



White Deer Mailing Service, Inc.

295 N 4th St
McSherrystown, PA 17344

Ph: 717-637-7559 Fax: 717-637-9084



ENVELOPE CONVERTING GUIDELINES

- ❖ Printer to supply die-guide sheets with die-guide marks as per layout for proper die-cutting.
 - Die-guide sheets are required.
 - 1 Die-guide sheet for every 200 press sheets.
 - Die-guide sheets must be in final position as printing to ensure accurate cutting.
 - Position printing parallel to die guide marks.
 - Sheets must be clearly marked with side guide & gripper.

- ❖ Printing should be stripped to ensure a minimum of 1/8 inch bleed on any and all bleeding edges of the finished envelope. The only exception to this would be full coverage on back flap and seal flap. When this occurs, there must be 1/4" bleed on the side seams seal flap.
 - This step is critical, as the printing can vary 1/16 inch in any of the 4 directions during the die cutting and folding process.

- ❖ If printing is full coverage, all glue areas must not have any ink or coatings.

- ❖ Please do not change layout without White Deer Mailing Service's approval.

- ❖ Please provide a mock-up sample of finished envelope.

- ❖ Please note grain direction. Grain direction is critical for quality folding and converting. Wrong grain direction could jeopardize the ability to fold the envelope.

- ❖ Envelope converting using coated stock or matte finish paper is susceptible to showing machine markings during the cutting and folding processes. We will minimize this, but will not be able to completely eliminate the marks.

- ❖ Due to machine characteristics, cracking of paper can/will occur on all folds, and any ink or coatings covering these folds may crack as well.