



Our Packaging is Your Trademark!

PRINTING SPECIFICATIONS AND PARAMETERS

The following requirements are designed to assist with Art Preparation and to minimize time loss and additional prepress preparation costs. Please call if questions arise.

ART CREATION:

Dielines are available in Illustrator and pdf formats. When possible, please prepare artwork on a dieline.

Art should be created in a vector-based application, like Illustrator, while using raster applications (like Photoshop) for image and special effects creation.

Art created solely in a raster application, such as Photoshop, will suffer severe quality loss in areas of text or fine detail, the equivalent of printing the artwork on a 300 dpi printer! In addition UPC barcodes are likely to fail to scan.

Please contact us if art will be supplied solely in Photoshop for procedures to minimize quality loss.

ART DETAILS:

PRINTING PROCESS: Rotogravure 175 line screen, with a maximum of 8 colours, including varnishes and opaque white plates

TEXT & FONTS: Text should be converted to outlines or paths.

ARTWORK LAYERS: Please leave file layers intact.

IMAGES: Image file quality will not improve past 350 dpi at printing size. Consider 300 dpi a working minimum. Absolute minimum resolution is 275 dpi. Do not embed images in artwork files and supply all image files separately. Supply Photoshop® image files in CMYK or RGB in .psd format. Include a colour profile in each file. Leave layers intact.

COLOUR PROOFS: Please supply either hard copy or pdf colour proof of art, preferably at full size for hard copy proofs.

SEPARATIONS: Provide hard copy or pdf separations when possible if artwork has complex use of multiple spot inks.

OPAQUE WHITE PLATES: Create an artwork layer with artwork showing areas to be printed opaque white. Use the "White Opaque" spot colour that exists in the supplied dieline. If white is to be a double hit, create a layer for each hit.

TRANSPARENT WINDOWS: Create an artwork layer for windows, Use the "Window" spot colour that exists in the supplied dieline.

SPOT COLOURS: Indicate true colour by showing PMS numbers or by including colour samples. Spot colours from colour samples will be our best match and may not be accurate.

SMALL TYPE: Use single or Pantone colors for type smaller than 12 point when possible. Minimum type size 5 pt solid, 7 pt reverse. Light weight fonts may thicken at smallest sizes

REVERSES: Avoid reversing 11 pt or smaller type out of CMYK or multiple ink backgrounds. Avoid reversing very small type (less than 7 pt) altogether.

SMALL DETAILS: Avoid using two or more colours to form small dots, lines, dashes, etc. Minimum line weights .5 pt solid, 1 pt reverse.

UPC BARCODES: 80% as minimum, any orientation. We generate new press-ready barcodes and replace supplied codes.

TRAPPING: Ask your sales rep if trapping is required. Add .01mm to 0.2mm traps or use common ink trapping.

Do not butt join colors.

ACCEPTED FILE FORMATS:

Adobe Illustrator® .ai

InDesign® .indd, .eps

.eps files exported from other applications (subject to inspection)

Note: Illustrator is our preferred workflow application. Ask your representative for advise if your artwork cannot be supplied in an accepted file format.

Artwork supplied without following the above guidelines may be subject to additional preparation charges.

Please check with your Trademark representative if there are any questions.

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