

Westkey Xibita: Custom Label Ordering Checklist

 **GUIDE SUMMARY:** A practical guide to getting the right label, the first time. Check what you know, and bring the remaining questions to your label specialist.

1. Your Product & Container

Product Name / SKU: _____	Container Type: ☐ Bottle ☐ Jar ☐ Box ☐ Pouch ☐ Other: _____
Container Material: ☐ Glass ☐ Plastic ☐ Metal ☐ Paperboard ☐ Other	Surface: ☐ Flat ☐ Curved ☐ Tapered ☐ Textured ☐ Flexible

2. Label Size & Format

Finished Dimensions (W x H): _____ x _____ ☐ in ☐ mm	Shape: ☐ Rectangle ☐ Circle ☐ Oval ☐ Custom Die-Cut
Format: ☐ Roll ☐ Sheet ☐ Individual Labels	If Roll-Fed: Confirm unwind direction, roll orientation, core size and max roll diameter: _____

3. Environment & Adhesive

Environmental Exposure: ☐ Refrigeration ☐ Freezer ☐ ☐ Moisture ☐ Oil ☐ Sunlight ☐ Chemicals	Temperatures: Application: _____ Storage/Use: _____
Adhesive Need: ☐ Permanent ☐ Removable ☐ Repositionable ☐ Unsure	Testing Note:  Request application testing for difficult surfaces, cold application or harsh conditions.

4. Material & Finish

Material: ☐ Paper ☐ Film ☐ Specialty Substrate ☐ Need Recommendation	Visual Finish: ☐ Matte ☐ Gloss ☐ Clear ☐ Textured ☐ ☐ Metallic Effect
Protective Coating: ☐ Laminate ☐ Varnish ☐ Unsure	Samples Note:  Ask for physical samples if color, transparency, texture or durability is critical.

5. Artwork & Pre-Flight Compliance Checklist

Verification Item / Step	Requirement / Criterion	Status
Print-Ready File	Artwork created in high resolution (300 DPI) or vector format	[]
Dielines & Margins	Dielines included on separate spot layer (CutContour); 0.0625" bleed / safety margins confirmed	[]
Color Specifications	Brand color references defined (CMYK or Pantone PMS spot colors)	[]
Typography	All fonts embedded or converted to outlines/curves	[]
Barcodes / QR	Scannability verified at final intended print scale	[]
Proofing & Regulatory	Soft/hard copy proof approval scheduled; mandatory labeling requirements reviewed (bilingual text, ingredients, warnings)	[]

6. Quantity, Application & Timing

Number of SKUs / Versions: _____	Initial Quantity: _____
Expected Reorder Volume / Frequency: _____	Application Method: [] By Hand [] Automatic Applicator [] Unsure
Target Delivery Date: _____	Delivery Location: _____

READY FOR A QUOTE?

Send your completed checklist, artwork and container photos or samples to your Westkey Xibita representative.

Contact Westkey Xibita Pre-Press Operations at 1.800.663.9952 or email sales@wk.graphics / westkeyxibita.com