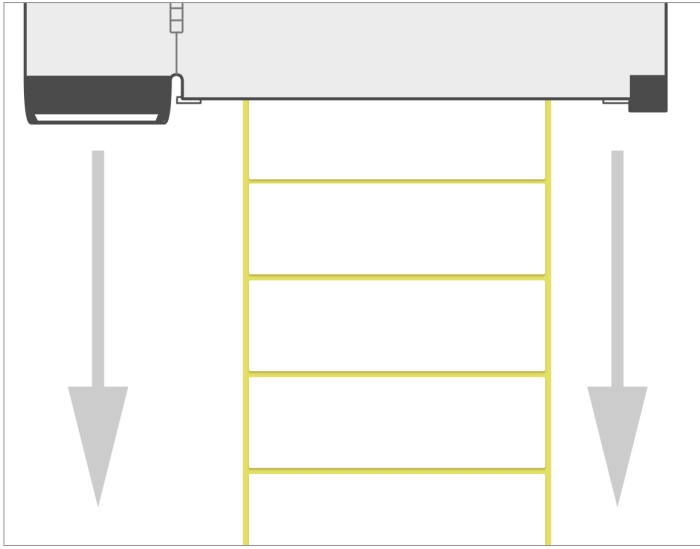


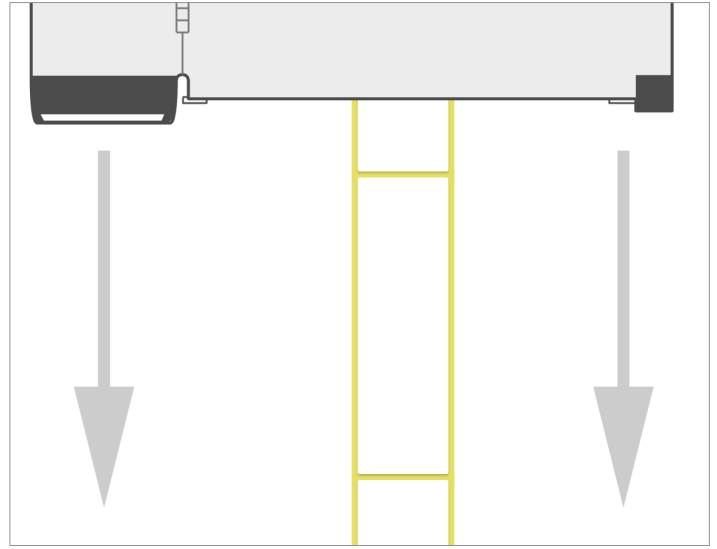
# Label Printing Terminology

This guide covers some of the basic terms used to describe label printing. Directions are based from looking towards the printer from the front (where the labels are printed out) and not from the side.

## Wide and Narrow edge leading

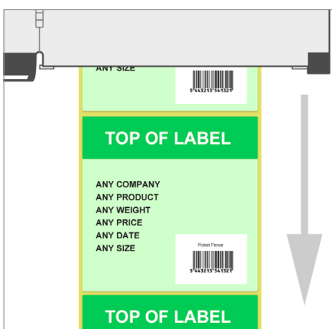


Wide Edge Leading (WEL)

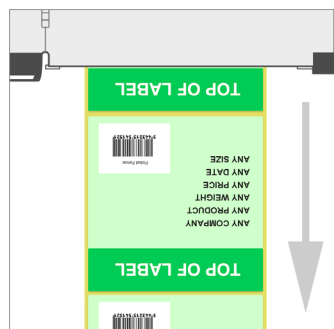


Narrow Edge Leading (NEL)

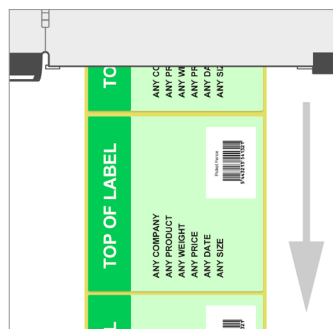
## Label direction (also winding)



