



Common Dies





Welch Printing Company

Common Dies Templates

Table of contents

How to use these templates	3
---	----------

Pocket Folders.....	4
9" x 12" Two Pocket with Horizontal Business Card Slits (Three Variants)	5-7
9" x 12" Two Pocket with Vertical Business Card Slits (Three Variants)	8-10
9" x 12" Two Pocket with No Business Card Slits	11
9" x 12" One Right Pocket with Horizontal Business Card Slit	12
9" x 12" One Right Pocket with Vertical Business Card Slit	13
9" x 12" One Right Pocket with No Business Card Slit	14
9" x 12" One Left Pocket with Horizontal Business Card Slit	15
9" x 12" One Left Pocket with Vertical Business Card Slit	16
9" x 12" One Left Pocket with No Business Card Slit	17

Envelopes.....	18
#10 Envelope (9.5" x 4.125" folded, 15.75" x 9.3125" flat)	19
#10 Window Envelope (9.5" x 4.125" folded, 15.75" x 9.3125" flat)	20
#9 Envelope (8.875" x 3.875" folded, 15" x 8.5" flat)	21
A-2 Envelope (5.75" x 4.375" folded, 7.25" x 9.75" flat)	22
A-6 Envelope (6.5" x 4.75" folded, 8" x 10.375" flat)	23
A-7 Envelope (7.25" x 5.25" folded, 8.9375" x 11.375" flat)	24
A-8 Envelope (8.125" x 5.5" folded, 10.25" x 12" flat)	25
#6¾ Remittance Envelope (converted, 6.5" x 3.5625" folded, 8" x 10.3125" flat) ..	26-27
#6¾ Remittance Envelope (premade, 6.5" x 3.5625" folded, 6.5" x 6.9375" flat) ..	28-29

CD/DVD/MiniCD	30
CD/DVD (Print-On-Hub & Clear Hub)	31
MiniCD (Print-On-Hub & Clear Hub)	33
Jewel Case Inserts (4.75" x 4.75") & Jewel Case Tray Card (5.9375" x 4.625")	35

Tabs	36
Tab Banks (2 Tabs to 11 Tabs)	37

How to use these templates

Want to modify a die? Open this document in Adobe Illustrator, choose which page you want to modify, and you can have total control over the look of your custom die. You can even save using other formats such as EPS. Make sure to save the custom die under a new name, however, or you will overwrite this document.

Some dies, like the CD/DVD/MiniCD dies, are actually guides to show where you can place artwork. You should not modify these dies but use them as is, as all CD's are the same size, and you cannot customize the imaging surfaces on them.

This PDF is filled with ready-to-use common die templates, whose dies we have on-hand at Welch, so you don't have to pay for a die to be made from scratch. However, if you would like, you can use them as a starting point to create your own custom dies. Each section starts with pointers on how to get the best use of these templates. However, there are some general concepts to keep in mind when using the dies.

Placement & Layers

The pages in this document can be placed as images in InDesign and QuarkXPress. The best way to place them is to create your document to *the exact size specified* for that die. An example would be not to use a two-page spread for a pocket folder, as you might think, but use a single page equaling the flat-size listed on the dieline itself. Create a new layer in your document called "Dieline" and use it to hold the die template. (This way you can turn the die on-or-off, and lock the die, during the design process.)

When placing the dieline, use the Bleed Box of the template. In InDesign, open your Document Setup under the File menu, click More Options, and set your Bleed margins to exactly .125" all directions and click OK. Then, select "Place..." under the File menu, select this document, and check the box called "Show Import Options." Once you click Open, InDesign will allow you to choose which page of the PDF you wish to import, and will also let you choose a "Crop to..." box. Choose "Bleed" and import the image. The placed image will be the size of your document, plus exactly 1/8" around the template for bleed. Using the bleed margins you created in Document Setup, the die template should snap right into exact placement.

In QuarkXPress, you will need to create a picture box exactly the flat-size plus and extra 1/4" for bleed. Using the measurement palette, set this box's X and Y coordinates to -.125 in. (Also remove any automatic text wrap from the box.) Choose "Import Picture..." under the File menu, and in the Import dialog box, click the PDF Import tab. There you will find that you can choose the "BleedBox" to automatically crop the imported PDF page. Choose your page, click OK and you should see the template drop into position inside the picture box.

Pocket Folder templates

Want to modify a die? Open this document in Adobe Illustrator, choose which page you want to modify, and you can have total control over the look of your custom die. You can even save using other formats such as EPS. Make sure to save the custom die under a new name, however, or you will overwrite this document.

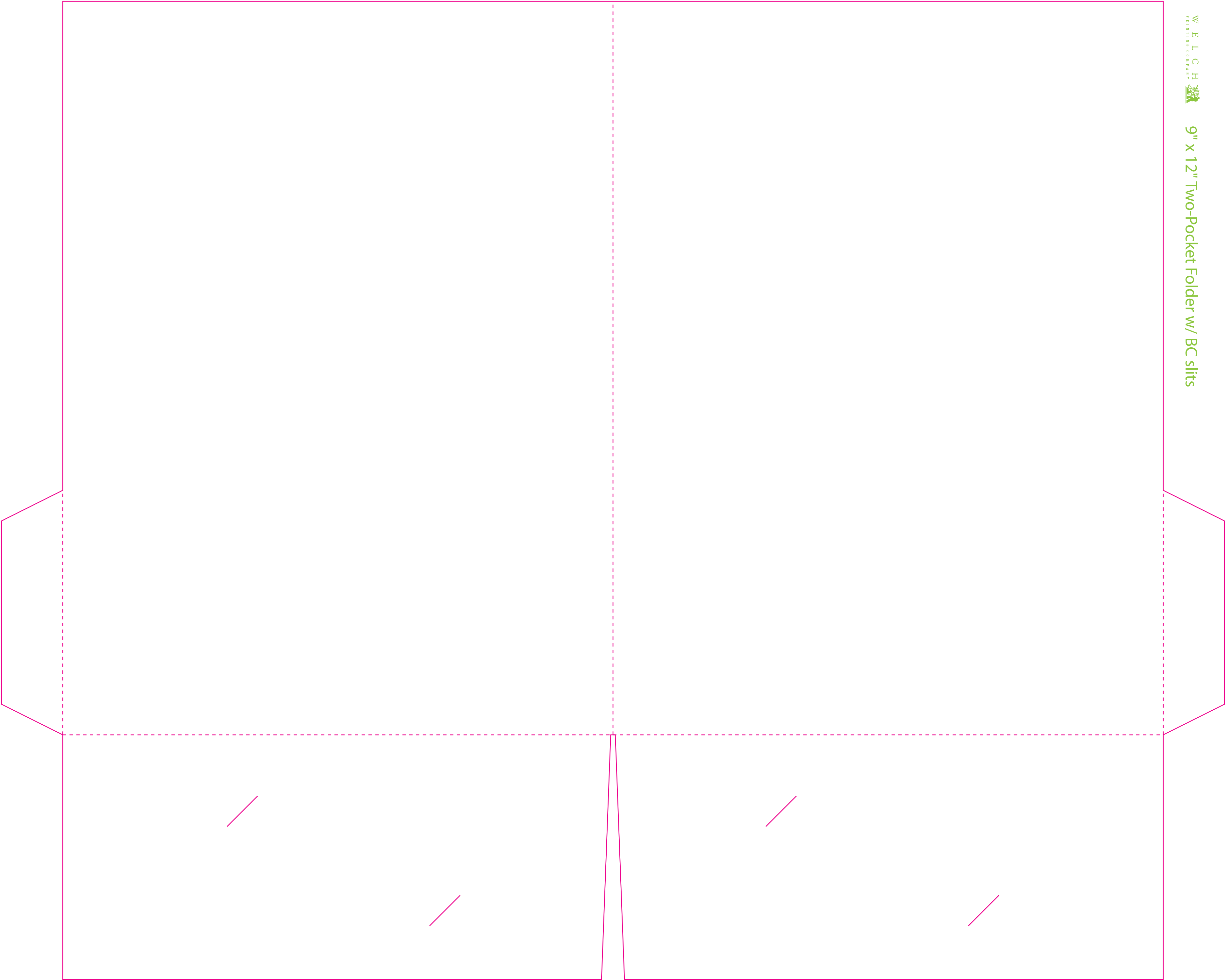
Pocket folders typically are 9" x 12" and have a 4" pockets. Pocket folders can have one or two pockets, and often come with business card slits. The following pages have Welch's standard, pre-made dies for 9" x 12" pocket folders in the following configurations:

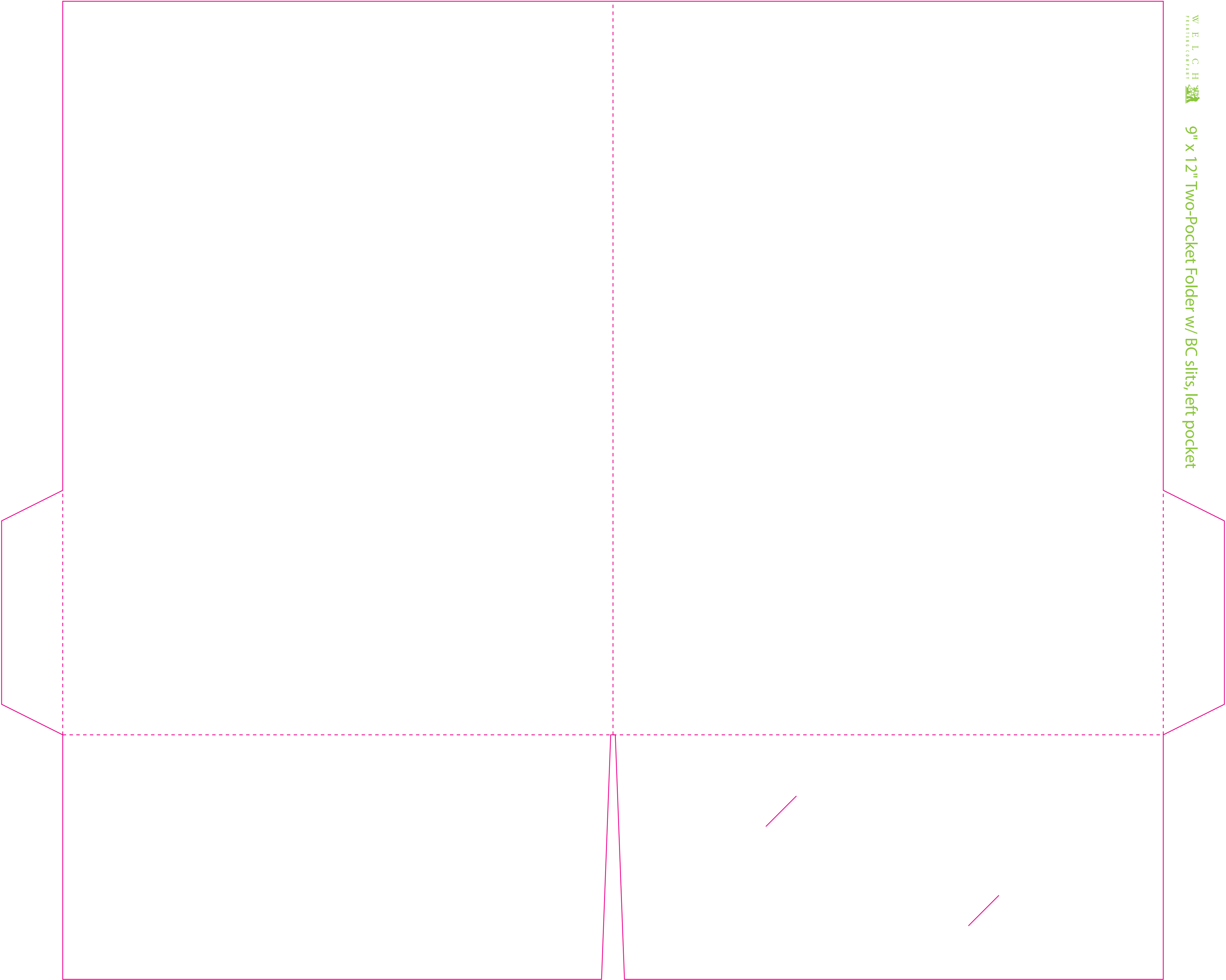
- 9" x 12" Two Pocket with Horizontal Business Card Slits (Three Variants)
- 9" x 12" Two Pocket with Vertical Business Card Slits (Three Variants)
- 9" x 12" Two Pocket with No Business Card Slits
- 9" x 12" One Right Pocket with Horizontal Business Card Slit
- 9" x 12" One Right Pocket with Vertical Business Card Slit
- 9" x 12" One Right Pocket with No Business Card Slit
- 9" x 12" One Left Pocket with Horizontal Business Card Slit
- 9" x 12" One Left Pocket with Vertical Business Card Slit
- 9" x 12" One Left Pocket with No Business Card Slit

