What is Bleed?

Printing to the edge of a piece of paper is not an easy task.

Most printers cannot print right to the edge of a sheet of paper, and in addition small movements in the alignment of the paper as it feeds through the printer can lead to slight variation in the image positioning from page to page. Although these variations are very small if there is no bleed we will end up with white areas on some edges and loss of image on other edges, producing a less than perfect result.

Therefore, when it is necessary to have artwork or text extend to the edge of the paper it is printed on, **bleed** is used.

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**Example of print job correctly utilising a 3mm bleed** (intended size: A4)

**Artwork before 3mm bleed is trimmed**
Dimensions: 216mm x 303mm

**Final trimmed artwork (minus bleed)**
Dimensions: 210mm x 297mm (A4)

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**Lorem ipsum**

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