

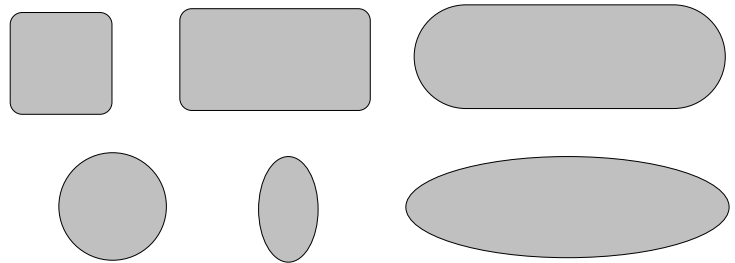
Automated DVD Adhesive Label & Roll Specifications

For Automated Application:

Pressure-sensitive labels can be applied to either side of the specified package for identification, warning or product information purposes. Please submit Label Placement Diagram to specify required positioning.

Standard Shapes:

Shapes shown here can be automatically applied from dispenser rolls. Custom-shaped labels, translucent labels, or labels supplied on flat sheets require manual application at an additional charge.

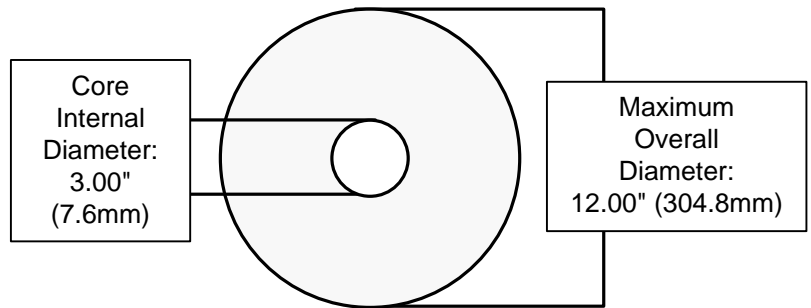


Individual Label Size Specifications:

Width: 0.75" (18.0mm) to 4.00" (101.6mm)
 Height: 0.75" (18.0mm) to 4.00" (101.6mm)
 Corner Radius: Standard 1/8" (Other sized available)
 Label Material: Minimum thickness (including adhesive)
 Paper: 3.5 mil
 Film: 3.5 mil

Adhesive Label Roll Size

Maximum Overall Diameter: 12.00" (304.8mm)
 Minimum Overall Diameter for orders requiring more than one 12" roll is 10" (254mm)
 Internal Core Diameter: 3.00" (7.6mm)
 Web Width: To exceed label width by 1/8" or 1/16" each side (+-1/32")



Tightness of Label Rolls:

All rolls should be evenly wound, being careful not to use undue tension so as to prevent any excess pressure within the roll that could cause the adhesive to bleed out around the label edges.

Release Liner:

A release liner of not less than 40 pounds shall be used on all roll labels. Liner target release values are 20-70 grams.

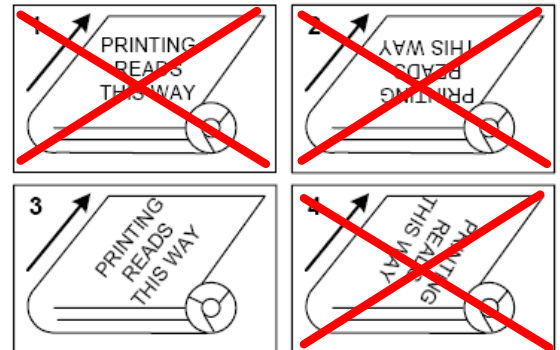


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Positioning and Orientation of Labels

- All labels should be evenly spaced 0.125" (3.2mm) or more apart on the roll
- Labels should be die-cut with backing uncut and all waste removed
- Only one label across the roll, positioned as shown.
- Backing width should not vary more than 0.03125" (0.08mm) from roll to roll.
- Labels must be centered on backing, with no more than 0.03125" (0.08mm) variation from either edge.
- Labels to be wound counter-clockwise per illustration
- All sides of label roll should be slit cleanly and be smooth and free of sitting dust.
- No drying powders shall be used on roll labels.
- Permanent, temporarily repositionable adhesive is preferred unless otherwise specified.

Only Unwind Position 3 is Accepted.



Pull Out Coupon Label:

Coupon must be centered within clear label substrate and adhere to the same standard specifications for centering of labels on backing web.

Clear Label with Natural Kraft Backing:

For applications utilizing a brown natural Kraft liner, a black bar on the back side of the liner is required for the automated labeling application equipment. The black bar must be positioned between die cut cavities and be 1/8" wide. See diagram.