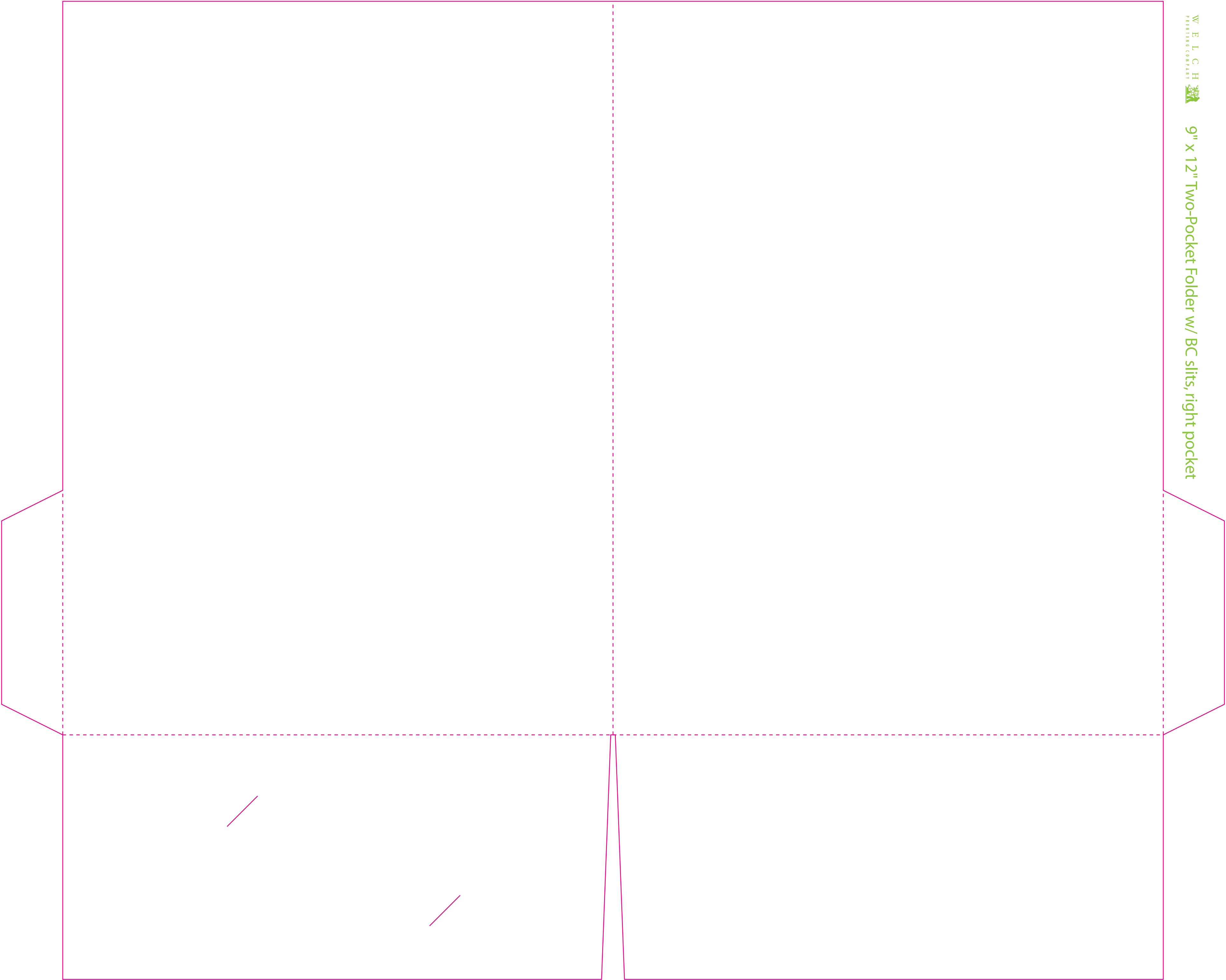
The flat size to use for two-pocket dies is 20" x 16" (Two 9" x 12" panels + 4" tall pockets, with two 1" side-tabs for gluing the pockets together).

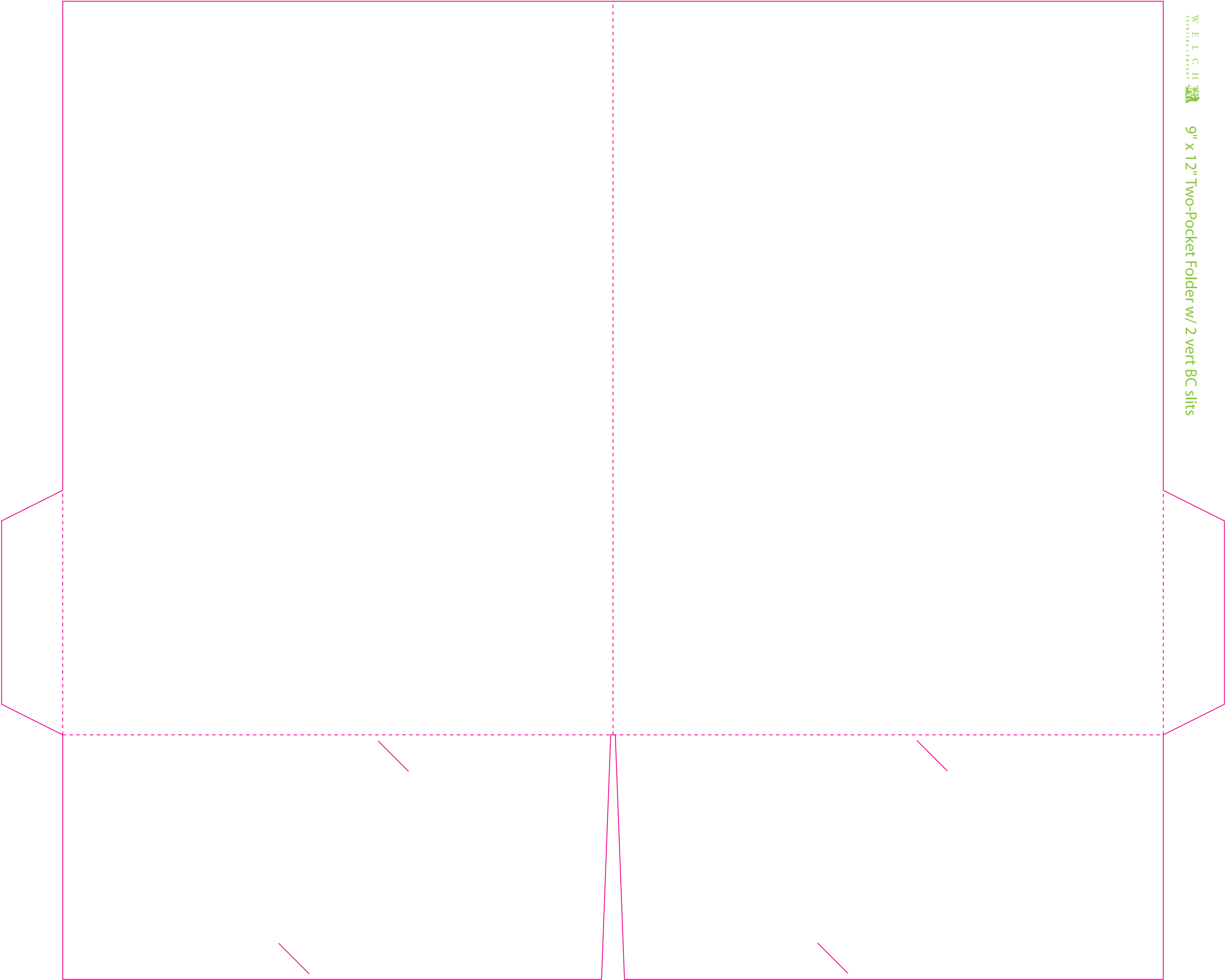
The flat size to use for one-pocket dies is 19" x 16" (Two 9" x 12" panels + one 4" tall pocket, with one 1" side-tabs for gluing the pockets together).

