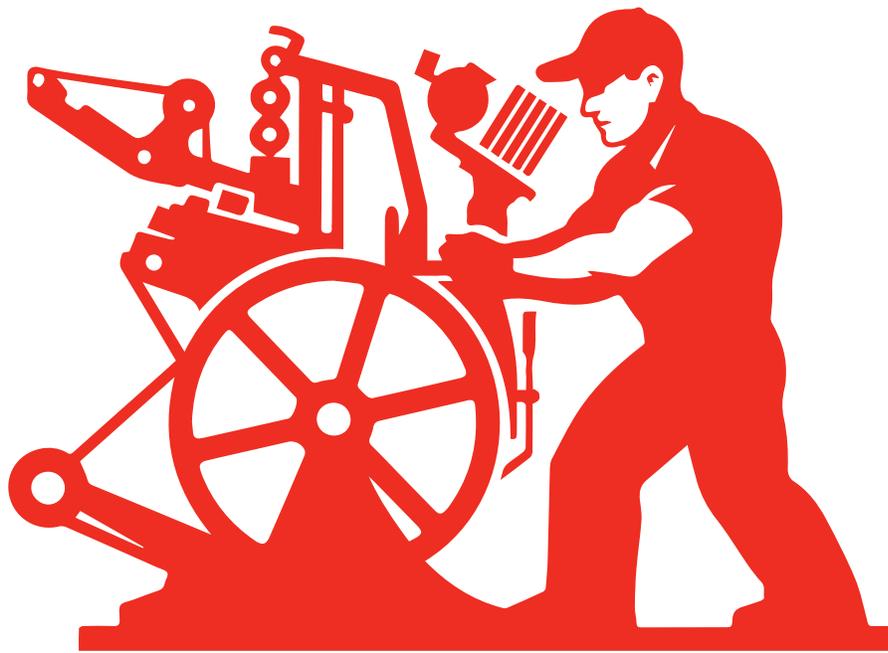


Common Dies



W E L C H

P R I N T I N G C O M P A N Y

502-636-3511

We Make *You* Look Good!

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.

This PDF contains 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.

Placement & Layers

The pages in this document can be placed as images in InDesign. 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.



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 one or two 4" pockets. Pocket folders often come with business card slits and our dies have interchangeable business card slits. Slits can be used on either pocket per your preference. 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
- 9" x 12" One Right Pocket
- 9" x 12" One Left Pocket

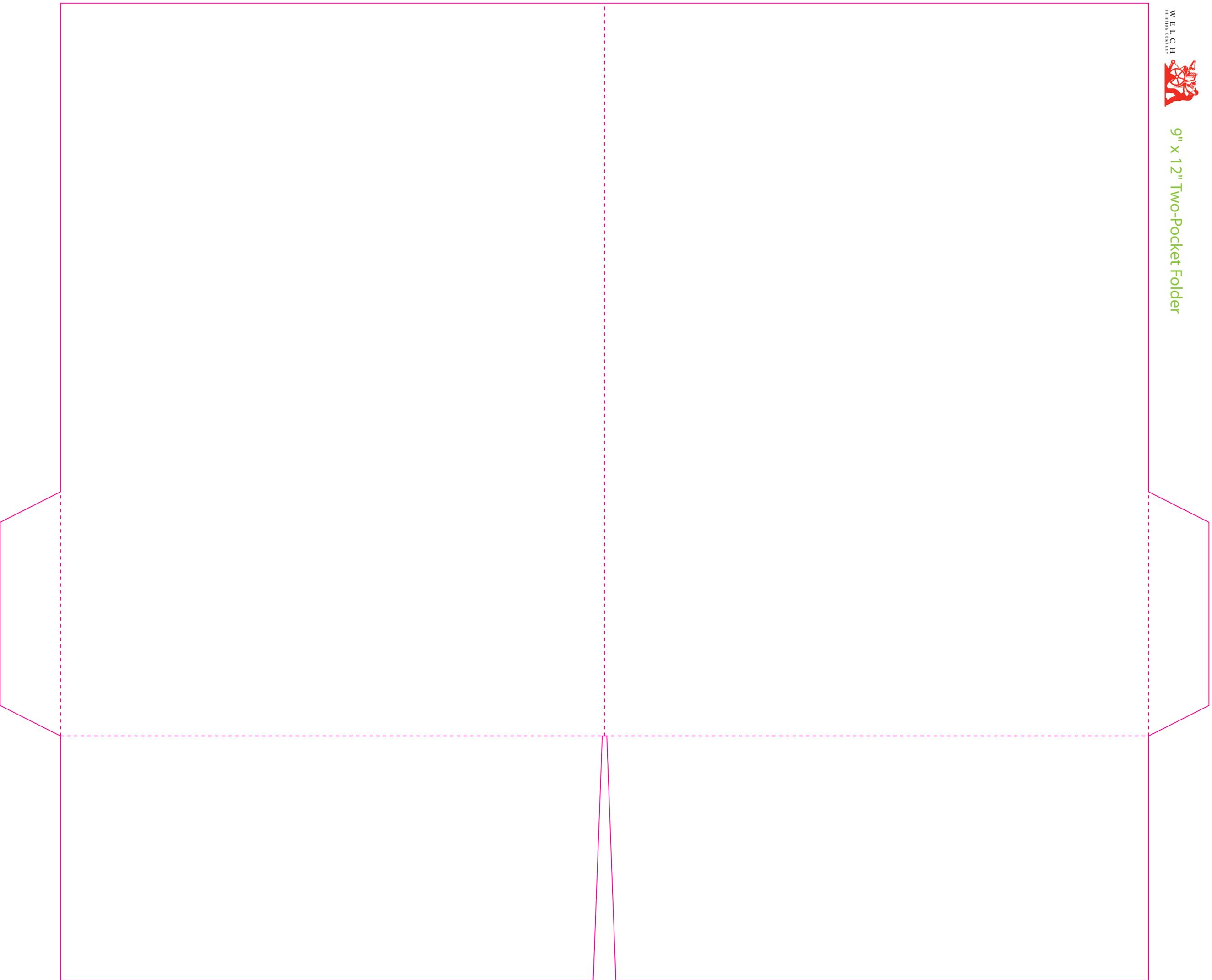
The flat size to use for two-pocket dies is 20" x 16" (Two 9" x 12" panels + 4" tall pockets, with two 1" side-tabs for gluing the pockets together).

