

CONTAINER SPECIFICATIONS



Containers

Most containers have a ridge at the top and near the bottom.

Sometimes, you can't even see them.

See illustrations below. The purpose is so that labels do not rub against each other in transportation.

The area between is referred to as the Labelling Panel.

When designing your labels, you need to consider the accuracy of these ridges. The accuracy is effected by:

1. Shrinkage in material and manufacturing processes.
2. Age of the moulds. [in glass, there are normally 36 and 72 moulds per set up]

In our experience the accuracy can vary as much as 2.5mm.

Pricemark would advise you to consider keeping your label away from these ridges by an extra 1mm.



Cans

Cans also have issues.

Usually caused in transportation or in the manufacturing process.

We also would advise that you design your labels to be 1.5mm away from both the top and bottom of the ridge. See illustrations below.



Recommendations.

When designing your labels, look at what your industry normally does.

For example:

The wine industry usually have a front and back label. This is because glass bottles are imperfect. This imperfection causes wrinkles in the labels. Therefore a full wrap around label will have wrinkles.

Design for the worst possible conditions i.e. a bad pallet of containers.