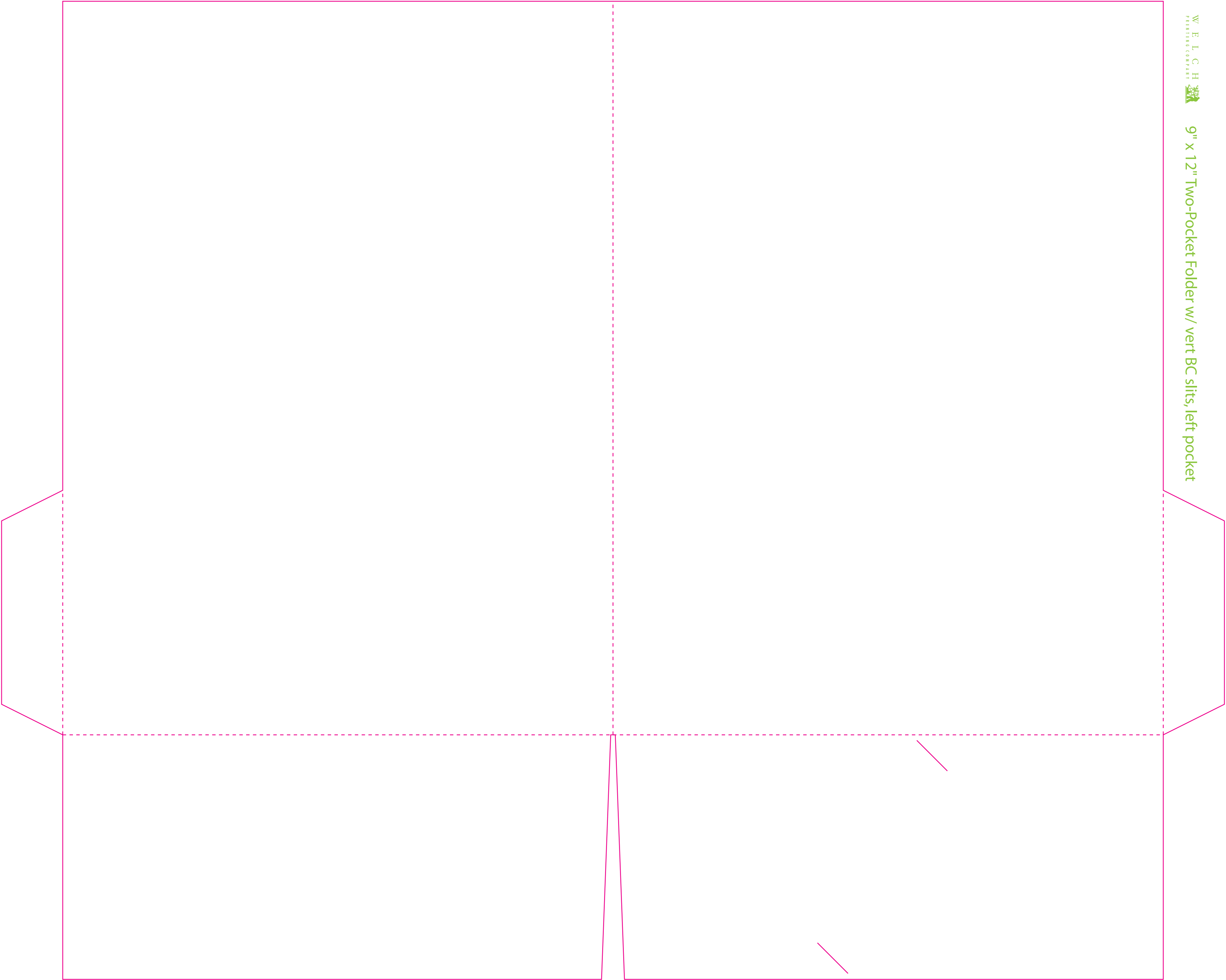
Pocket folders are a favorite piece print designers use to show their creativity. Letterheads, business cards and envelopes usually follow specific formats, but pocket folders offer a large, malleable canvas for more creative possibilities. Feel free to use any of the above templates as your starting point to make a custom die that matches your vision. Also, consider talking to one of our sales staff about the many effects and techniques you can use on a pocket folder to make a real statement.

