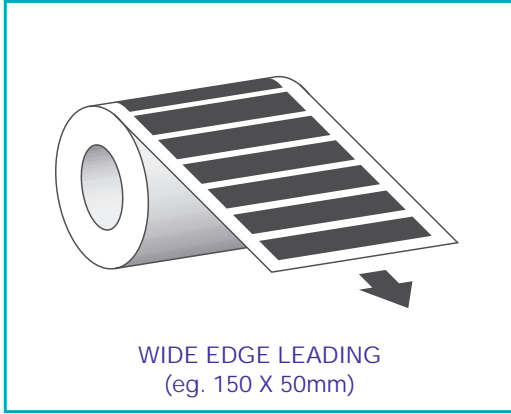
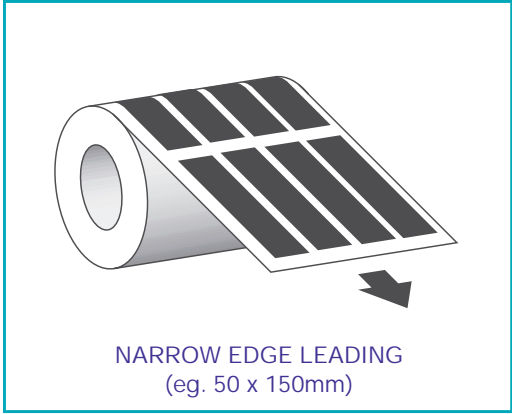


LEADING EDGE

LIKE THE COPY POSITION, THE LEADING EDGE HAS TO DO WITH LABELS THAT ARE MACHINE APPLIED. IT REFERS TO THE EDGE OF THE LABEL WHICH COMES OFF THE ROLL FIRST AND IS CRITICAL TO UNDERSTAND SO AS TO HAVE THE CORRECT PLACEMENT ON YOUR PRODUCT.

FOR EXAMPLE:

A LABEL WITH THE DIMENSIONS 150 X 50MM IS NOT THE SAME AS A LABEL THAT IS 50 X 150MM. IT WILL HAVE A DIFFERENT LEADING EDGE WHICH IN TURN CHANGES THE WAY YOUR LABEL COMES OFF THE ROLL AND ITS COPY POSITION. (SEE BELOW)



COPY POSITION CHART - Unwind directions #1 to #4

WHEN APPLYING LABELS USING A MACHINE IT IS IMPORTANT THAT YOU KNOW WHICH WAY THE MACHINE RUNS AND THE POSITION THE LABELS ARE IN WHEN THEY COME OFF THE ROLL. THIS IS CRITICAL AS THIS DETERMINES THE POSITION THE LABEL IS PLACED BY THE MACHINE ON YOUR PRODUCT.

