Artwork Set-Up and Submission Guide
(standard information for rotogravure printing)

Quick notes:

The following specification has been designed to assist with rotogravure printing prepress and to minimize time loss/additional costing.

☐ Printing process: - rotogravure. Maximum 8 colours, including over lacquers, coatings etc.

☐ Print tolerances. – 0.1mm to 0.2mm spreads and tucks. i.e. to

counteract shift due to print process or materials.
Avoid using two or more colors to form too thin or small text, dots, lines, dashes, etc

☐ One Rule Of Thumb: Provide 2mm on the left and right borders of a consistent color…this could be a color from your artwork, clear, white, whatever. We run these on extremely high speed lines and the printing will want to "shift" ever so slightly. Having this consistent 2mm border allows us the ability to make sure the printing looks sharp every time.

☐ True color indicators/color standards, must be supplied (PMS number or color sample).

☐ Artwork to be supplied as: (1)Adobe Illustrator : _.ai/_.eps
   o Adobe Illustrator: _.ai/_.eps (or FREEHAND, CorelDraw, etc.)
        Create sophisticated vector graphics and text in Illustrator.
        Place the Photoshop images (.psd, .eps, .tif, .bmp, etc) in Illustrator (links).
        Create outlines for all text objects in Illustrator.

☐ Identify & show coverage of each color, specially the "PMS colors", "white color" &"transparent".

Full notes:

When submitting artwork, please make sure to follow all the recommendations

on this page to help ensure the best quality imprint for your product. By following

the below guidelines, errors are avoided and we can better meet your project

deadlines and delivery.

Acceptable File Formats

Vector art is highly recommended for all artwork.

   p   Adobe Illustrator (*.ai) – CS6 preferred

Fonts

If fonts are not included with files, all text must be converted to outlines. Outlined fonts cannot be changed or edited. Outlined fonts ensure no loss in submitted artwork's original appearance.

Colors and Resolution

All artwork must be in CMYK format – RGB not acceptable. Black & White artwork must be provided in GRAYSCALE format. Keep all files layered and artwork resolution must be at least 300 dpi at 100% in size or there will be a substantial drop in image quality.

- ## Bleed

Artwork must extend at least 1/8 inch beyond the die line on each side. Allow for a 1/8 inch print margin inside the die line.

- ## Additional Information for Rotogravure Printing

All PANTONE colors will be converted to solid coated colors, including any spot colors. White and/or matte are treated as separate colors(s) and must be included as both a spot color(s) in your color palette. Indicate any clear knockout (window areas) to avoid any misunderstanding. 9 color maximum. Tint ranges: 30-80%. Minimum line thickness: 0.5 pt.

Adjustments to the original artwork may be necessary to meet standard production guidelines (ie. similar colors, white text outline, etc).

*Custom Printed Bags Artwork Set-up Tips & FAQs

2 MM BORDER:

Please be aware that upon reviewing your art, our production plant may require you to add a 2 mm border to

the left and right sides of your pouch art (inset from the cut edge of the pouch), particularly if your pouch's

background is not

a consistent color. This border may be a solid color found within your art, or white, or the base material of the

pouch (metallic or clear). This 2 mm border allows compensation for any slight shifting of the pouches as they

are produced on our high-speed lines, and guarantees consistent and quality pouches every time. Your Project

Manager will let you know if your art needs the border.

CLEAR WINDOWS:

Clear windows should be indicated on a separate layer in a bright color that is not found in your artwork, typically Magenta 100% or Cyan 100%, with the words "Clear Window" in the window shape.

SPOT COLORS:

Please be aware that artwork designed to print in CMYK may require additional PMS spot cylinders to print correctly

on pouch film. Small text and graphics cannot be printed in process colors and will be printed in spot colors to ensure

quality and legibility that would be compromised to mis-registration. It is highly recommended that spot colors be

used whenever

possible. Choose PMS colors from the Pantone Solid Coated Plus swatch library. If you need help choosing spot PMS colors we can assist you. Process colors work well for photographic images.

KNOCK-OUTs:

Knock-out areas (other than clear windows) should be indicated on a separate artboard in your file which (usually) represents the white under-printing cylinder.* Indicate those areas that do not require white under-printing (the areas that "knock-out" to the substrate of the pouch) as being subtracted from the white print area; on this artboard, the white ink is indicated as a solid color. (See example below.)

*NOTE: The white cylinder is omitted in certain circumstances, such as on a metallic pouch when the appearance of colored metallic inks is desired and there are no areas of white ink on the pouch.

MATTE/GLOSS VARNISH AREAS:

Matte or gloss varnishes should be indicated on a separate artboard in your le which represents the varnish cylinder. Indicate the shapes/areas to be coated. (See example below.)

White

Knocks-out to pouch material (clear or metallic)

KNOCK OUT ARTBOARD

Varnish

HINT: The "Duplicate Artboard" feature in Adobe Illustrator (versions 4.0 +) is extremely useful for creating knock-out and varnish artboards quickly and accurately.

VARNISH ARTBOARD