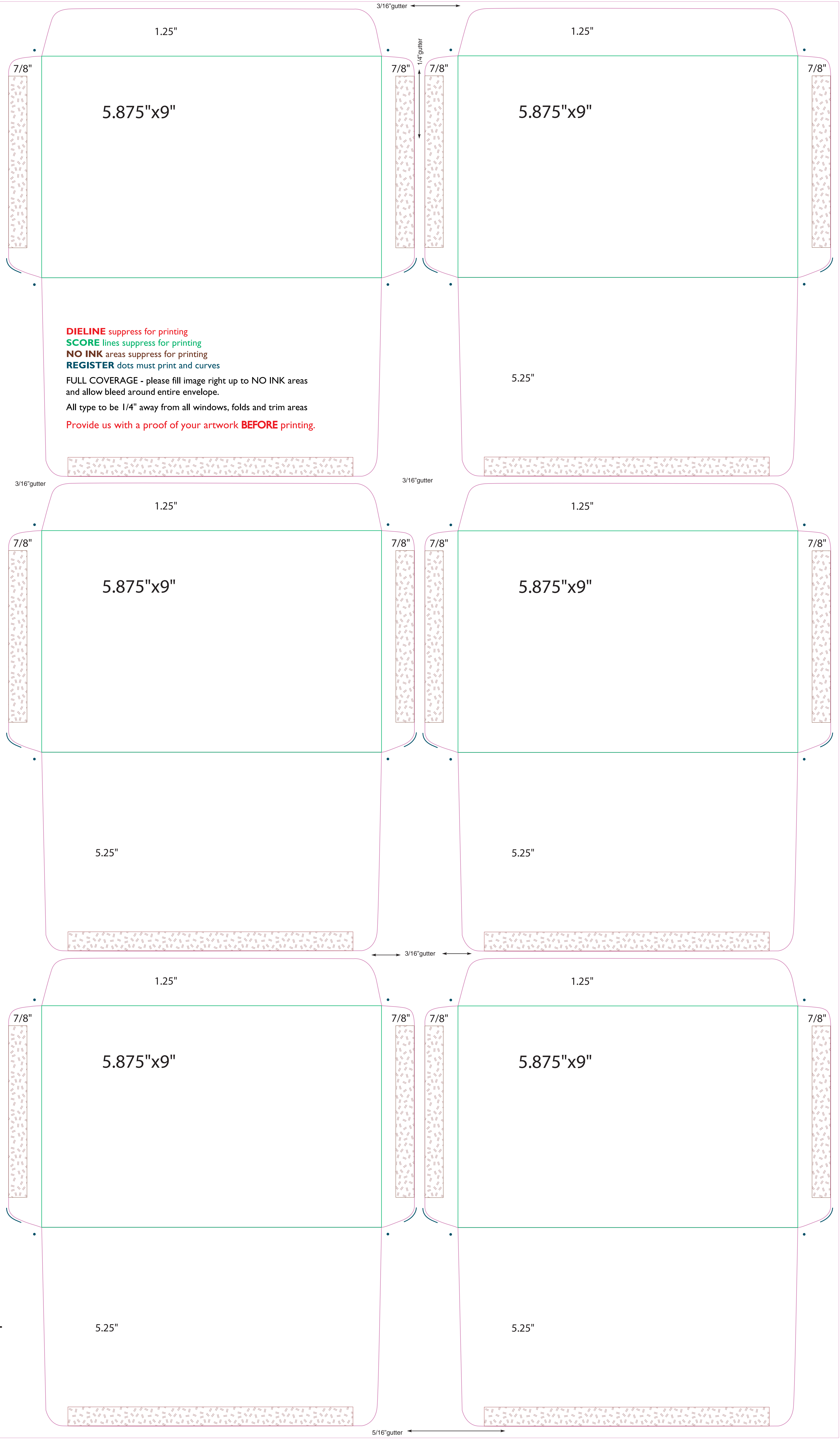
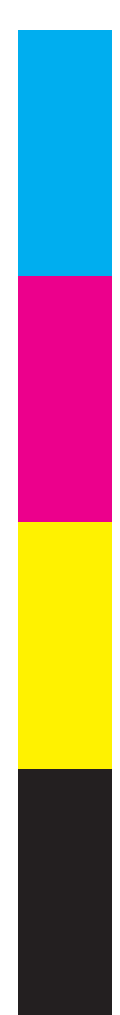