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).

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 account executives about the many effects and techniques you can use on a pocket folder to make a real statement.



9" x 12" Two-Pocket Folder





9" x 12" One-Pocket Folder, right pocket





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.

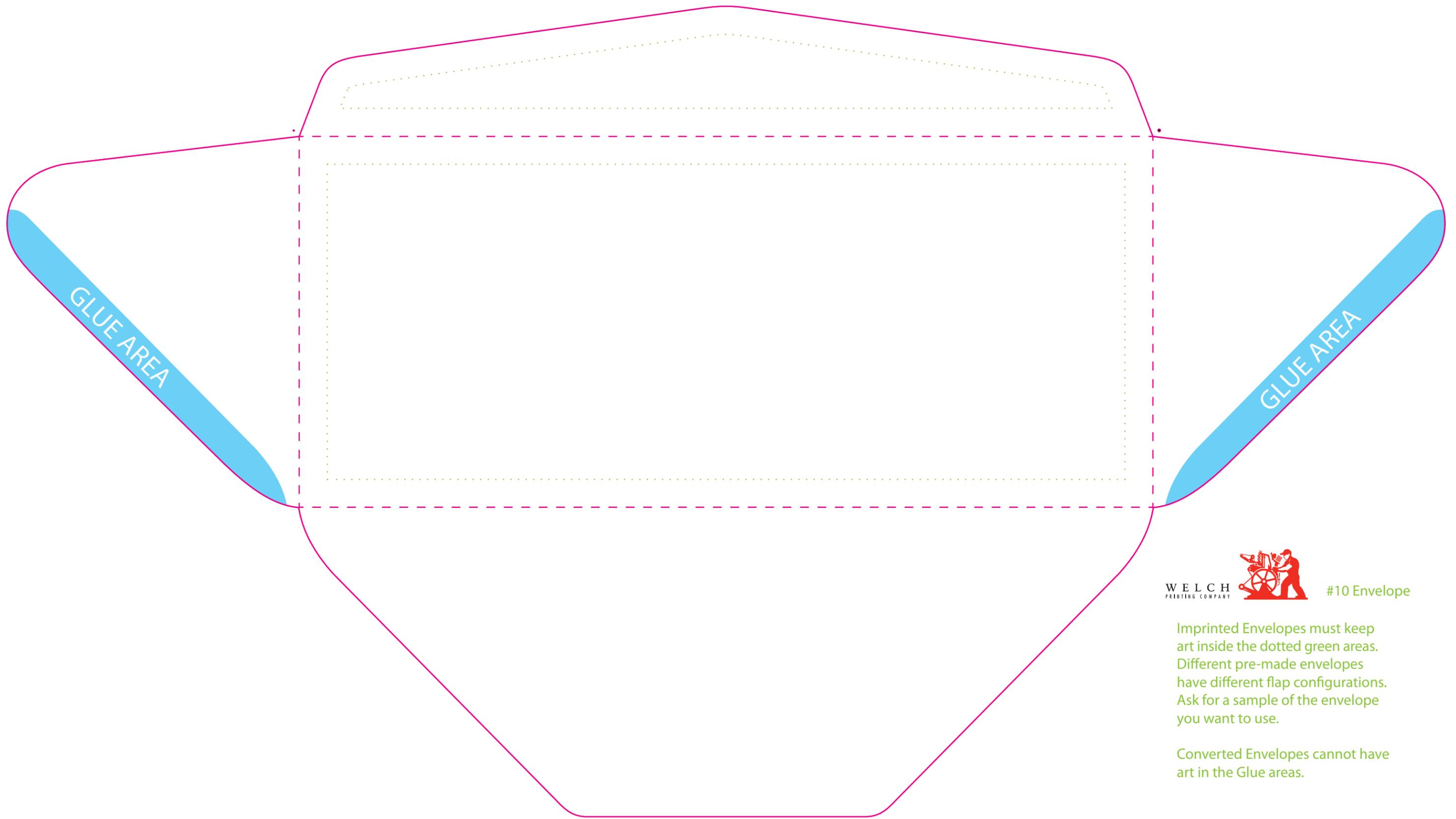
Envelopes come in many shapes and sizes, and are usually meant to perform a given set of tasks. Since envelopes are made primarily to contain things for mailing, special consideration needs to be made in designing an envelope. A beautiful envelope that doesn't pass postal regulations is a worthless envelope.