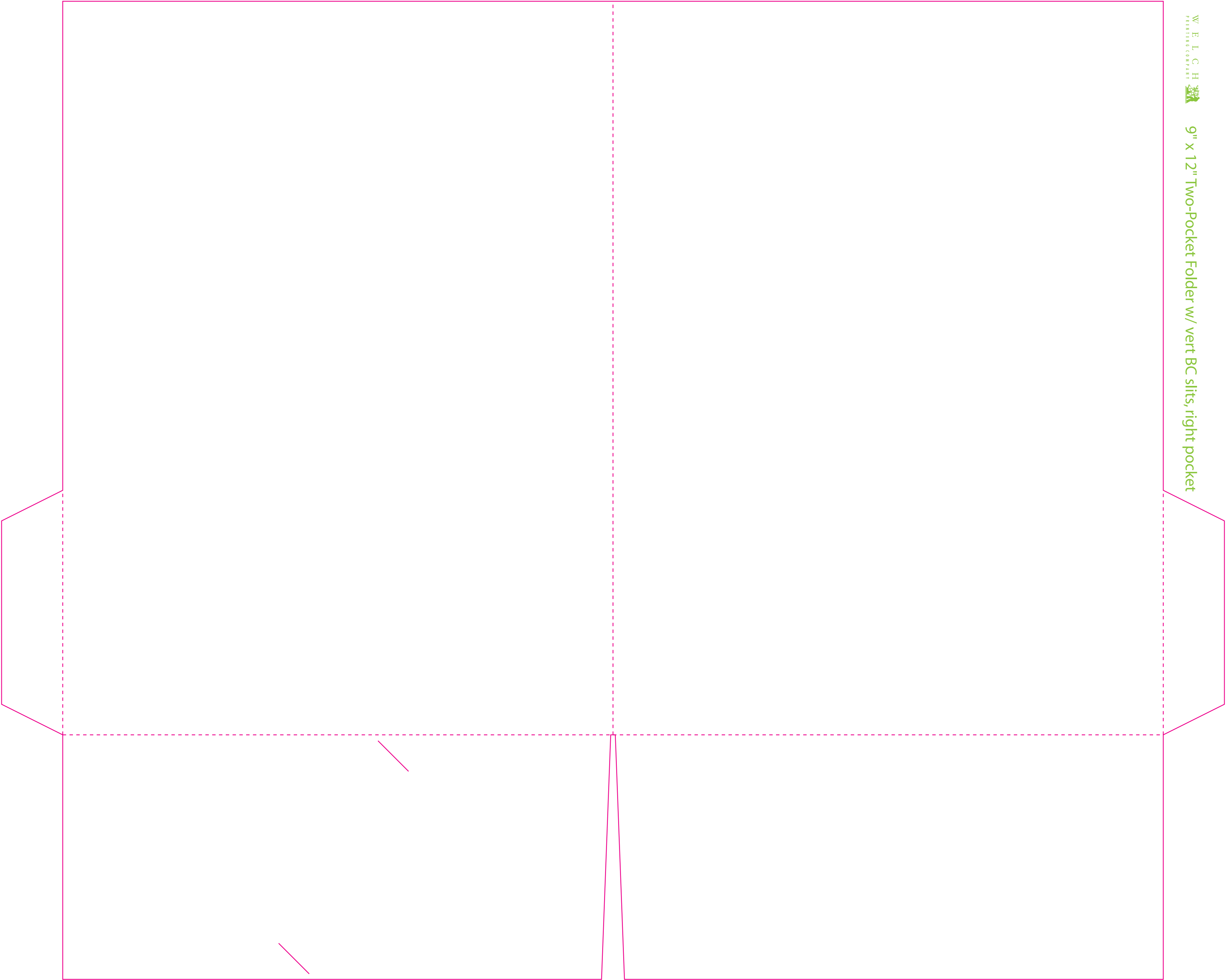


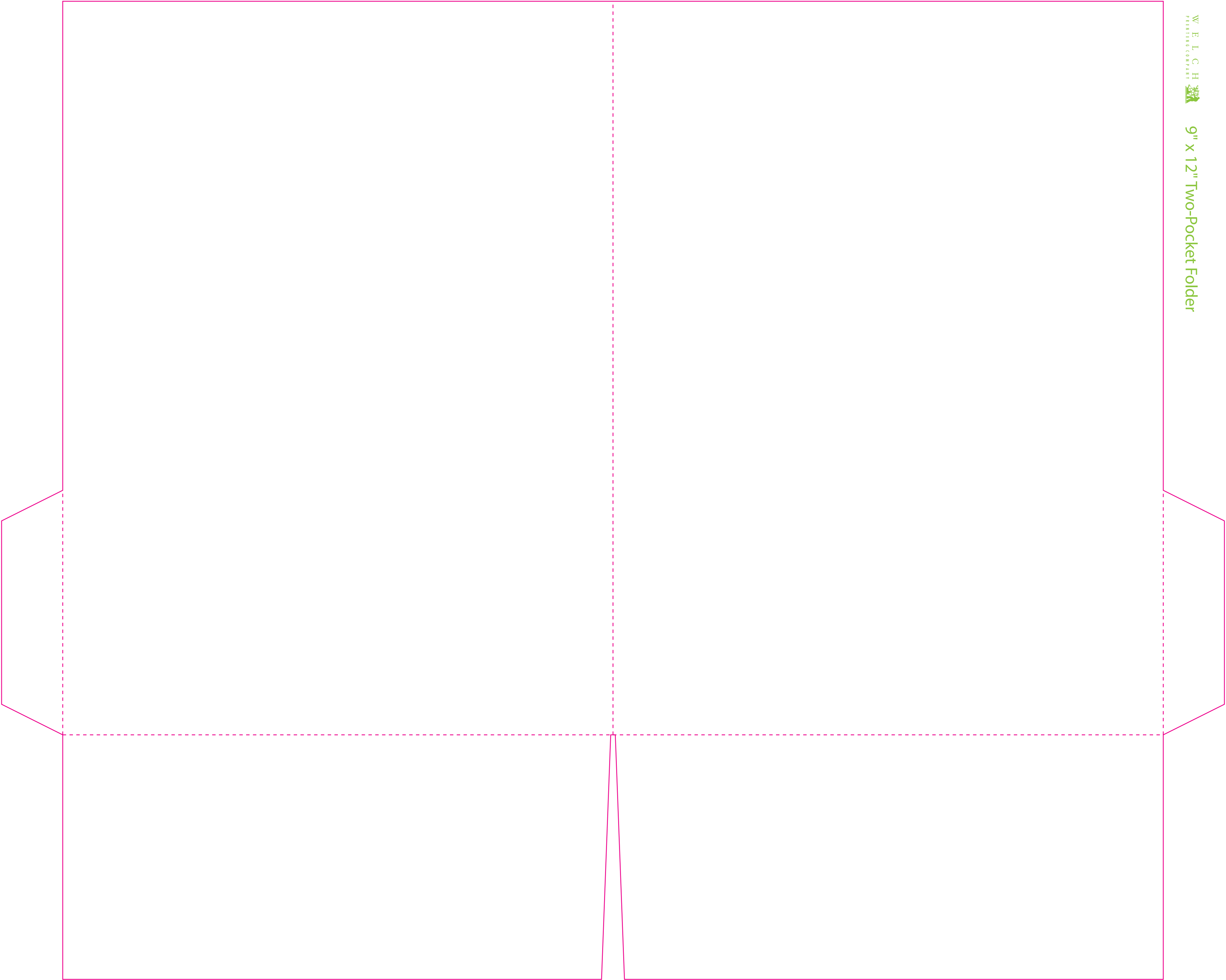


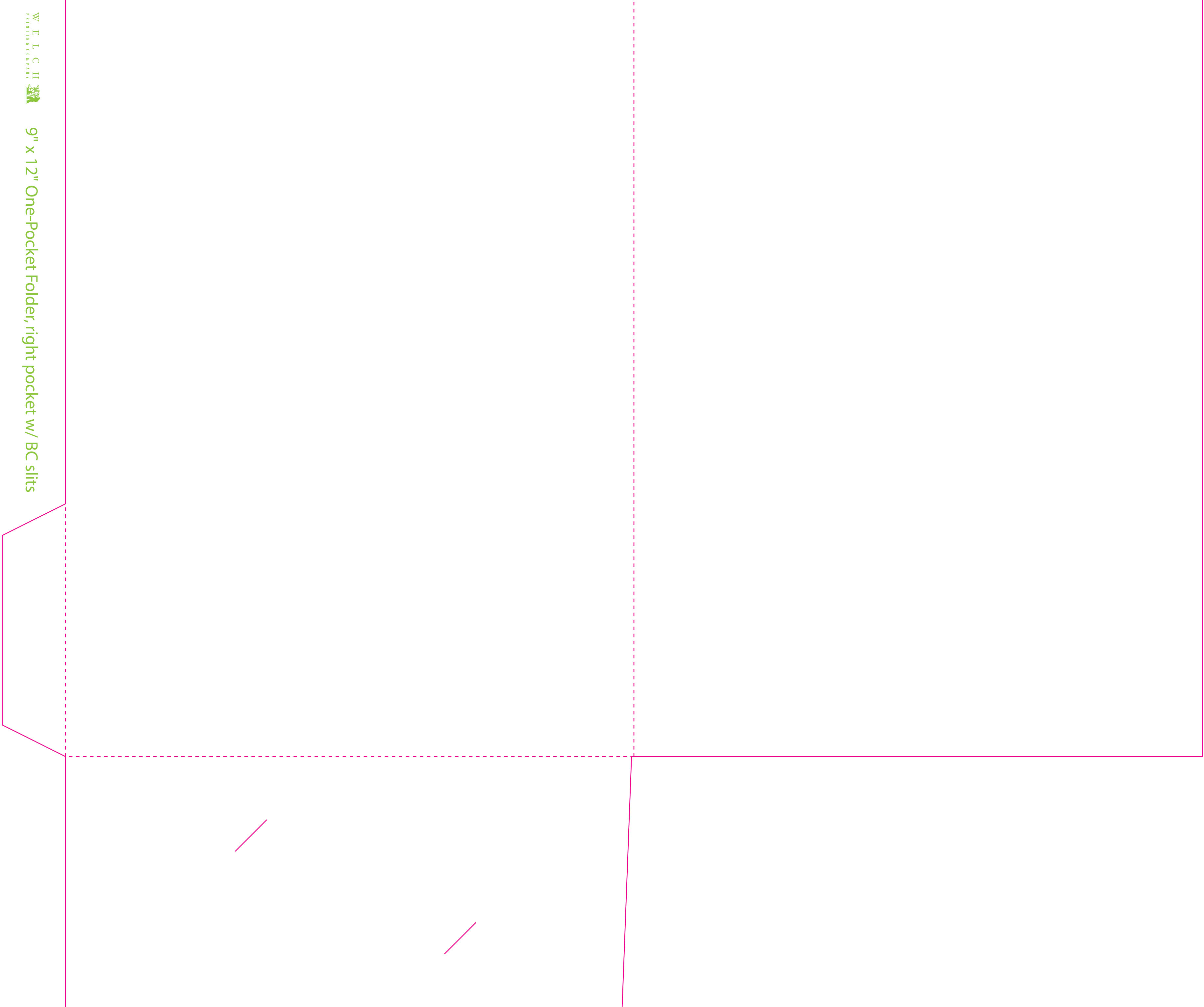




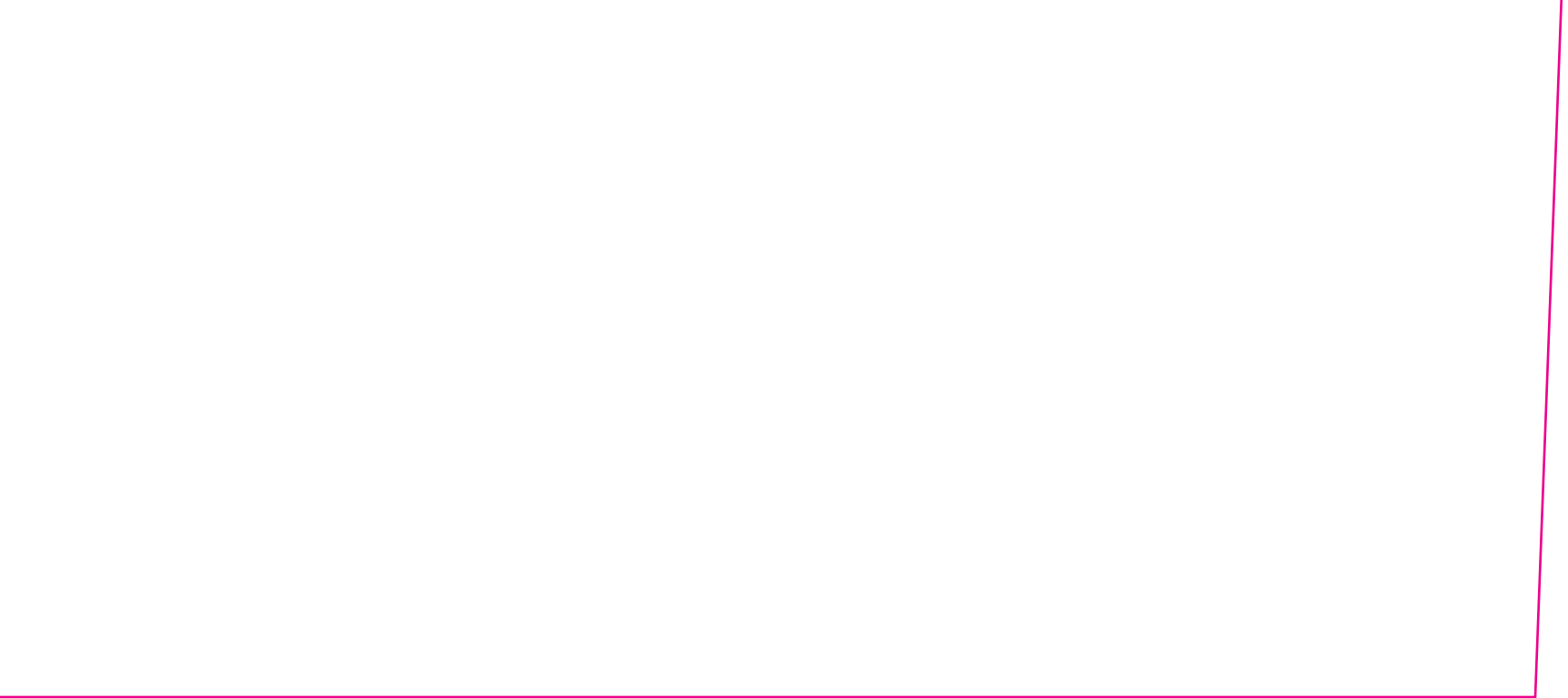


















Envelope templates



Envelope dies included in this document should not be edited, as they are for specific formats of envelope. If you want to make a custom envelope, please speak with one of our sales staff first, as there are important considerations, such as US Post Office regulations and other design impediments, that are important to be aware of or to be avoided.

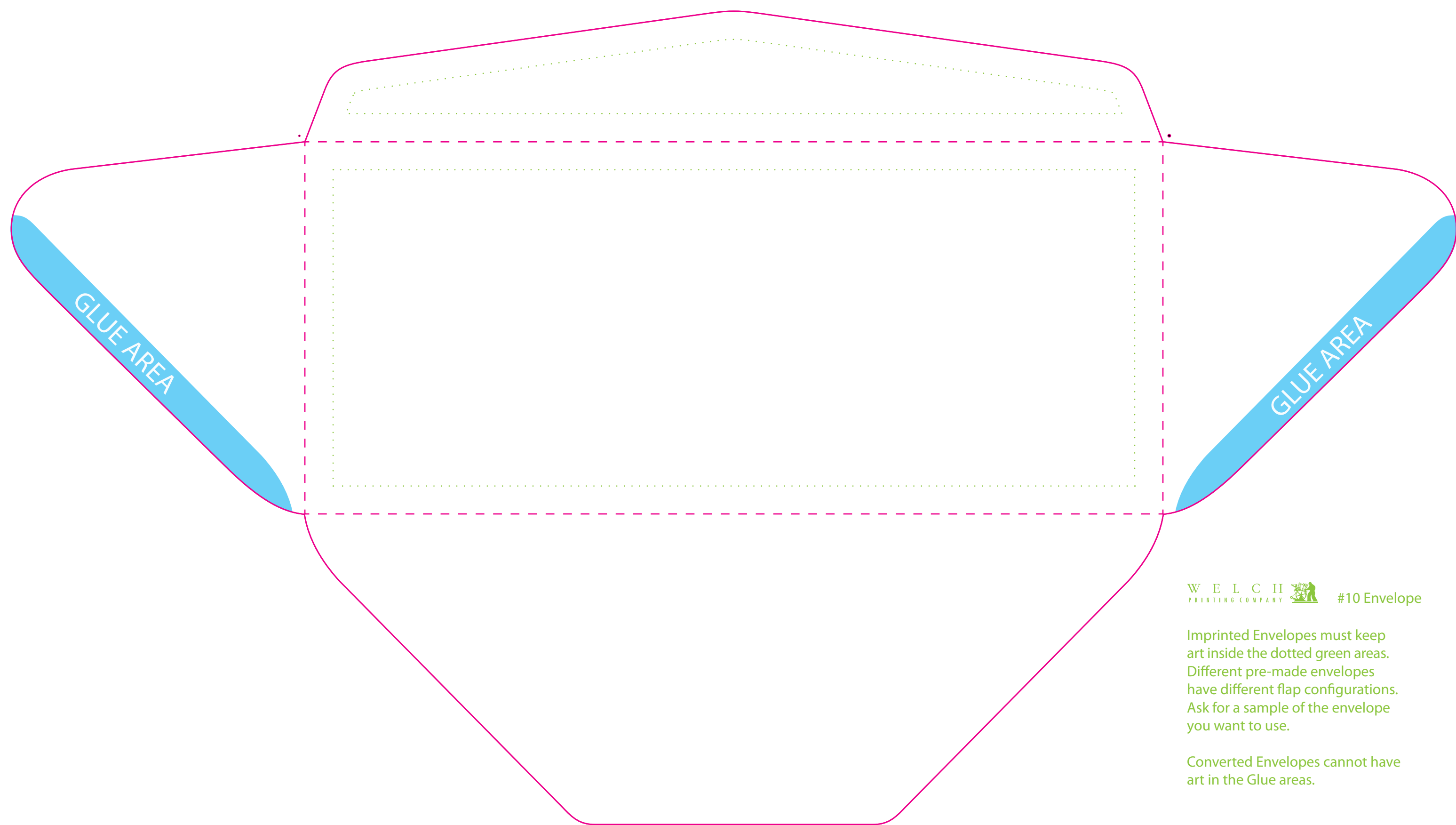
Envelopes come in many shapes and sizes, and are usually meant to perform a given set of tasks. Since envelopes are made primarily to contain things for mailing, special consideration needs to be made in designing an envelope. A beautiful envelope that doesn't pass postal regulations is a worthless envelope.