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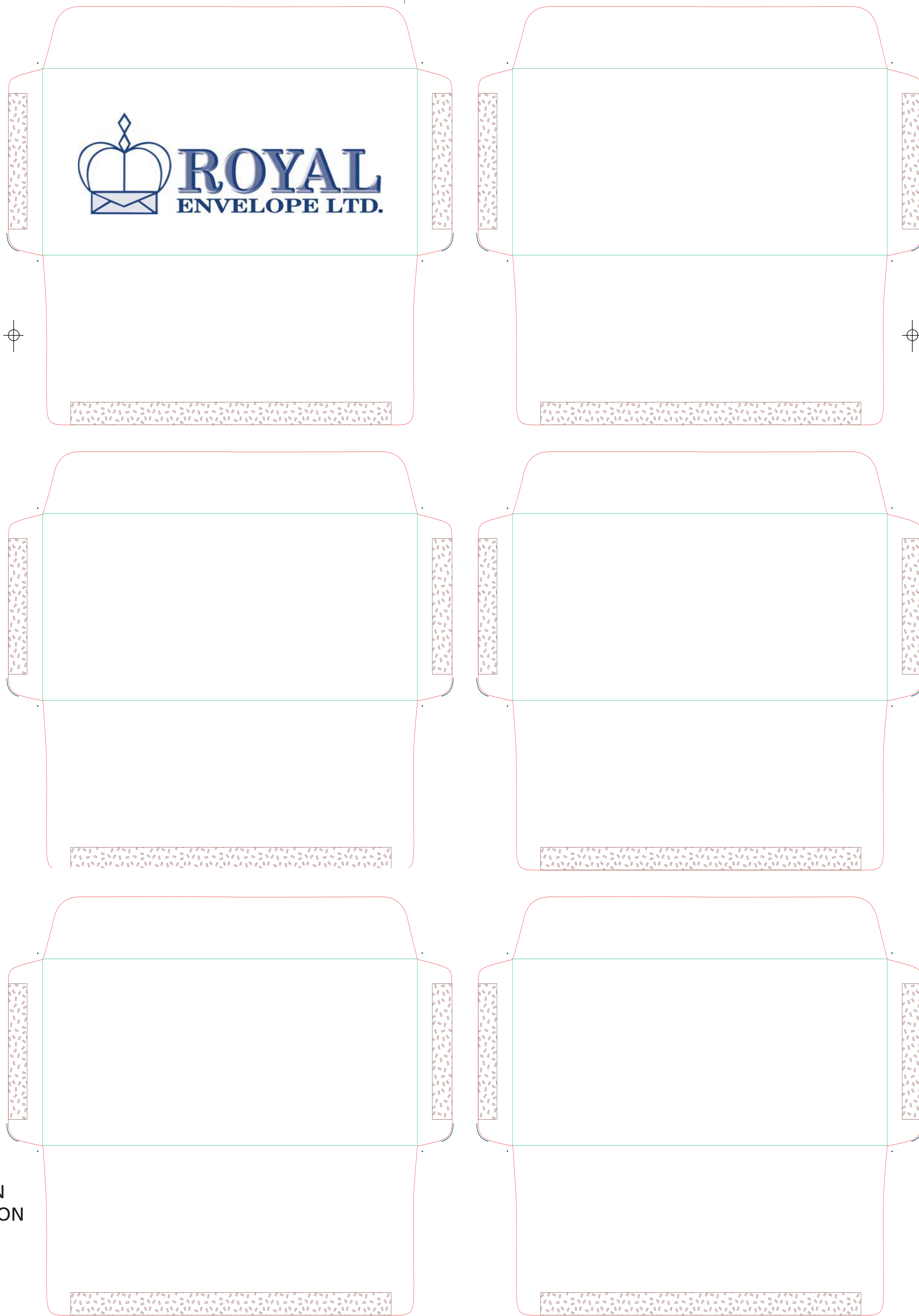
GRAIN DIRECTION

SEE IMPORTANT INFO ON PAGE 2

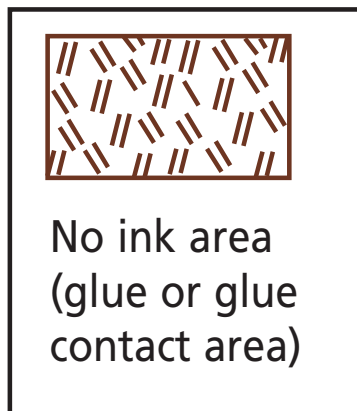
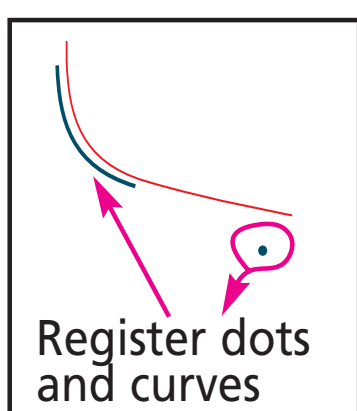




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### THE CONVENTIONAL DIE CUTTING PROCESS



The creative copy that is designed for an envelope will often dictate how the envelope will be manufactured. In instances where there is heavy ink coverage, coated stock, or other special requirements, the envelope will be produced using the **conventional die** cut method.

This means that flat sheets are printed according to a layout sheet provided by Royal Envelope. This layout will have multiple images of the envelope on one sheet and will have register dots and or curves that must be printed on the sheets. Please keep print registration marks off of the envelope die area.

Once the sheets arrive in our plant, we use a steel die positioned on the register marks to cut out the envelope shape (like a cookie cutter) The distance of each image on the sheet as well the distance from the edge of the sheet is critical. The pressure of cutting a "lift" of sheets is extremely great, so if the print is not positioned correctly (in the top right corner as shown) the die cannot break away the paper and will cause the paper to buckle which ruins the entire job.

Other critical factors concerning the conventional die cut process include grain direction, position of the colour bar, gripper edge, jogging of sheets and weight of paper. The sample above is a typical layout.

**PLEASE PROVIDE A PROOF TO ROYAL PRIOR TO PRINTING**

**DO NOT PRINT UNLESS YOUR JOB HAS BEEN APPROVED BY ROYAL ENVELOPE**