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 your account executive'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:

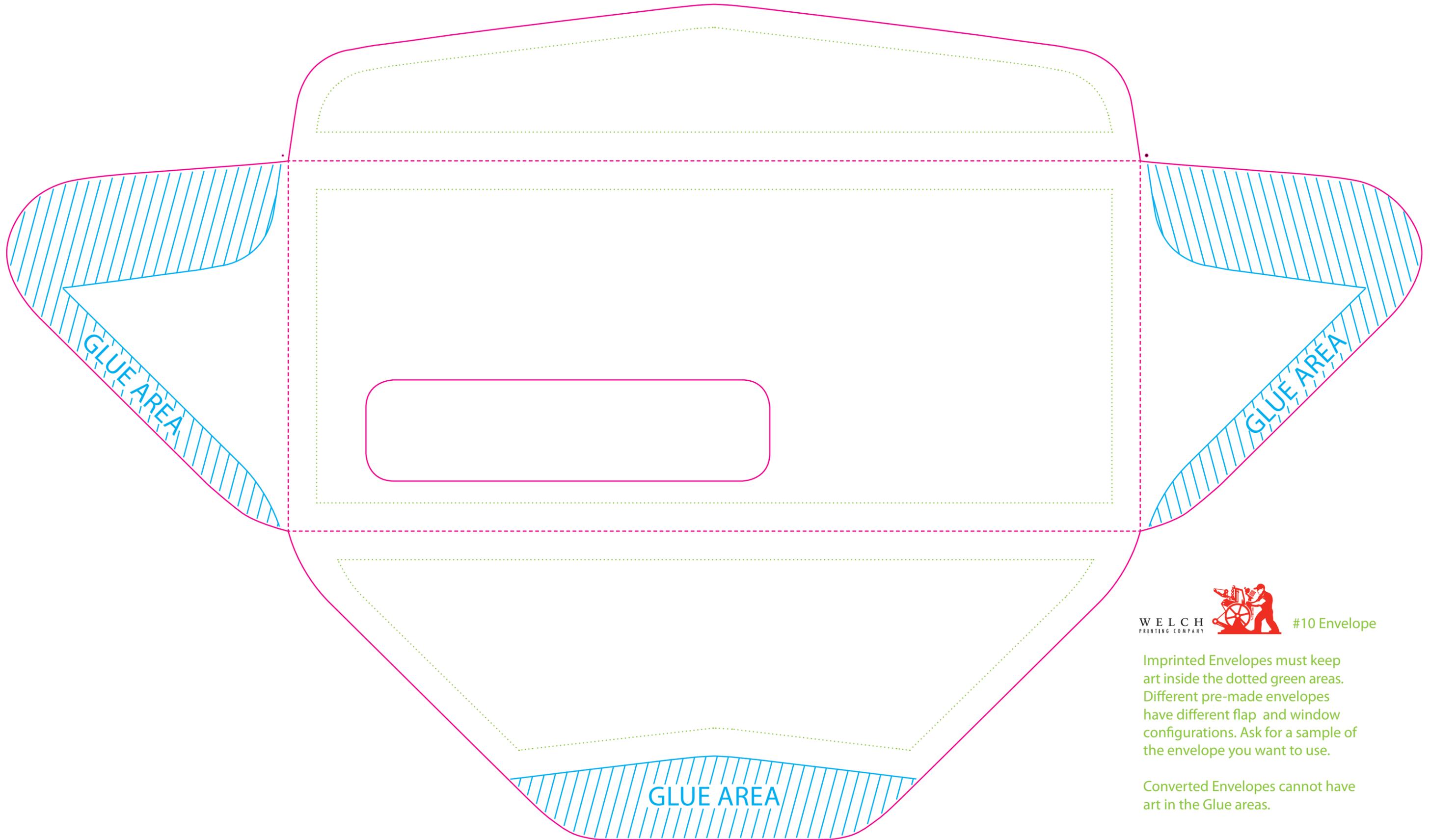
- #10 Envelope (9.5" x 4.125" folded, 15.75" x 9.3125" flat)
- #10 Window Envelope (9.5" x 4.125" folded, 15.75" x 9.3125" flat)
- #9 Envelope (8.875" x 3.875" folded, 15" x 8.5" flat)
- A-2 Envelope (5.75" x 4.375" folded, 7.25" x 9.75" flat)
- A-6 Envelope (6.5" x 4.75" folded, 8" x 10.375" flat)
- 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)
- #6³/₄ Remittance Envelope
(converted, 6.5" x 3.5625" folded, 8" x 10.3125" flat)
- #6³/₄ 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? Reach out to your account executive at 502.636.3511 and tell us what you need.



