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# CUSTOM SHAPE ROLL LABELS

**BLEED:** Your file needs to include a 0.125" bleed necessary for production. Bleed is printing that goes beyond the edge of the sheet after trimming. If bleed is not included in document setup, there is a good chance there will be a gap between the edge of the printed area and the cut line. This happens because there is a tolerance when cutting the printed piece. For more information on the importance of bleed, visit our website: [smartpress.com/support/printing-basics/bleed-borders](https://smartpress.com/support/printing-basics/bleed-borders).

**DIE CUT:** If your file needs a custom shape cut, you will need to create a dieline with a 0.25 pt. stroke and the spot color will need to be named Dieline. Digital die cutting is a process to cut paper and other thin, flat materials into shapes such as circles, hearts, stars and custom shapes. If your final product needs die cutting, please include a new layer and name it Laser Cut. Save your dieline on this layer and make sure to use the dieline spot color in the swatches panel. For more information on die cutting, visit our website: [smartpress.com/support/features/die-cutting](https://smartpress.com/support/features/die-cutting).

**SAFE MARGIN:** Your file needs to include a 0.125" safe margin necessary for production. Safe margin is the area around the edge of the sheet. If the safe margin is not included in document setup, there is a chance that the art close to the edge will get cut off, due to machine shift during cutting. This happens because there is a tolerance when cutting the printed piece. For more information on cutting tolerance, visit our website: [smartpress.com/support/printing-basics/cutting-tolerance-for-print](https://smartpress.com/support/printing-basics/cutting-tolerance-for-print).