

The Dieline - Your Key to Success

The first step to a successful silk screen project is to request a dieline from East Hill Industries. The stock tube die lines are custom-sized to your product and will serve as the design template for your project.

How to Use the Dieline

The dieline is provided as a PDF that you can import into your design software and use as a template. This dieline should be placed on a separate layer from your artwork. The East Hill Stock Tube dieline is always provided at 100% of actual size and should not be reduced or enlarged.

The dieline contains the following information:

- A** **Width:** this is the total width of printable area. If your artwork includes a solid wrap-around background, make sure to include a bleed area of 1.5mm on each side
- B** **Height:** this is the height of the tube and includes the 9mm area of unvarnished, non-printable area
- C** **Front Center and Back Center Panels:** the eyemark (filler specific) will always be in the center of the back panel
- D** **Eye Mark:** this is the printed rectangular mark that can be identified by an electric light beam sensor, typically to identify where the tube needs to be crimped & sealed. These are filler specific, and as such, not everyone will need one. However, for most jobs, eye marks are necessary and must be assigned a PMS color (to avoid additional color charges)
- E** **Front and Back Panel Max Visible Area:** this indicates the max visible area, after the tube is sealed, of the front and back panels. Your artwork can cover the entire tube, these measurements are more of a suggestion
- F** **Unvarnished Area:** these are non printable areas along the bottom and top of the tube
- G** **Project Specs:** this area is used to listing the project specifications, including the date, job number, and stock tube item number
- H** **Ink Swatches:** all ink colors must be indicated with a swatch and Pantone Coated Color (PMS) number, including all spot colors, metallic inks, and varnishes
- I** **Proof Approval:** this area is used for your approval of a proof that East Hill Industries will provide prior to your tubes being printed. A signed copy of the proof must be returned to East Hill Industries before any printing can begin.