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.

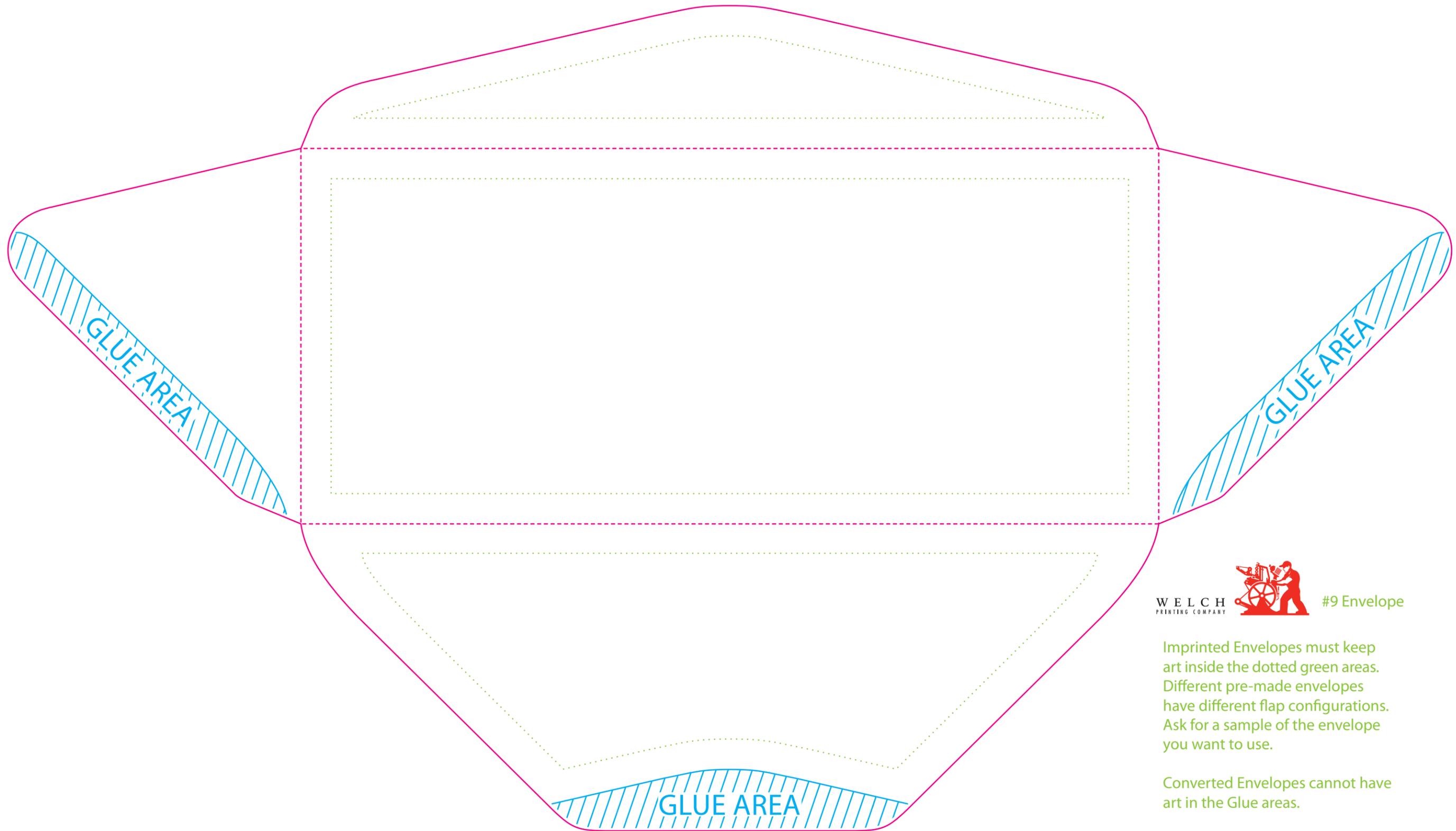
Converted Envelopes cannot have art in the Glue areas.



W E L C H
PRINTING COMPANY  #10 Envelope

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.

