

PACKAGING ARTWORK PRE-PRESS GUIDELINES

DIGITAL • FLEXO • ROTOGRAVURE

Please submit print-ready artwork according to the printing method used for your project. Any changes, modifications, or corrections that need to be made after the project has gone through the proofing process will result in extra charges, and it will affect meeting the deadline of your order.

Review your artwork before submitting.

Check proof for typos, design layout, dielines, links, fonts, color matching system, any specific printing techniques.

Accepted Files For Packaging.

We use Macintosh Computers Platform Adobe Suite CC
Acceptable format for packaging art is Adobe Illustrator CS6 or CC.
Art created with microsoft word, microsoft powerpoint, publisher, quark, adobe pagemaker, adobe photoshop or adobe indesign will not be accepted. We have a design team that can help you with the design and production of any packaging needs. We can work with you from start to finish to create and implement your product packaging brand goals.

Setting Up Art Files – Requirements

For packaging projects, art must be created in Illustrator format in CMYK color mode for your art to reproduce properly.

1. Send the original live illustrator file of art that can be edited if needed.
2. Include a copy of your fonts used for the project.
3. Include an outlined version of artwork of the ai file.
4. Include a folder containing all linked files of images created in photoshop (PSD, EPS, DCS)
5. Send a PDF of final art for review

Image Resolution: Final art to be printed must have linked images that are 300 dpi at 100% of the final printed size. Note: Keep in mind that higher image resolution will take longer to process and transfer. 72 dpi images from the internet will NOT be accepted.

All full color images must be converted to the cmyk process system.
RGB images are not acceptable for printing.

If art is to have bleeds, please set amount to at least .125” beyond the dimensional trim size for digital printing. For shrink sleeves, the critical copy and images should be kept 3mm away from the edge of the print area specified on the supplied dieline.

PACKAGING ARTWORK PRE-PRESS GUIDELINES

Converting Text to Outlines

When brand owners have unique non-standard fonts in the design of their packages, we recommend that all fonts be converted to outlines to avoid font substitutions and unwanted text-related changes by selecting all of the text on your illustrator document, and selecting “Create Outlines” option under the TYPE menu.

Using Rich Blacks in CMYK

Black color swatches should be 100% Black only and should NOT contain any percentage of any other color when running a job digitally.

Spot PMS Colors

Only process colors can be used when printing digital and quantities are low. All spot pms colors in the ai file must be converted to CMYK before submitting any artwork files when printing digital. You can simply convert a spot color to Process by selecting “Process” in the Color Type drop down. In this case a PMS color number must be specified for us to match. If a special color has been created, the CMYK build up should be supplied using the Pantone Plus Series Formula Guide. When printing flexography or rotogravure using spot solid pms colors, keep in mind the number of colors you are limited to use

Dielines and Artboard

We will provide you a final custom made dieline for your packaging needs. Please consult with Western for artwork cropmarks and art board sizing for specific printing methods and types of packages before submitting final art. Dielines we provide will be set to artboard size needed on specific packaging types. In some cases, for the digital printing of pouches cropmarks are not required. For shrink sleeves, there will be a light blue box in the dieline. This is the print area where your artwork should fit exactly and not bleed into the clear (gray) area.

Transferring Files

We can provide you a fileshare link to upload your large files via email, or you can simply transfer them using hightail, dropbox or any service of your choice.

Proofing

Once the art is received and the work order is in place we will provide a preliminary digital pdf proof to confirm the art we have is what you sent. Once the art is in the pre-press system, we can follow with a flat color proof. Flat proofs can be requested on actual substrates for digital printing. A Kodak proof XP4 or GMG for flexo printing and a cylinder proof from print cylinders for rotogravure printing will be supplied when required for color proofing. An approval form of final color proofs must be signed before job can be released for printing.

PACKAGING ARTWORK PRE-PRESS GUIDELINES

ART TIPS

When preparing art for rotogravure printing take note of the following limitations.

Can print up to 10 colors. A minimum line screen is 175.

Set traps to .35mm - .5mm. Minimum color screen is 10%.

Minimum line weight we can hold is .5 point.

Minimum font sizes are: for positive is 4-5 points and for reverse printing text should be no less than 5-6 points depending on font style.

When printing shrink sleeves, in order to gain 100% opacity, you must have a white layer backing up your artwork.

UPC Codes

Barcodes should be placed vertically to avoid distortion when shrunk.

Place the bar according to the machine direction for shrink sleeves.

Magnification: 75%-120% is recommended. Truncation: 100% - 50% recommended.

Minimum barcode size is 80%

Any other questions or concerns you may have when setting up your files, please give us a call at 817.488.6400.