



Avery Dennison

## Cards

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For all **Avery Card Products**, visit our product catalog at: [avery.com/us/products](http://avery.com/us/products)

**Avery Software Support:** 1.888.835.8379

**Avery Product Support:** 1.800.GO.AVERY (1.800.462.8379)



## Brochures

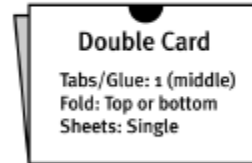
### Mailing Tips for Mailing Seals

Here are some tips when using seals for mailing:

#### Mailing Seals placement as suggested by the USPS:



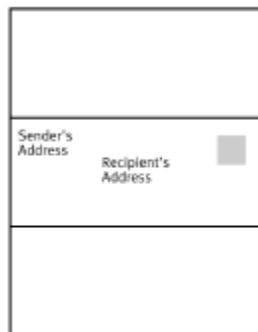
Newsletters, brochures, flyers



Double postcards

### Important U.S. Mailing Regulations

- Outside brochure layout must conform to U.S. Postal regulations. The address should be on the middle panel of the front side and the seal should be on the top edge as illustrated here. Use your program's text box and/or rotating features to position the address correctly in the middle panel.
- Inside brochure layout can be in landscape or portrait format.



Outside of brochure, address on middle panel.



Folded brochure, seal on top edge.

### Printing Tips

Some creative software programs have printing wizards or special features to help you print a two-sided project. If your program does not have a printing wizard, determine if your printer feeds face up or face down by following these instructions. This will ensure that you insert the product correctly when printing your two-sided project.



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### Does Your Printer Feed Face Up or Face Down?

1. On a blank sheet of paper, draw an arrow pointing to one of the shorter (8.5") sides of the paper as illustrated here.



2. Insert the paper in the feed tray with the arrow facing you and pointing into the printer. Feed as illustrated for your top feed or front feed printer.



Top Feed Printer



Front Feed Printer

3. Print your design.
4. Did your design print on the same side of the paper as the arrow?  
**Yes:** Your printer feeds face up. Always feed your paper with the side to be printed facing you.  
**No:** Your printer feeds face down. Always feed your paper with the side to be printed facing down or away from you.

### Test Print

1. Print each side of the card design on a separate sheet of plain paper. Make a note of which side prints first, the front or back.
2. Hold the printed sheets separately behind the enclosed practice sheet or the Avery product to check the alignment of your layout. Slight adjustments to the layout may be necessary.
3. If the entire sheet is slightly misaligned, adjust the top and/or left margins slightly if your program has this feature.
4. When satisfied with the layout, print onto the Avery product.

### Printer Information

- Refer to your printer manual for loading and feeding recommendations. Many printers have special instructions for card stock, labels and transparencies.
- For best results, manually insert one sheet at a time.
- Avoid using sheets with bent corners or other damage as they may jam the printer.
- Allow the design to dry completely before printing the second side. Do not allow the printouts to stack up in the printer output tray.
- For best image quality, refer to the recommended printer settings in your printer manual.

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## Business Cards

### Test Print

1. Print on a plain sheet of paper.
2. Hold the printed sheets separately behind the enclosed practice sheet or the Avery product to check the alignment of your layout. Slight adjustments to the layout may be necessary.
3. If the entire sheet is slightly misaligned, adjust the top and/or left margins slightly if your program has this feature.
4. When satisfied with the layout, print onto the Avery product.

### Printer Information

- Refer to your printer manual for loading and feeding recommendations. Many printers have special instructions for loading cards.
- Fan the card sheets before loading them into the paper tray. **DO NOT BEND THE CORNERS.**
- **DO NOT** feed damaged sheets or sheets with bent corners through the printer.
- Allow the design to dry completely before printing the second side. Do not allow the printouts to stack up in the printer output tray.
- Store unused card sheets flat in the original box in a cool, dry place.
- For trouble-free card printing, have your printer thoroughly cleaned on a regular basis.
- For best image quality, refer to the recommended printer settings in your printer manual.

### Ink jet

- Manually feed ink jet cards from the paper tray.
- For easier feeding in most ink jet printers, place card sheets in paper tray on top of 25 sheets of plain paper.
- Adjust the paper width lever so that it barely touches the edge of the card and the card doesn't buckle.
- Only cards designed for an ink jet printer should be used with an ink jet printer.

### Laser

- Most laser products are designed to work in laser printers directly from the automatic tray. It may be necessary to use the manual slot for some printer models.
- For best results, feed one sheet at a time using the manual printer tray.

### Paper Feed Instructions for the HP Color Laser Jet 4600

1. Test print on a plain sheet of paper.
2. Place the first side of the paper to be printed, face down in the paper tray with the leading edge being fed into the printer.