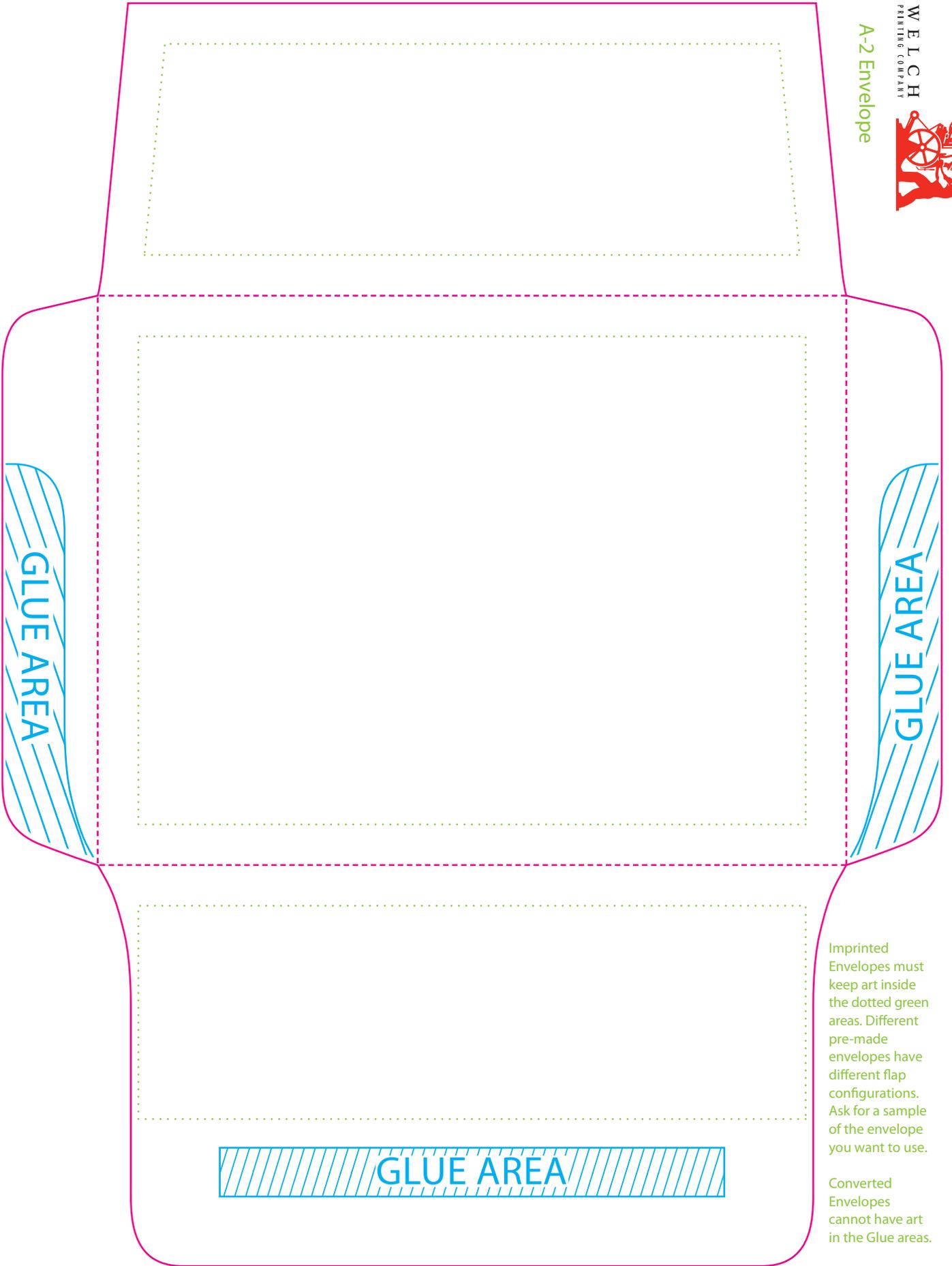


Imprinted Envelopes must keep art inside the dotted green areas. Different pre-made envelopes have different flap configurations. Ask for a sample of the envelope you want to use.

Converted Envelopes cannot have art in the Glue areas.



