


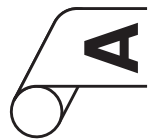
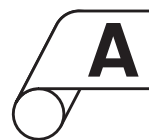





Labels Winding Direction Chart

The label winding refers to the direction that your labels are oriented on the roll. Labels that are 'wound out' have the label positioned on the outside of the roll, whereas with those 'wound in', the liner is on the outside with the label on the inside. With a 'wound in' direction, you can only see the labels when you start to unwind the roll, whereas with 'wound out' rolls, the labels are clearly visible even when the roll is wound up.

There are two important things to note when choosing a winding direction:

The winding is particularly critical to get right if you are having your labels applied automatically. Your label applicator machine will specify the winding direction required, or if contract packing check with them. If you are applying labels by hand, but may want to have them machine applied at some future point it is still good to consider the winding direction.

It is also important to note that the "left edge, right edge, tail and head" statements refer to the direction of the text on the label, not the label itself. If the label is blank or does not have any text on it, please specify if the label is to be wide edge or narrow edge leading as it comes off the roll.

Wound Out			
1 Head Leading Wound Out		2 Tail Leading Wound Out	
3 Right Edge Leading Wound Out		4 Left Edge Leading Wound Out	
Wound In			
5 Head Leading Wound In		6 Tail Leading Wound In	
7 Right Edge Leading Wound In		8 Left Edge Leading Wound In	

If you have questions or would like further assistance with winding direction, one of our experienced and friendly Account Manager's would be happy to help.

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