*Note: The leading edge is the top of the sheet and the trailing edge is the bottom of the sheet for paper insertion purposes and these instructions.*

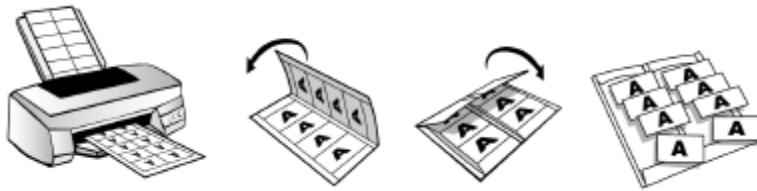


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3. After printing, the paper will feed out and is positioned the same way as it was fed into the printer. The paper will be face down in the out paper tray and the leading edge will be at the top of the tray with the text printed on the face down side.
4. To print the second side of the paper, remove the printed side one, flipping the printed side up and position the paper to feed the leading edge back into the printer.
5. Place the paper in the paper tray this way – printed side up, leading edge facing into the printer.
6. Complete the print session.

### Separating Your Cards

- After printing, fold back and forth along the horizontal perforations(s). Separate along horizontal perforation(s). Repeat folding and separating along the vertical perforation(s) until all the cards are separated.



For a demo of **Clean Edge Business Cards**, visit:  
[avery.com/us/products/demos/cleanedge/index.html](http://avery.com/us/products/demos/cleanedge/index.html)

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## Child Photo ID Kit

### Printing Tips

1. Make several copies of the Practice Sheet for future use.
2. Test print on the Practice Sheet.
3. Slight adjustments to the layout may be necessary. If the entire sheet is slightly misaligned, adjust the top and/or left margins slightly if your program has this feature.
4. When satisfied with the layout, print onto the Avery product.

### ID Cards:

- Print all 4 ID cards at the same time. Do not feed the cards through the printer more than once.
- Paste a photo if a digital photo is not available.
- Peel the cards away from the card sheet.
- Fold the cards over to create the ID cards.

**Profile Cards:** Print the front and back before separating from perforation. Do not feed the cards through the printer more than once.

*Note: See the step by step instructions for creating fingerprints and laminating ID cards enclosed in the package.*

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## Half-Fold Cards

### Printing Tips

Some creative software programs have printing wizards or special features to help you print a two-sided project. If your program does not have a printing wizard, determine if your printer feeds face up or face down by following these instructions. This will ensure that you insert the product correctly when printing your two-sided project.

### Does Your Printer Feed Face Up or Face Down?

1. On a blank sheet of paper, draw an arrow pointing to one of the shorter (8.5") sides of the paper as illustrated here.



2. Insert the paper in the feed tray with the arrow facing you and pointing into the printer. Feed as illustrated for your top feed or front feed printer.



Top Feed Printer



Front Feed Printer

3. Print your design.
4. Did your design print on the same side of the paper as the arrow?

**Yes:** Your printer feeds face up. Always feed your paper with the side to be printed facing you.

**No:** Your printer feeds face down. Always feed your paper with the side to be printed facing down or away from you.

### Test Print

1. Print each side of the card design on a separate sheet of plain paper. Make a note of which side prints first, the front or back.
2. Hold the printed sheets separately behind the enclosed practice sheet or the Avery product to check the alignment of your layout. Slight adjustments to the layout may be necessary.
3. If the entire sheet is slightly misaligned, adjust the top and/or left margins slightly if your program has this feature.
4. When satisfied with the layout, print onto the Avery product.



### Printer Information

- Refer to your printer manual for loading and feeding recommendations – particularly for card stock – including the direction in which you should load sheets. Many printers have special instructions for loading cards.
- Card sheets are designed to be inserted one at a time into the manual feed tray of the printer.
- If any of your sheets have been damaged or have bent corners, do not run those sheets through your printer, as jams may occur.
- Before printing the back side of the cards, be sure to flatten the sheets to minimize curl.
- Allow the design to dry completely before printing the second side. Do not allow the printouts to stack up in the printer output tray.
- For Glossy Photo Cards, when you print on the glossy cover side of the cards, drying time may vary due to ink brand, ink coverage, temperature, humidity, or other environmental factors.
- To avoid smearing with Glossy Photo Cards, set each printed sheet aside to dry. Don't allow the glossy printouts to stack up in the printer's output tray.
- For best image quality, refer to the recommended printer settings in your printer manual.

### Paper Feed Instructions for the HP Color Laser Jet 4600

7. Test print on a plain sheet of paper.
8. Place the first side of the paper to be printed, face down in the paper tray with the leading edge being fed into the printer.  
*Note: The leading edge is the top of the sheet and the trailing edge is the bottom of the sheet for paper insertion purposes and these instructions.*
9. After printing, the paper will feed out and is positioned the same way as it was fed into the printer. The paper will be face down in the out paper tray and the leading edge will be at the top of the tray with the text printed on the face down side.
10. To print the second side of the paper, remove the printed side one, flipping the printed side up and position the paper to feed the leading edge back into the printer.
11. Place the paper in the paper tray this way – printed side up, leading edge facing into the printer.
12. Complete the print session.