A-2 Envelope

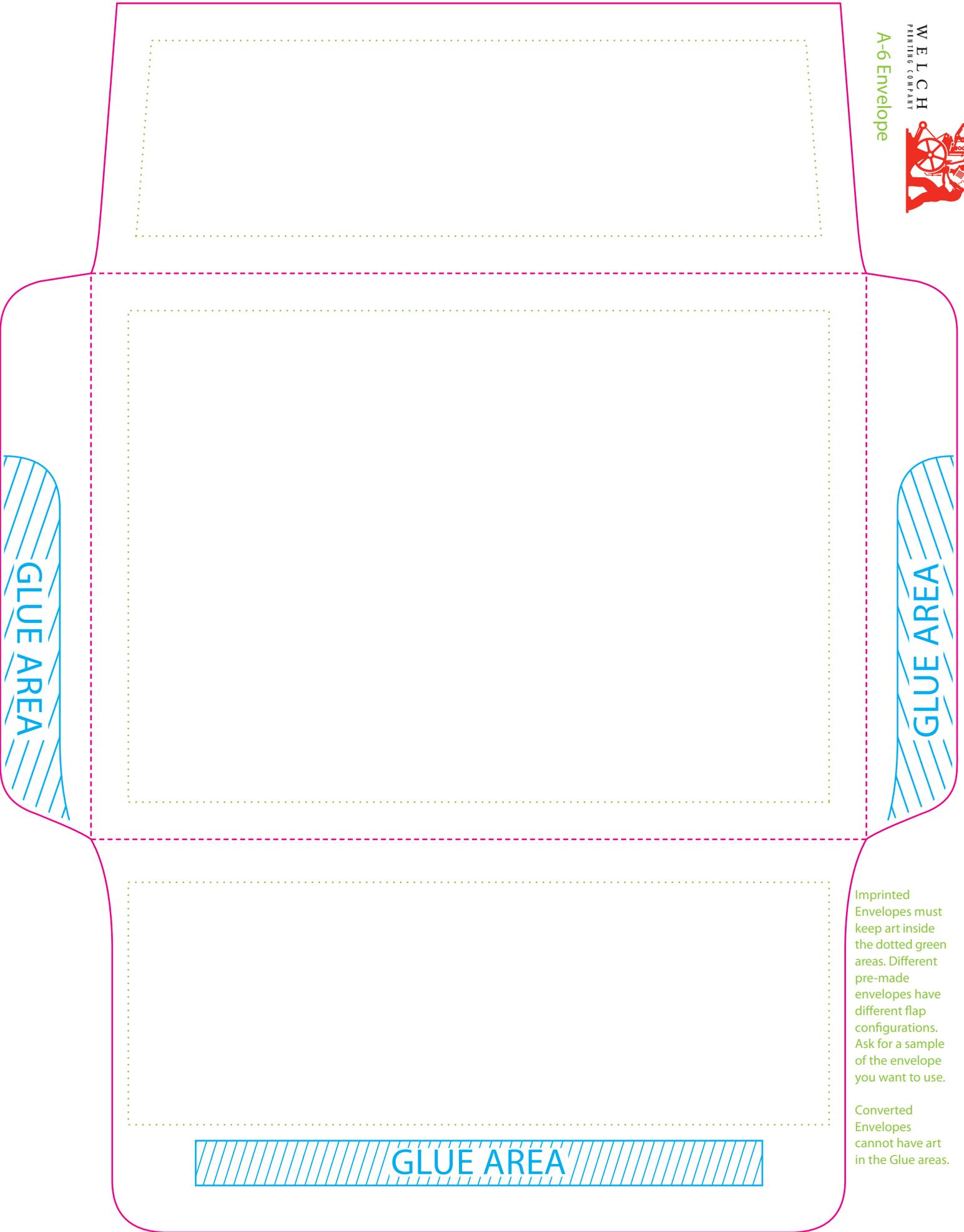


Imprinted Envelopes must keep art inside the dotted green areas. Different pre-made envelopes have different flap configurations. Ask for a sample of the envelope you want to use.

Converted Envelopes cannot have art in the Glue areas.

