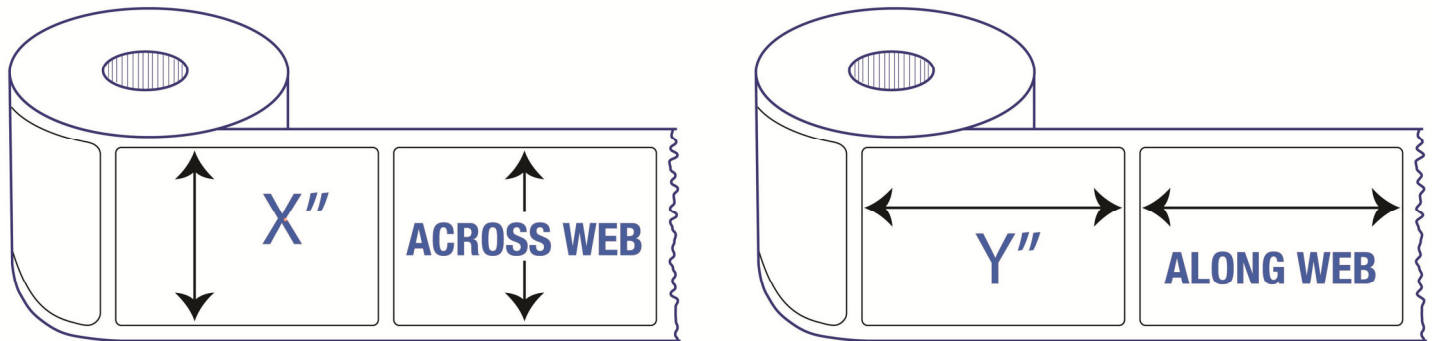# How To Figure Label Dimensions

"X"(web width) x "Y"(repeat length)

For example, a label that is 4" across the web and repeats 6" along the web is called a 4" x 6".

Reversing these dimensions will tell the printer that you want the label to be opposite.