



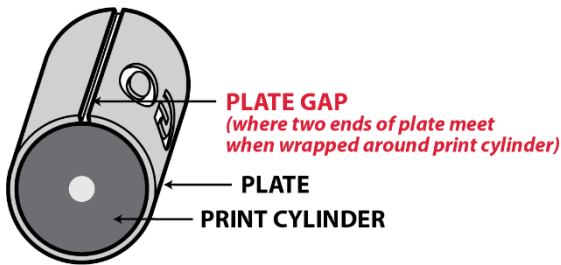
# PHOENIX TAPE & SUPPLY

297 Kinderkamack Road, Suite 339, Oradell, NJ 07649  
1-800-992-1522 FAX 201-501-0177 [www.phoenix-tape.com](http://www.phoenix-tape.com)

## Reverse Prints and Seamless Prints

A full bleed reverse print is where the background of the design is printed on white tape and the ink goes all the way to the edge of the tape. The logo is left unprinted and will be the color of the tape. There will be plate gaps between the repeats.

### REVERSE PRINT



The printing plate is attached around a print cylinder and where the two ends meet up against each other there is a gap that cannot be printed with ink. The smallest available width of the plate gap is approximately 1/8 inch wide. One option to “hide” the gap is to print something in it, like a web address, phone number or social media feeds.



### A Continuous Seamless Print

There are times when plate gaps are not wanted and a seamless print is required. A laser engraved customized print cylinder is necessary for this type of print. The printing plate wraps around the entire circumference of the print cylinder and is permanently secured to a custom cylinder, eliminating the plate gap entirely.



Using a custom seamless plate is the only way to get a true seamless, continuous print and requires a large investment in money and time. For a 2-color or 3-color print, each ink color requires its own custom cylinder. An accurate price and delivery time can be obtained once a digital proof has been created.