The die templates following can be used both for premade and converted envelopes. Typically, premade envelopes are cheaper and faster to get than converted envelopes, but certain design criteria, such as art that bleeds around folds, may only be possible with a converted envelope. Please feel free to pick our sales staff's brains about how to make your vision happen, stay in budget, and keep the Post Office happy.

The following envelope dies are included in this document:

- #10 Envelope (9.5" x 4.125" folded, 15.75" x 9.3125" flat)
- #10 Window Envelope (9.5" x 4.125" folded, 15.75" x 9.3125" flat)
- #9 Envelope (8.875" x 3.875" folded, 15" x 8.5" flat)
- A-2 Envelope (5.75" x 4.375" folded, 7.25" x 9.75" flat)
- A-6 Envelope (6.5" x 4.75" folded, 8" x 10.375" flat)
- A-7 Envelope (7.25" x 5.25" folded, 8.9375" x 11.375" flat)
- A-8 Envelope (8.125" x 5.5" folded, 10.25" x 12" flat)
- #6¾ Remittance Envelope
(converted, 6.5" x 3.5625" folded, 8" x 10.3125" flat)
- #6¾ Remittance Envelope
(premade, 6.5" x 3.5625" folded, 6.5" x 6.9375" flat)

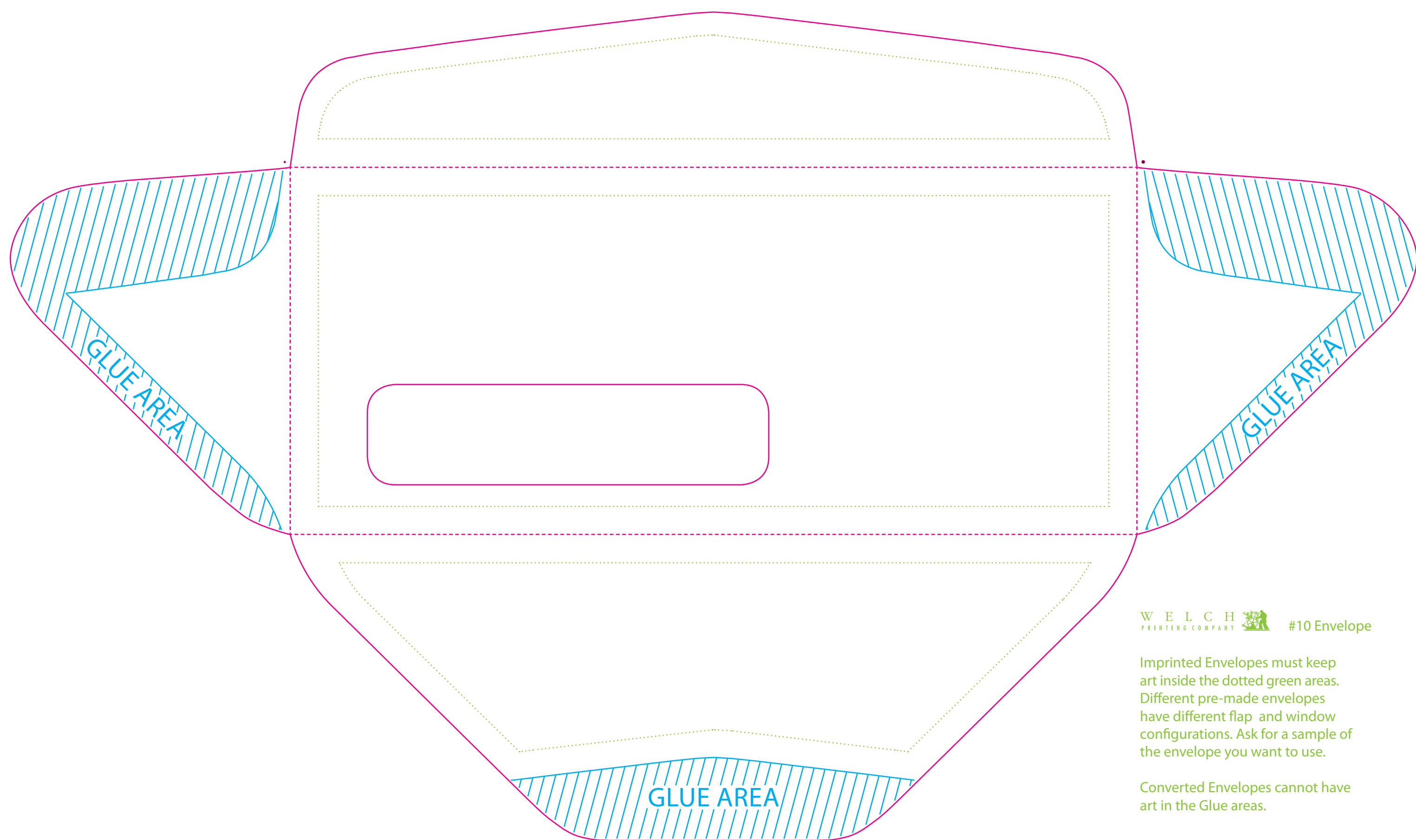
There are many kinds of envelope, and these are just the most popular. Need something else? Call us at 502.636.3511 and tell us what you need.



W E L C H
PRINTING COMPANY  #10 Envelope

Imprinted Envelopes must keep art inside the dotted green areas. Different pre-made envelopes have different flap configurations. Ask for a sample of the envelope you want to use.

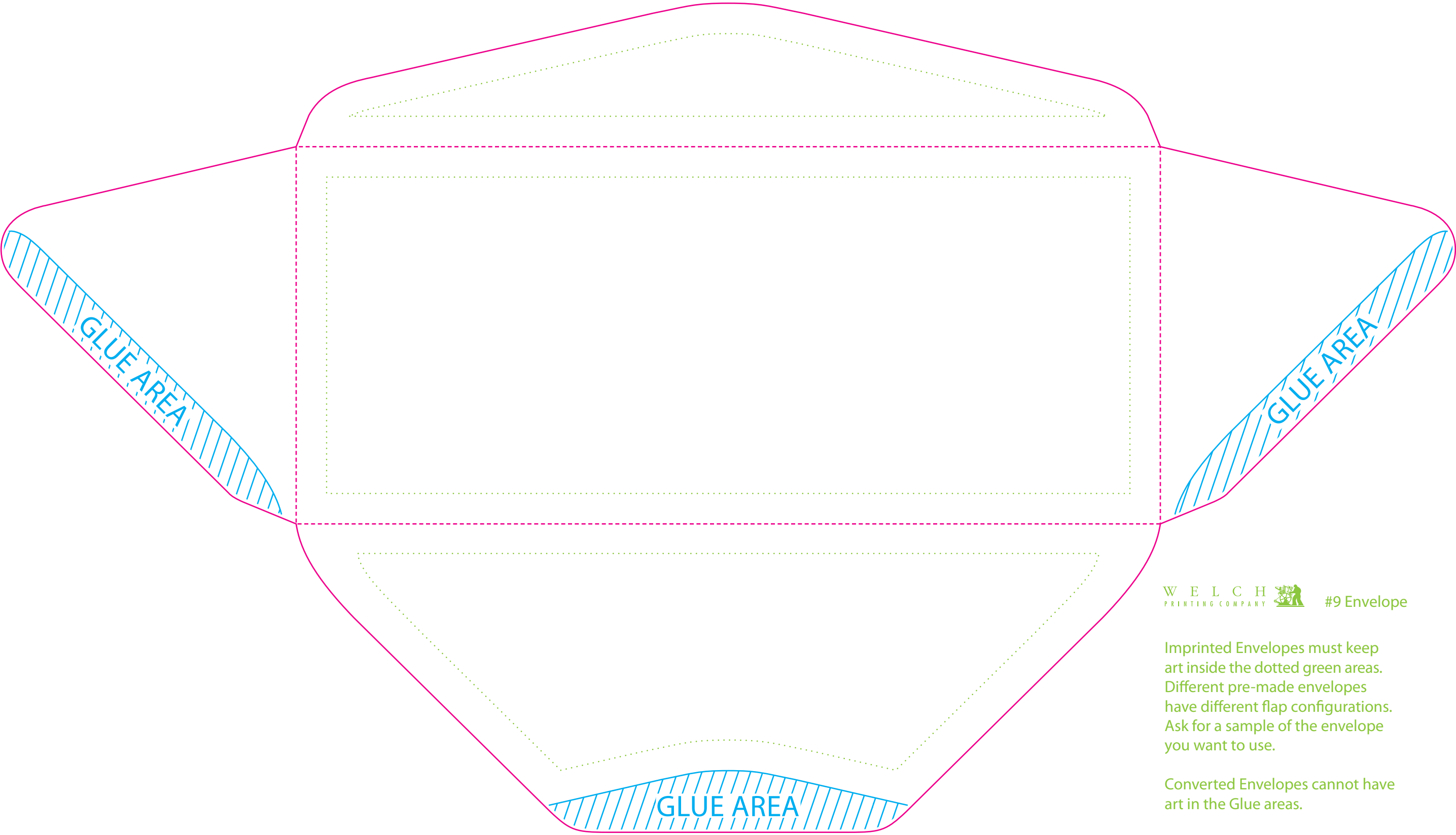
Converted Envelopes cannot have art in the Glue areas.



W E L C H  #10 Envelope
PRINTING COMPANY

Imprinted Envelopes must keep art inside the dotted green areas. Different pre-made envelopes have different flap and window configurations. Ask for a sample of the envelope you want to use.

Converted Envelopes cannot have art in the Glue areas.



