BLEED AREA

CROP AREA

SAFETY LINE

EXPLANATION OF TEMPLATE AND VARIANCE:

When the product being printed is constructed from organic material that has been woven, the exact dimensions of the product cannot be guaranteed. Each piece will vary slightly in size and shape, due to natural shrinking and stretching. Because of this, the exact placement of the printed graphics will vary. When printing edge-to-edge graphics, it is important to take this variance into account:

BLEED AREA: The bleed area will print only when the product is oversized, and is there to ensure that there is no unprinted areas on the edge of the product. The graphics in this area will likely not be on the printed product. (Note: Bleed Area will not be shown on paper proof)

CROP AREA: Graphics within the crop area will likely be printed on the product, but may be cut off if the specific piece is undersized.

SAFETY LINE: Graphics within the safety line are within the product's natural size variance, and will completely print on the towel. It is good practice to ensure that all important graphics and text are placed within the safety area.

VIVA2858-2 Colorfusion Promo Double-Sided Beach Towel

ART WITH BLEED: 60”x30”
NOMINAL PRODUCT SIZE: 58“ x 28”
SAFE PRINT AREA: 53” x 24”

SIDE 1

BLEED AREA

CROP AREA

SAFETY LINE

SIDE 2