



GRAPHICS CHECKLIST

Do not rotate structural drawing

The structural template (CAD Dieline) that you download to build your art has been designed to flow through our system smoothly and accurately. It is very important that this template not be altered or rotated. The printed art is cut out based on the original template orientation. Rotating the dieline in your artwork may yield unintended results.

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Check black ink saturation

Too much ink in any one area can lead to printing and drying issues, which affect everything from how quickly your project can be printed, to possible issues in the cutting and finishing processes. Too much ink saturation can lead to other problems like ink smearing and smudging.

For instance, black elements built using 100% Black, 100% Cyan, 100% Magenta and 100% Yellow have ink coverage of 400% which will not cure properly and result in quality and production issues. Using a color build of 100% Black, 30% Cyan, 30% Magenta and 30% Yellow, you end up with a similar result without the print issues.

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File contains dieline layer

In order to ensure your custom packaging cuts correctly, it is very important that the structural dieline you downloaded is included as part of the print file. The structural drawing that you downloaded will contain several Spot Colors in the Swatch menu. These colors are used to tell the die cutter what is supposed to happen to those lines.

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Convert all text to outlines

In order to ensure your custom packaging prints correctly, we require that all fonts be converted to outlines.

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Check image resolution

In order to provide the best quality print, images need to have a minimum resolution of 150 dpi at 100% scale. If the resolution of an image is too low, this can result in a loss of sharpness and "pixelated" look, and straight lines will have a "staircase" effect.

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