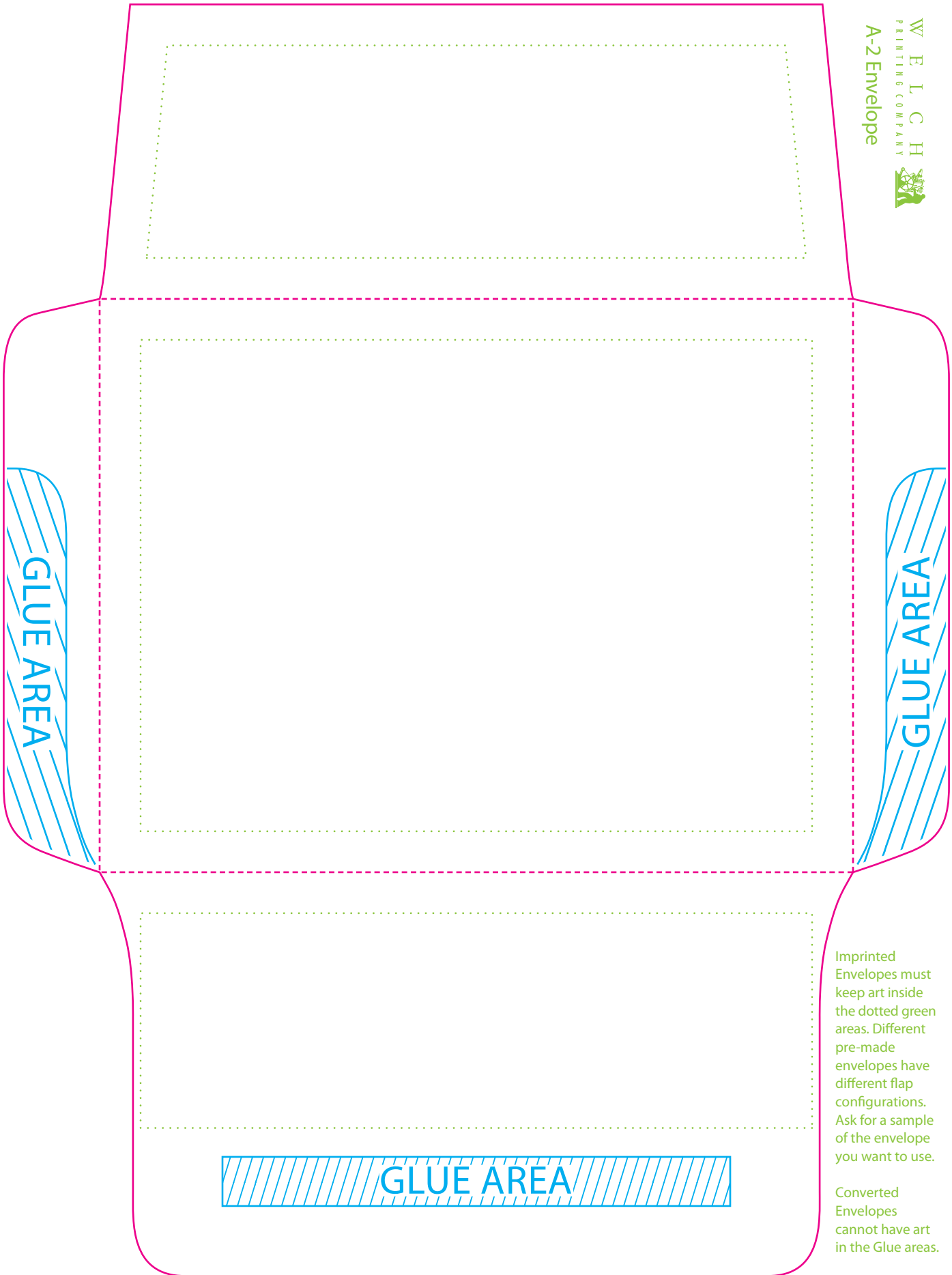
W E L C H  #9 Envelope

Imprinted Envelopes must keep art inside the dotted green areas. Different pre-made envelopes have different flap configurations. Ask for a sample of the envelope you want to use.

Converted Envelopes cannot have art in the Glue areas.



A-2 Envelope

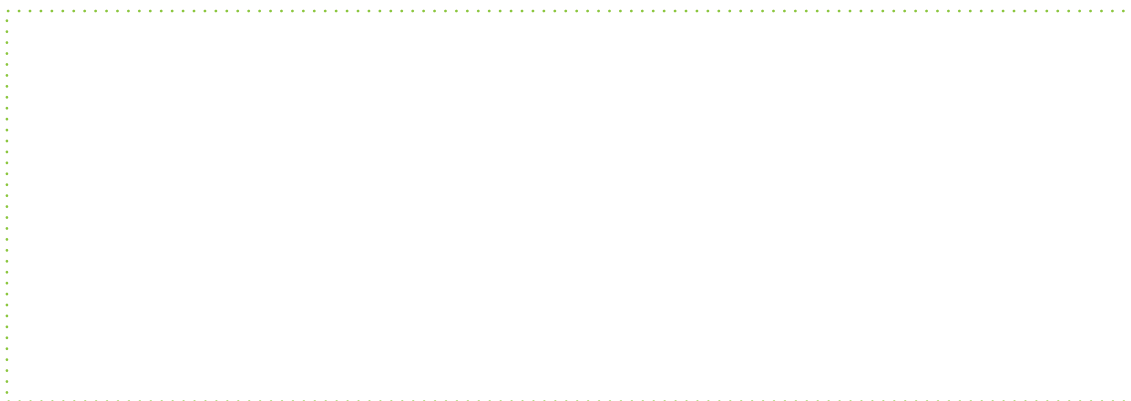
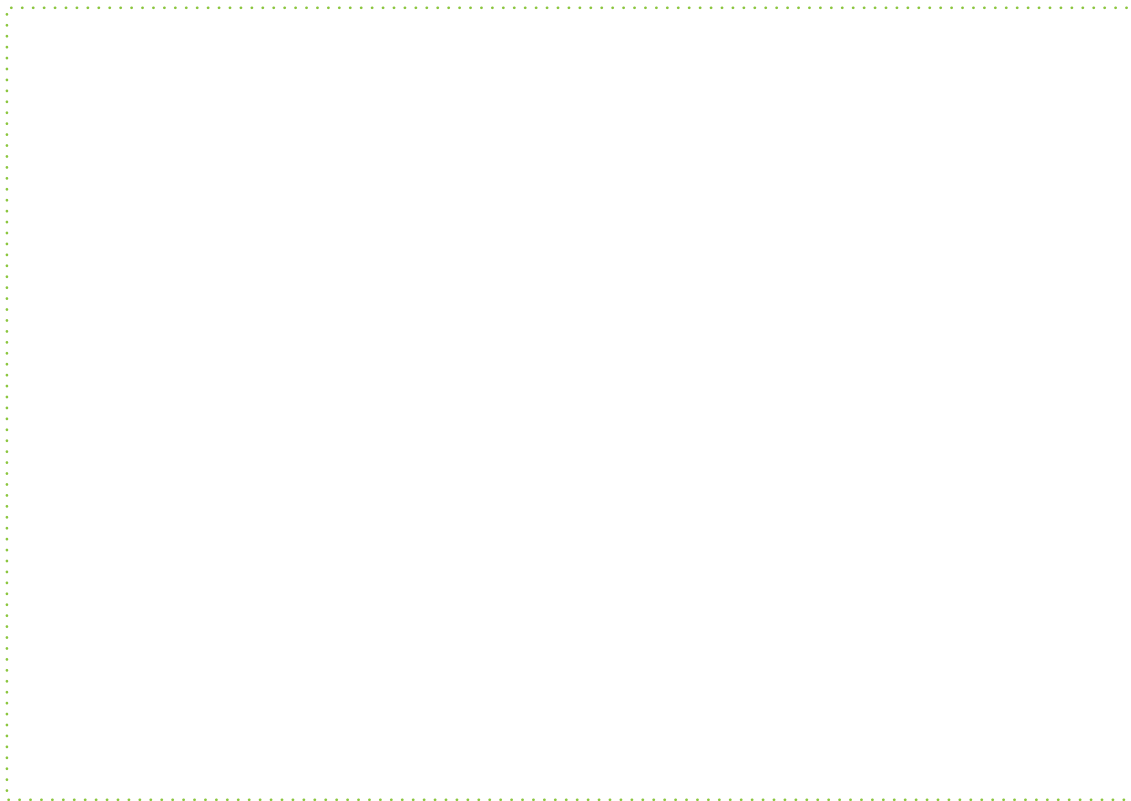
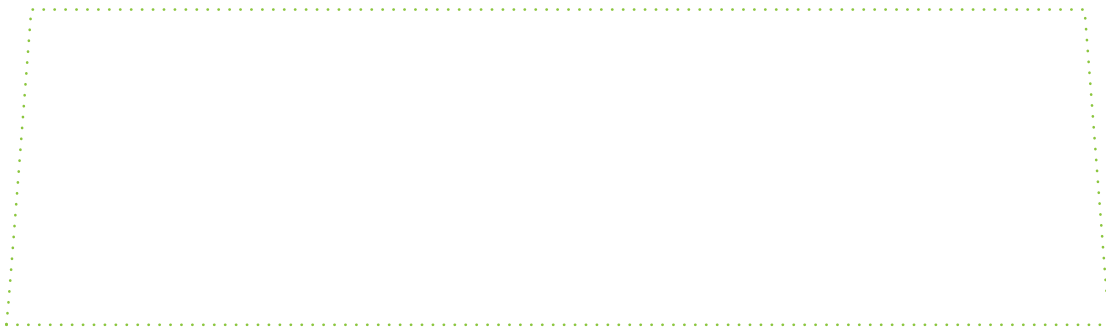


Imprinted
Envelopes must
keep art inside
the dotted green
areas. Different
pre-made
envelopes have
different flap
configurations.
Ask for a sample
of the envelope
you want to use.

Converted
Envelopes
cannot have art
in the Glue areas.