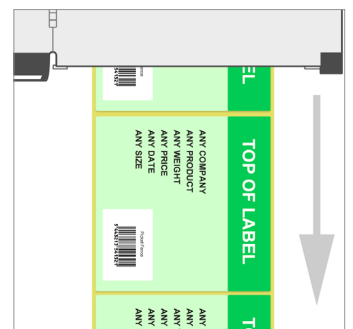
Foot leading



Head leading

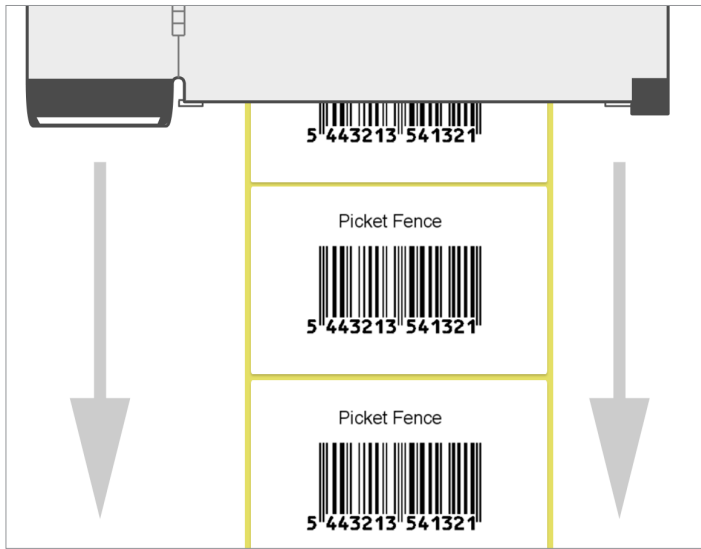


Left leading

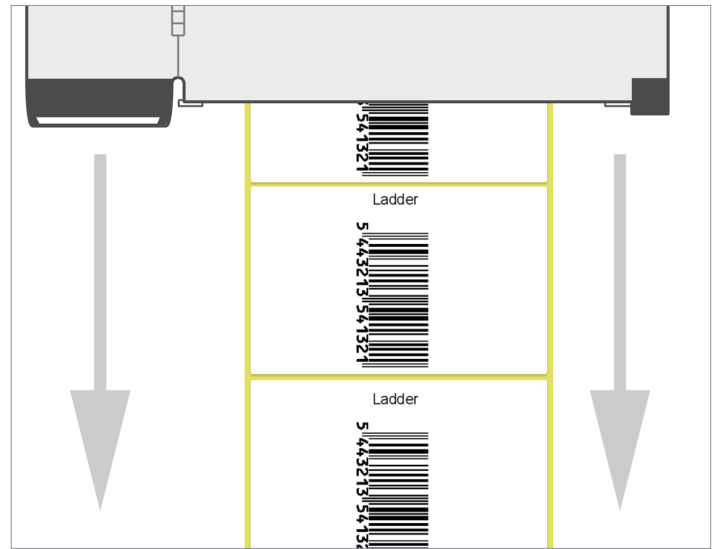


Right leading

## Picket fence and ladder style barcodes



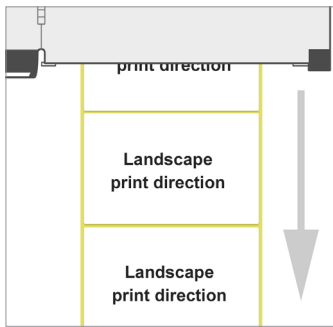
Picket fence style



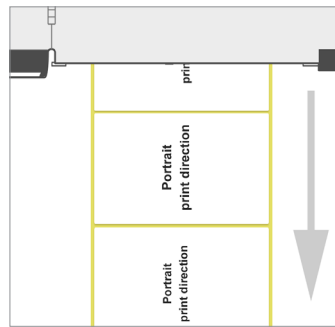
Ladder style

## Print direction

### Wide Edge Leading (WEL)

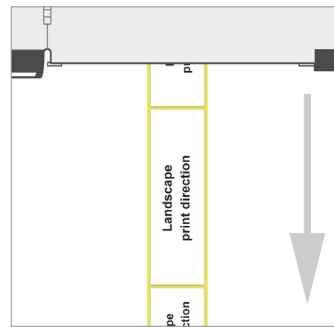


Landscape

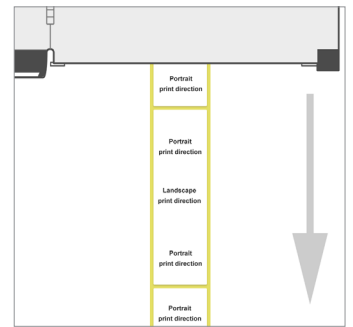


Portrait

### Narrow Edge Leading (NEL)



Landscape



Portrait