HANDING WHEEL RIMS

To "hand" a rim select two dimples whose nipple holes face to the same side. Then select two dimple holes where the nipples face away from each other. Measure the distance between the top of these two and write it down.

Do the same for the other side. Compare the measurements. The largest dimension will be the side you will fit to the larger diameter side of the hub.

The greater included radial angle of the two pair of spoke nipples as it exits the rim will be for the larger diameter; while the lesser included angle will be for the small side of the hub. The hole punching in the rim is determined by the length of the spoke. So just like John said, there is a left and a right to these conical rims due to one side's spokes being much shorter than the others.

A shorter spoke has a greater angle from the wheel centreline. Draw a simple diagram and it's immediately obvious. The hole for the spoke is punched in a small spherical protrusion I call the "dimple". Due to the greater angle, the punched hole for a shorter spoke is then closer to the edge of the dimple. So the way I remember this is, "Short spoke; Short distance".