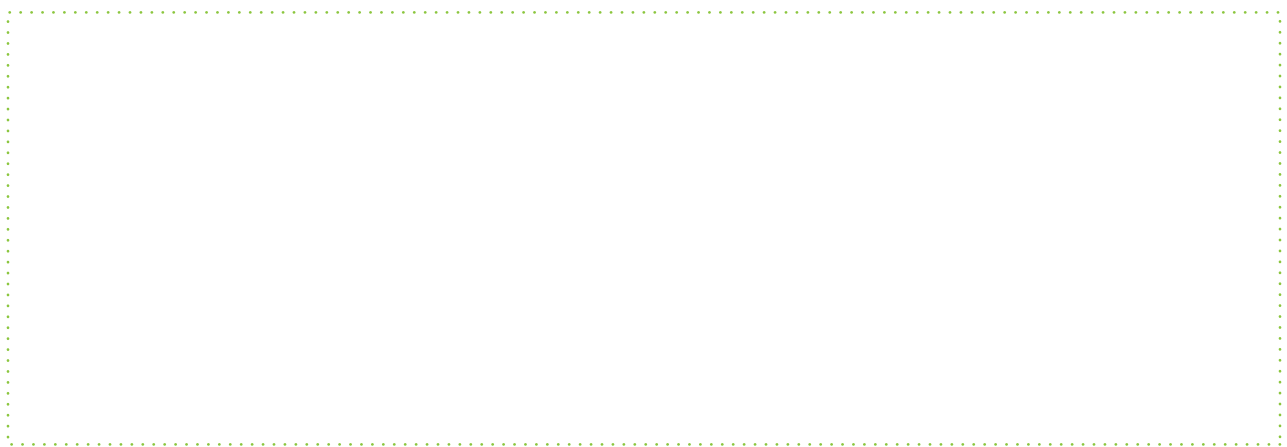
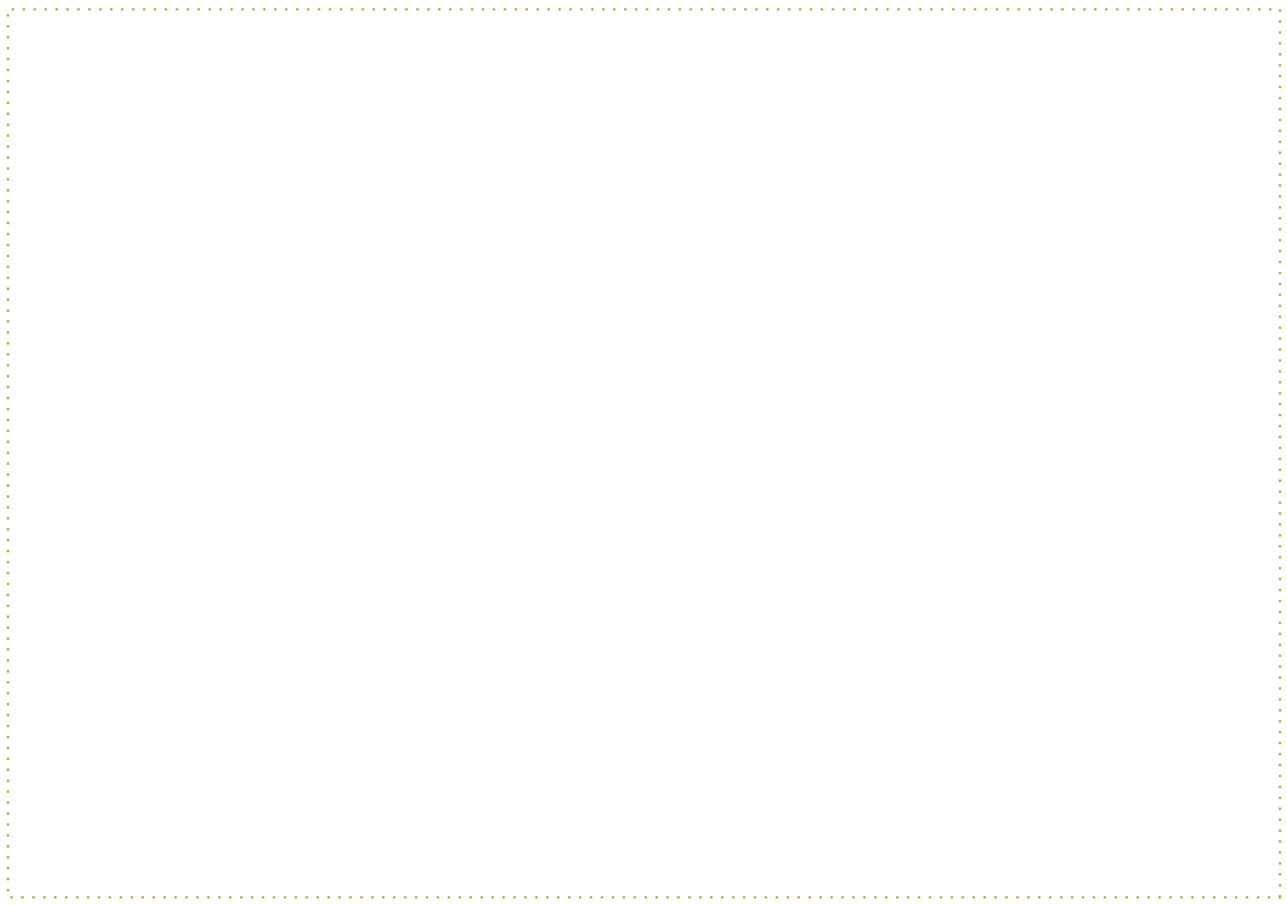
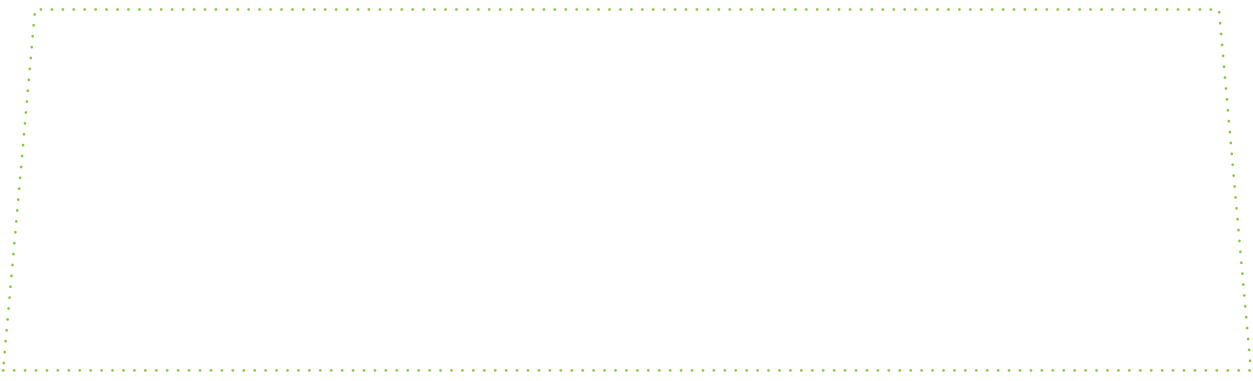


A-6 Envelope



Imprinted
Envelopes must
keep art inside
the dotted green
areas. Different
pre-made
envelopes have
different flap
configurations.
Ask for a sample
of the envelope
you want to use.

Converted
Envelopes
cannot have art
in the Glue areas.

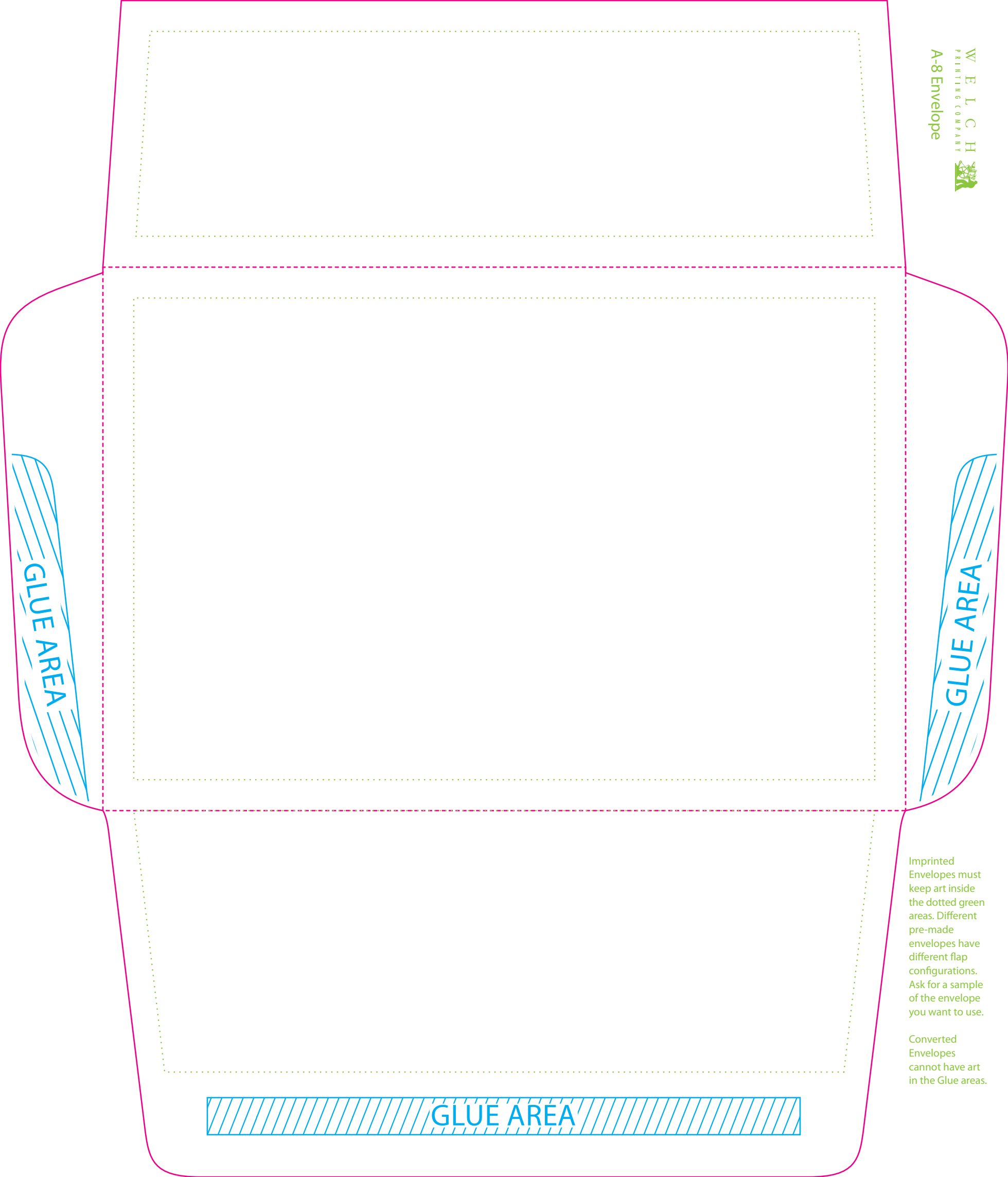


Imprinted
Envelopes must
keep art inside
the dotted green
areas. Different
pre-made
envelopes have
different flap
configurations.
Ask for a sample
of the envelope
you want to use.

Converted
Envelopes
cannot have art
in the Glue areas.



A-8 Envelope



Imprinted
Envelopes must
keep art inside
the dotted green
areas. Different
pre-made
envelopes have
different flap
configurations.
Ask for a sample
of the envelope
you want to use.