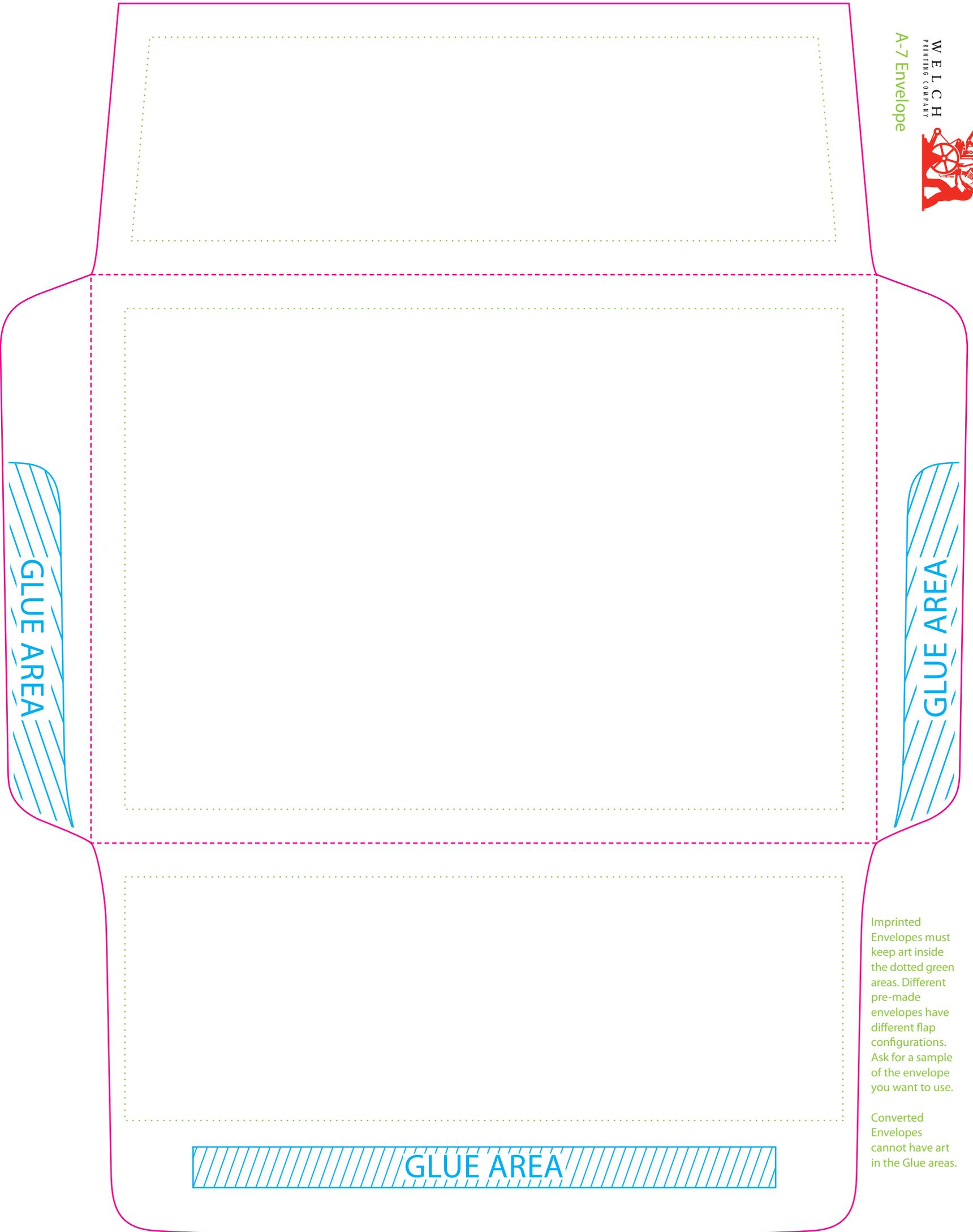


A-6 Envelope



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.



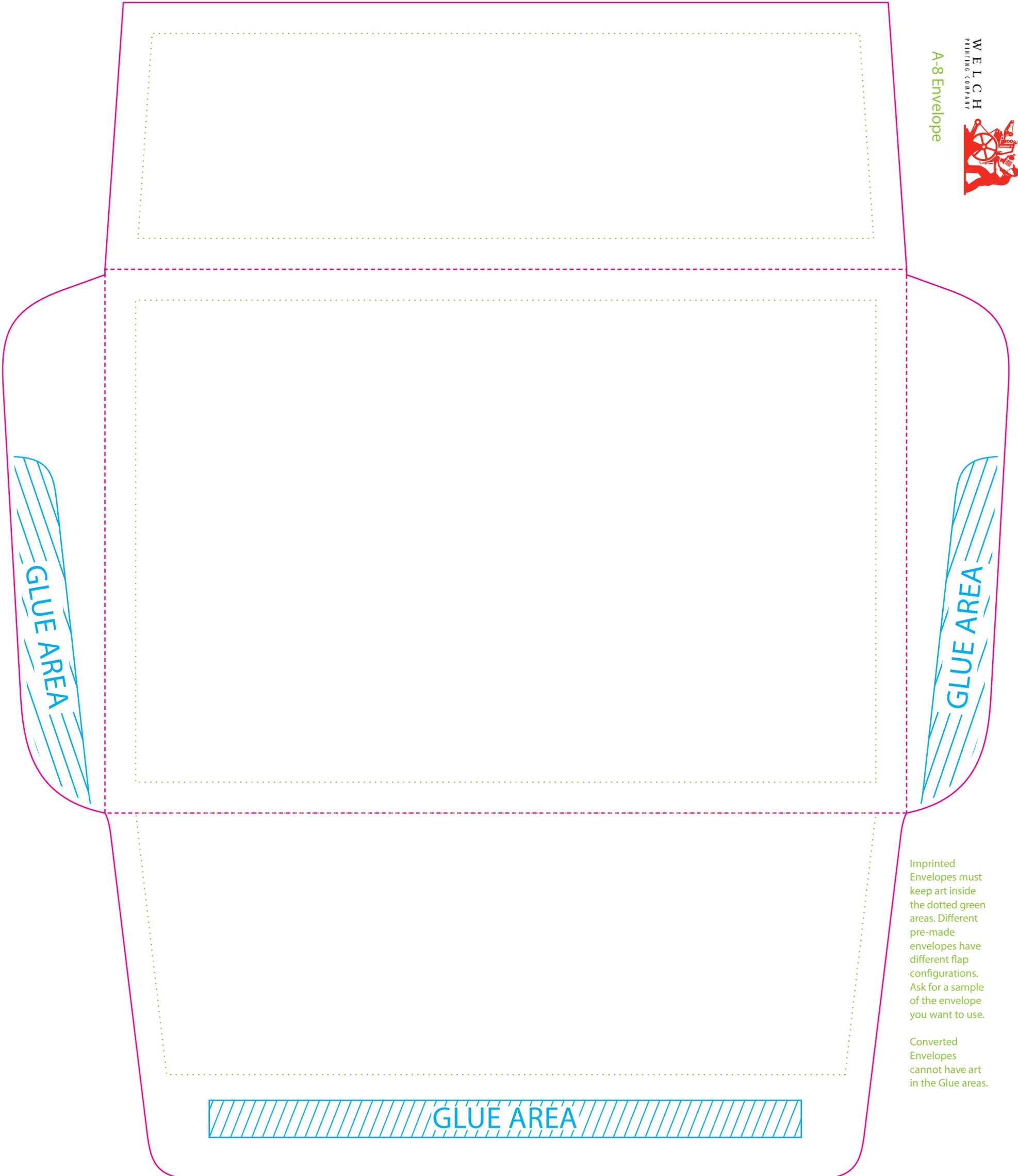
Imprinted Envelopes must keep art inside the dotted green areas. Different pre-made envelopes have different flap configurations. Ask for a sample of the envelope you want to use.

Converted Envelopes cannot have art in the Glue areas.

GLUE AREA



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.

