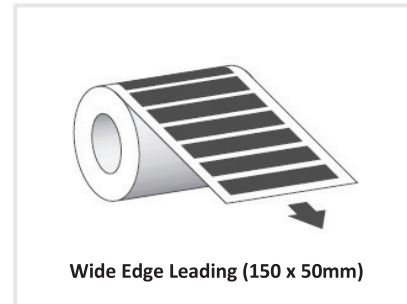
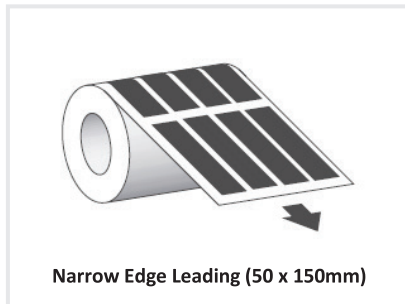




Roll Direction & Leading-Edge Chart

Leading-Edge

The leading edge refers to the way the label dispenses off the roll first when labels are machine applied or used in desktop printers. This ensures that the labels are produced in a format that suits the application and orientation of the label. This combined with the Roll Direction will ensure that the labels suit the application. **Example:** A Label with the dimensions of 50 x 150mm is not the same as a label with of 150 x 50mm, the leading edge will be different, and it changes the way the labels come off the roll. (See below)



Roll Directions

When labels are machine applied, the roll direction is critical to ensure that the labels are applied to the product in the right orientation. Check specification required on your label applicator.