Converted
Envelopes
cannot have art
in the Glue areas.



6¾ Remittance
(Converted)

FRONT

GLUE AREA

GLUE AREA

GLUE AREA



6¾ Remittance
(Converted)

Converted Envelopes cannot
have art in the Glue areas.

GLUE AREA

GLUE AREA

GLUE AREA

BACK

6% Remittance

OUTSIDE

INSIDE

6% Reinittance

GLUE AREA

GLUE AREA

CD/DVD/MiniCD templates

The dies included in this document for optical disks should not be edited, as the size and printing surfaces of these media cannot be changed.

We can duplicate and print in full color directly on the surface of CDs and DVDs. Both optical disks share the same design format. As these were created for a global market, the dimensions are in millimeters, not inches. Despite the fact that art cannot print past the edges of a CD face, it is best to design art which touches the edges with additional bleed. Our printing process will determine the right stopping point for imaging.

There are two kinds of printable optical disks: print-on-hub, and clear hub. Print-on-hub lets you put artwork closer to the spindle hole. The die templates for each have dotted circles that show where the imaging area ends as it gets toward the center. Use these as your guides to keep important art from being clipped off.

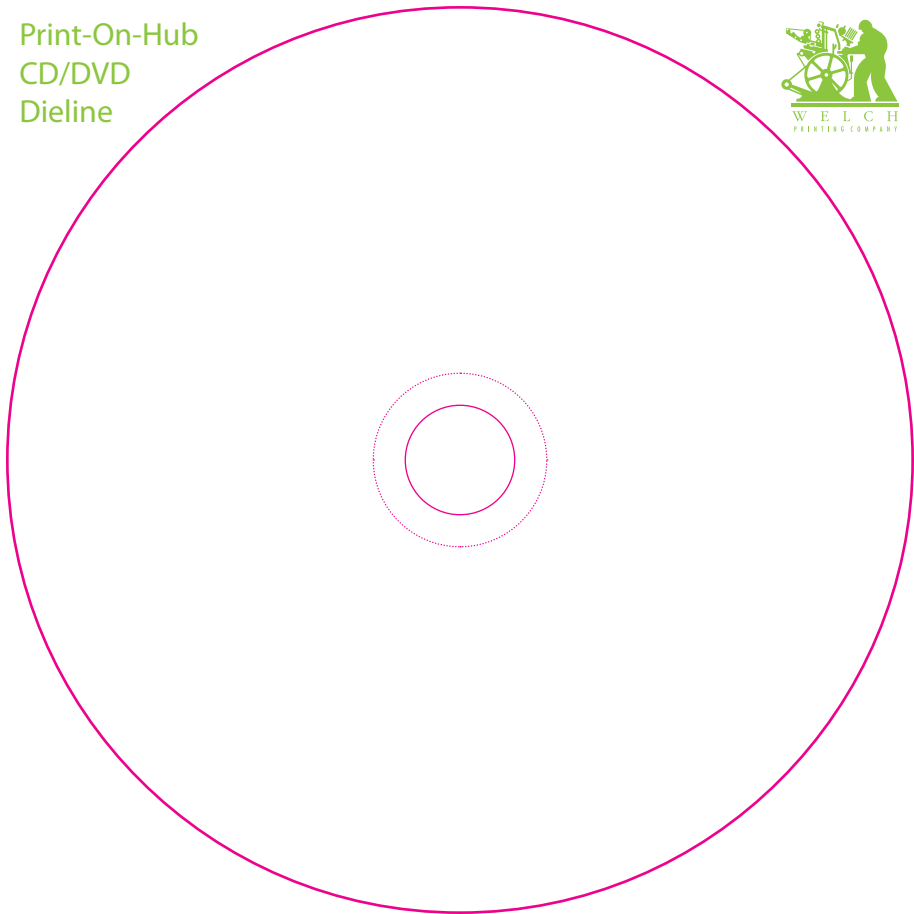
MiniCD's cannot be printed on directly, and usually have a printed label affixed to them.

There are numerous envelope and casing options for optical disks. Included are templates for jewel case and slimline jewel case inserts, and jewel case tray cards.

- CD/DVD Print-On-Hub (120mm x 120mm)
- CD/DVD Clear Hub (120mm x 120mm)
- MiniCD (80mm x 80mm)
- Jewel Case Inserts (4.75" x 4.75")*
- Jewel Case Tray Card (5.9375" x 4.625")*

** These are combined onto a single die with dimensions of 11.6875" x 5.25".*

Print-On-Hub
CD/DVD
Dieline



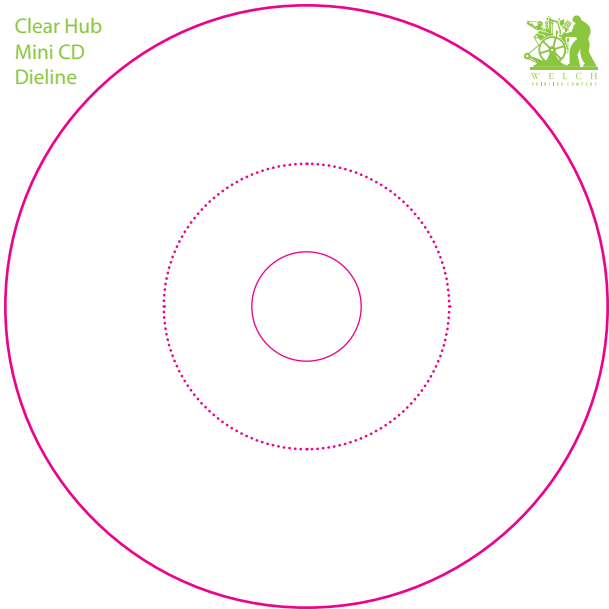
Clear Hub
CD/DVD
Dieline



Print-On-Hub
Mini CD
Dieline



Clear Hub
Mini CD
Dieline





Jewel Case Insert

Jewel Case Card

W E L C H
P R I N T I N G C O M P A N Y



Tab templates

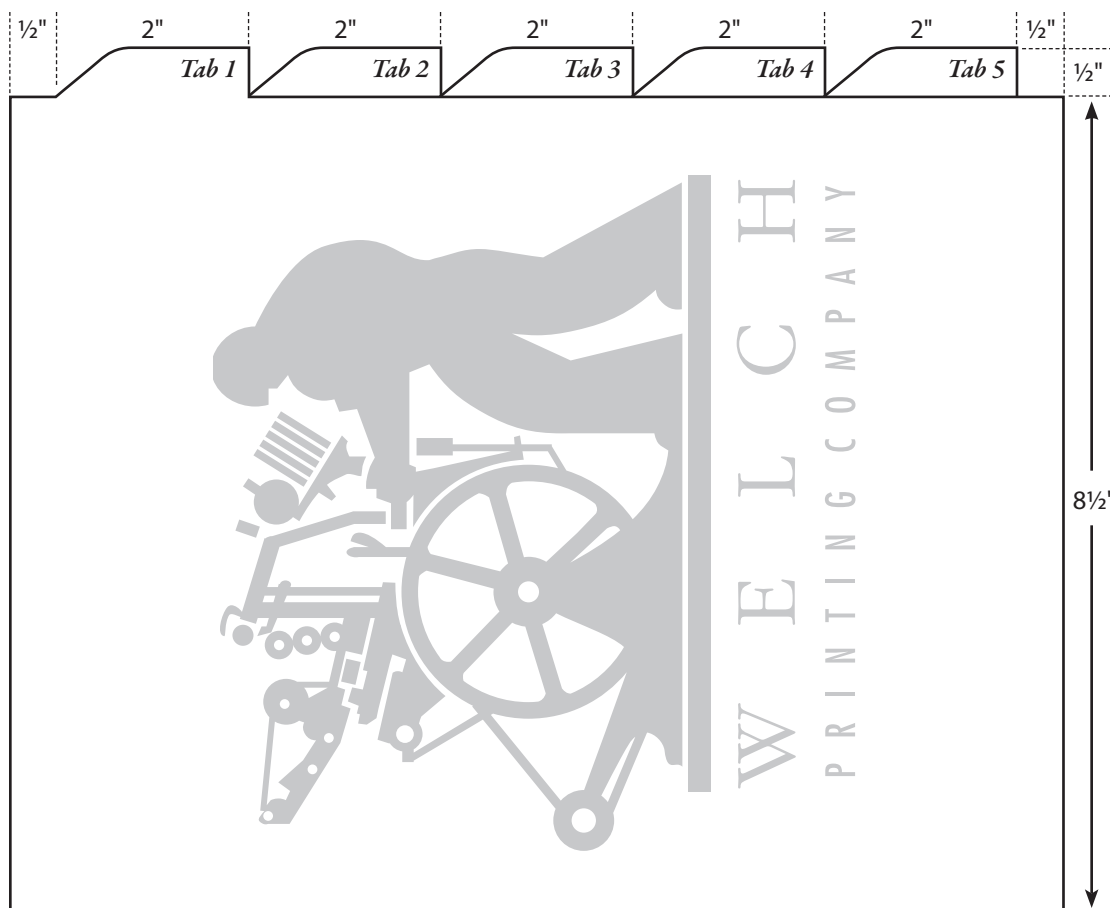


Tabs are often overlooked as a design element. Use of color, stock, and shape of the tabs can add ornaments to an otherwise-drab tree of a book. Our preset tabs are merely one way to make tabs. If you want to create your own tab dies, and you want to have the tabs look even and professional, here is the formula for determining the width and spacing of a tab bank.

To make your own custom tabs, first determine the total length of the tab bank (usually the vertical height of the piece that they will go in). Subtract 1" from that distance. Divide the remaining distance by how many tabs you will have in the bank. This gives you the width of each tab. (Tab height is your choice, but typically they are $\frac{1}{2}$ ".)

Then, when you set up the tabs, put $\frac{1}{2}$ " on each side, and set up the art for each tab butting to each other.

A bank of 5 tabs for an 8.5" x 11" document is usually set up on a 9" x 11" page, with $\frac{1}{2}$ " at top and bottom to inset the tabs for protection. The remaining distance, 10", is divided by 5 to give each tab a width of exactly 2". Tabs are typically $\frac{1}{2}$ " tall.





Bank of 2 tabs (5" wide each)



Bank of 3 tabs (3.333" or 240 pt. wide each)

Bank of 4 tabs (2.5" wide each)

Bank of 5 tabs (2" wide each)

Bank of 6 tabs (1.667" or 120 pt. wide each)

Bank of 7 tabs (1.429" wide each)

Bank of 8 tabs (1.25" wide each)

Bank of 9 tabs (1.111" or 80 pt. wide each)

Bank of 10 tabs (1" wide each)

Bank of 11 tabs (0.909" wide each)

