


CAUTION  
Print Die  
Cut Marks

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9" x 12" Catalog (open end)  
Envelope size: 9" x 12"  
Press sheet size: 19 1/8" x 15 3/4"  
(Grain short)

San Francisco Envelope   
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Phone: 650 871 9123 • Fax: 650 871 9126  
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A Division of **JC paper** 

IMPORTANT  
GRAIN DIRECTION  
IMPORTANT

PRINTERS  
PLEASE  
NOTE:  
A side-guide  
register mark   
must bleed on  
register side  
of sheet.

Die cutting marks MUST be printed.  
Show grip & guide on sample press sheet.

## **Converting Instructions**

### **(Customer Furnished Stock)**

#### **IMPORTANT NOTES TO FOLLOW**

1. Printing must be according to layout sheets PROVIDED BY US-contours of the envelope dies vary considerably between Manufacturers and layouts for solid die cutting are rarely interchangeable. Grain direction is critical.
2. Die cutting marks MUST be printed on litho sheets. If die marks are not printed on sheets an extra charge will be applied. See price list.
3. Printer must indicate GUIDE and GRIPPER on sample press sheets.
4. A side guide register helps maintain consistency of image placement.
5. Generally glue will not penetrate coated stock or solid ink coverage - areas for gluing seams and sealing flap must be masked out.
6. Windows must be at least 3/8" from any fold and parallel to length of envelope. Window size and location must be specified on each order.
7. When designing a special window envelope it is recommended to make a dummy envelope, put the insert inside to check the size and window location. DON'T GUESS!!
8. A purchase order and/or letter of explanation with instructions must accompany each job.
9. It is impossible to manufacture envelopes without incurring some spoilage. For standard sizes on envelope grades or comparable, allow 10% or a minimum of 1000. For special sizes, coated stock, and papers that are difficult to fold, allow 20%; Over 25M, 15%.
10. We use an adjustable die to cut special sizes where we don't have a solid die available. We can make envelopes of any size from 3" X 5" to 12" X 15" using the adjustable dies. (Envelopes less than 3 1/2" X 5" are not mailable.)
11. The press sheet size on one-up adjustable layouts must be trimmed 4 sides and cannot have any excess paper. ASK FOR A LAYOUT. Orders printed on over-sized sheets will be subject to trimming charges. See price list.
12. COPY THAT BLEEDS MUST WRAP AROUND 1/8" MINIMUM ON EACH EDGE.
13. Because of the variety of pigments and other materials used in the manufacture of paper, we assume no liability for discoloration due the application of adhesives on paper.

CAUTION! Designs that incorporate super critical bleeds, borders or close register: Paper is die cut under terrific pressure. This can cause variations in the configuration of the envelope blank before folding. Folding characteristics, bulk of sheet, severity of grain, looseness of grain all can lead to slight variation in folding. For best results, designs which call for bleeds must bleed at least 1/8" over the back. Designs with perfect borders should be approached with the same physical limitations applying. San Francisco Envelope does take special care in handling this type of work, but we cannot be responsible for super critical bleeds or borders. A variation in position of plus or minus 1/16" is accepted industry standard when converting envelope grades.

ALTERNATIVES - Printer may furnish SFE with steel rule die cuts where bleeds, borders, etc., are extremely critical. If scored, scored must be from inside out. Score is to be no more than one-half point.

***JC Paper / SFE (800) 527-2737 (1-800-JCPAPER)***