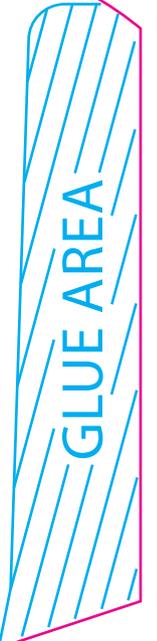
GLUE AREA

W E L C H
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6³/₄ Remittance
(Converted)

FRONT



W E L C H
PRINTING COMPANY



6³/₄ Remittance
(Converted)

Converted Envelopes cannot
have art in the Glue areas.

GLUE AREA

GLUE AREA

GLUE AREA

BACK

WELCH
PRINTING COMPANY



OUTSIDE

6 3/4 Remittance

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



INSIDE

GLUE AREA

6% Remittance

GLUE AREA

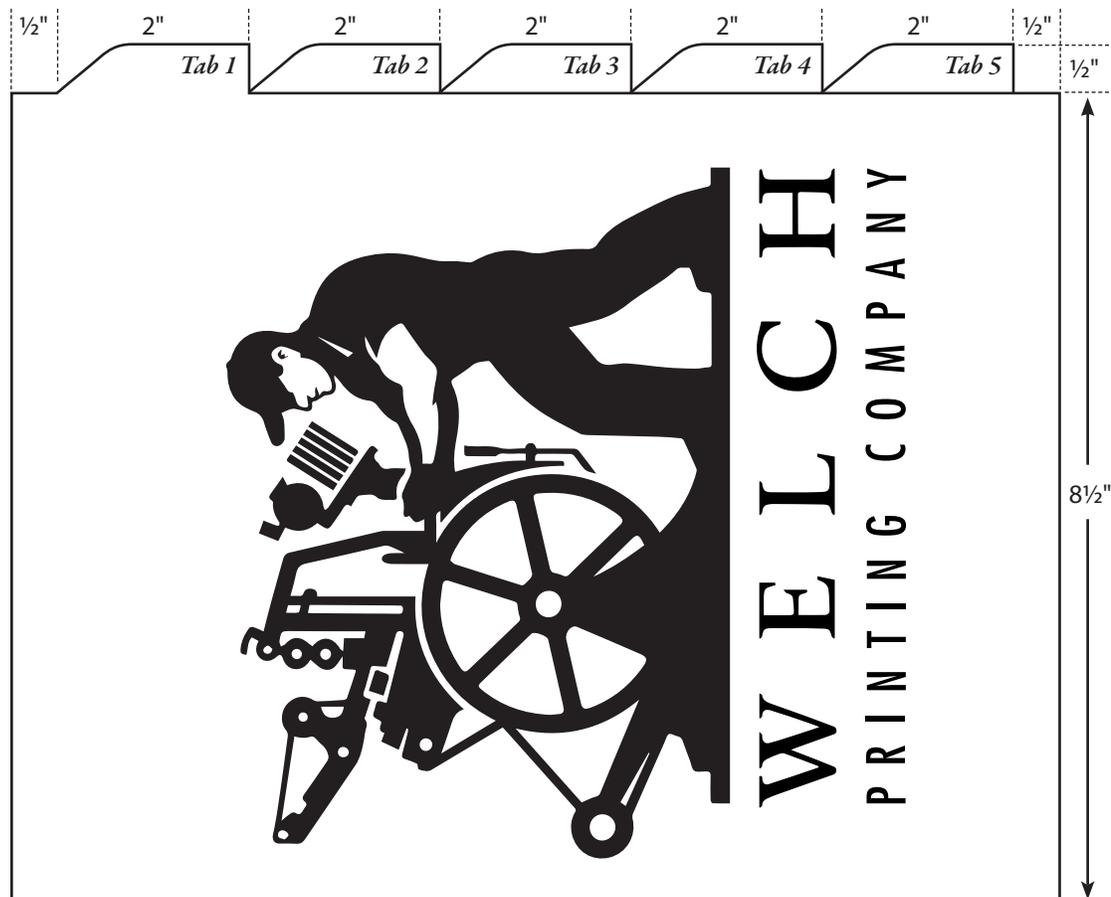
Tab templates

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)



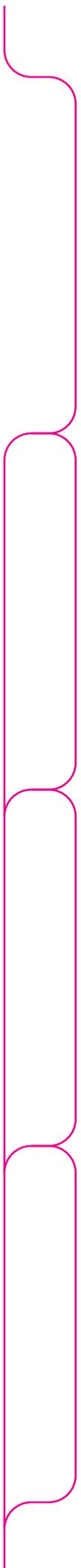
WELCH
PRINTING COMPANY



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



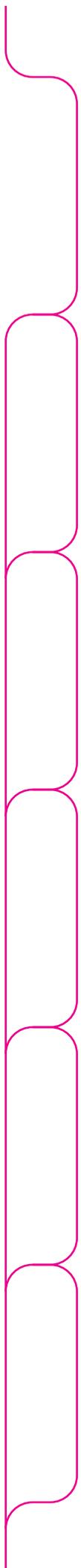
Bank of 4 tabs (2.5" wide each)



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)