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## Index, Rotary and Tent Cards

- Refer to your printer manual for loading and feeding recommendations. Many printers have special instructions for loading cards.
- Fan the card sheets before loading them into the paper tray. **DO NOT BEND THE CORNERS.**
- **DO NOT** feed damaged sheets or sheets with bent corners through the printer.
- Store unused card sheets flat in the original box in a cool, dry place.
- For best image quality, refer to the recommended printer settings in your printer manual.
- For trouble-free card printing, have your printer thoroughly cleaned on a regular basis.

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## Laminated ID Cards

Tips for Designing Your Wallet-Sized Photos or Identification Card in Microsoft Word

### If printing to the edge of the product:

- The photo or graphic should fill the cell.
- Resize your photo in your creative or photo-editing software first. For full wallet size, the photo should be 2.25" wide x 3.25" high (tall photos) or 3.25" wide x 2.25" high (wide photos).
- The indent settings need to be set to **0"** to remove any internal cell margins. Select **Format > Paragraph**. Set **Left** and **Right Indentation** to **0"**. Click **OK**. Repeat for each cell. To change the settings for all cells, select the table first, and then change the settings.

### If applying a background color:

**Word 2000, 2002 (XP) & 2003:** Select **Table > Select > Table**. Select **Table > Table Properties**. Click **Borders and Shading**. Select **Shading** tab. Select **Fill** color. Click **OK** twice.

### If inserting a photo and text in a cell:

Microsoft Word's text box feature allows more flexibility when working with graphics. If you want both text and a photo in a single cell, create a separate text box for each. This allows you to move the text and photo independently and it also allows you to lay text on top of the photo.

Display the **Drawing** toolbar needed for the following tips by selecting **View > Toolbars > Drawing**.

- Insert a text box by clicking the **Text Box** button on the **Drawing** toolbar. Use the **cross-hair** mouse pointer to draw a text box.
- Click inside the text box to type in text or insert a photo. To insert a photo, select **Insert > Picture**. Select **From File** to locate a stored photo.
- Change the shape and size of the text box by clicking one of the squares on the text box border. The cursor will change to a **two-arrow** pointer. Holding down the mouse button, drag the square to the desired size.
- Move the text box by clicking the outside frame. The cursor will change to a **four-arrow** pointer. Hold down the mouse button and drag to the desired location. Note: If it is difficult to position the box, you may want to disable the **Snap to Grid** option. To do so, select **Draw** on the **Drawing** toolbar, **Grid** and then deselect **Snap to Grid**.

Remove the text box lines by double-clicking the text box border. Click the **Colors and Lines** tab and set the **Fill Color** to **No Fill**. Set the **Line Color** to **No Line**.

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## Postcards

### Printing Tips

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2. Insert the paper in the feed tray with the arrow facing you and pointing into the printer. Feed as illustrated for your top feed or front feed printer.



Top Feed Printer



Front Feed Printer

3. Print your design.
4. Did your design print on the same side of the paper as the arrow?

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3. If the entire sheet is slightly misaligned, adjust the top and/or left margins slightly if your program has this feature.
4. When satisfied with the layout, print onto the Avery product.



### Printer Information

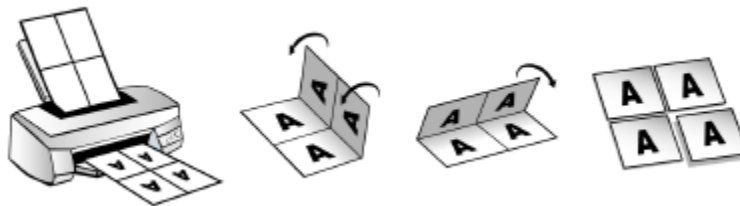
- Refer to your printer manual for the direction in which you should load sheets and for other loading and feeding recommendations, particularly for card stock, labels, or transparencies. Many printers have special instructions for these types of products.
- To ensure best results, we suggest you manually feed one sheet of Postcards at a time. If any of your sheets have been damaged or have bent corners, do not run those sheets through your printer, as jams may occur. Before printing the back side of the cards, be sure to flatten the sheets to minimize curl.
- Allow the design to dry completely before printing the second side. Do not allow the printouts to stack up in the printer output tray.
- The front of your postcard can be printed in either portrait or landscape alignment. However, if you plan to mail your postcard, the back of the card (the side with the address) must be in the landscape format.
- For best image quality, refer to the recommended printer settings in your printer manual and for more information on printing custom paper sizes.
- For best results feed the product using the envelope feed feature of your printer's paper tray. Some printers may not be able to support this paper size.
- If the printer does not print the page correctly, check the printer properties to see if an equivalent paper size selection is available that is similar to the Avery product. For example, select **File > Print**. Click **Properties** and select an equivalent paper size option.

### Ink jet

- Manually feed ink jet cards from the paper tray.
- For easier feeding in most ink jet printers, place card sheets in paper tray on top of 25 sheets of plain paper.
- Adjust the paper width lever so that it barely touches the edge of the card and the card doesn't buckle.
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### Separating Your Cards

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