

## Artwork for Digital Printing Submission Requirements

**Q.** What are the advantages if you deliver files in the correct manner?

- A.**
- The processing of your order is accelerated.
  - ✳ You get PDF proofs within 48 hours of submission.
  - Your packaging is produced to the highest quality standards.
  - The prepress cost of your job is kept to the minimum.

### 1. Artwork Origination



Illustrator CC or lower version



Adobe Acrobat DC or lower version

**NOTE** If your artwork was created in another application, please contact us to discuss.

### 2. Accepted Formats

Native Adobe Illustrator format (\*.AI)

Portable Document Format (\*.PDF)

### 3. File Content

We cannot accept multiple-page or multiple-artboard files - i.e. more than one design in the same artwork file.

### 4. Layers

**Please build up your artwork based on layers.**

We are not able to process flattened files. Files consisting of 1 layer only will not be accepted.

PDF files do not natively have layers. If you wish to submit your artwork in this format, you will have to create layers, as per below.

### 5. Keyline

The flat plan drawing (key-line / cutter) also needs to be included in the artwork file.

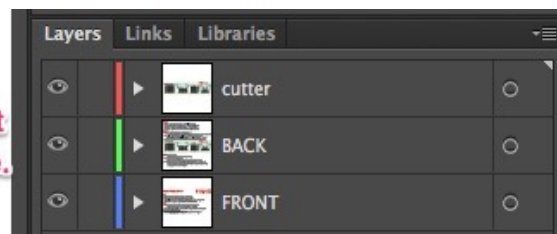
Please contact us to obtain a key-line tailored to your packaging product, before artwork creation.

### 6. Structure

**We require artwork files with the following layers:**

*(this refers to stand-up pouches and 3-side seal bags; please contact us if designing other types of packaging)*

**The layers have to be named in this exact way, and arranged in this exact sequence.**



**6.1.** Place all elements of the key-line in the “cutter” layer. **Do NOT set this layer up as a “template”.**

Please **do NOT alter/remove elements in the key-line**, i.e. dimensions / position indicators. It contains important technical information, necessary for your packaging to be produced correctly.

**6.2.** Place all elements belonging to the reverse of your design in the “BACK” layer.

**6.3.** Place all elements belonging to the front of your design in the “FRONT” layer.

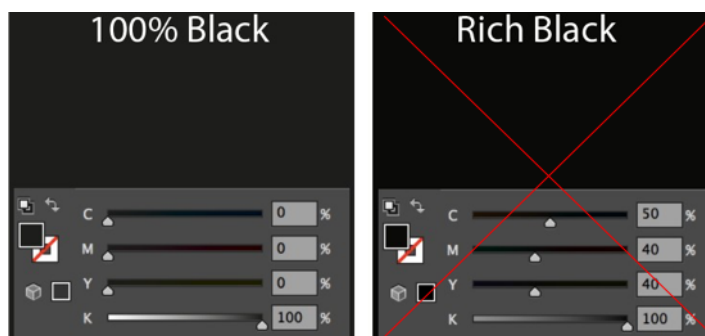
**WARNING** Foxpak will not be responsible for misplacement of artwork elements - which might lead to their missing from the print.

6.4. "Notes" layer – optional, to include: your designer info; any messages (notes) and/or instructions for us, a note to indicate the barcode format - EAN, UPC, etc.

7. Units of Measure	We work in <b>millimetres</b> .  <b>Please do NOT set up your document in points or pixels.</b>  The artwork has to be scaled 1:1 as per keyline.
8. Graphics	Vector art is highly recommended for all artwork.
9. Images & Resolution	Final size of images must be at a resolution of at least 300 dpi.
9.1. Embedding	<b>Please EMBED all externally linked images.</b>
10. Logos	Please supply logos as editable EPS files wherever possible.
11. Colour Set Up	Within the file, all colours must be named (classified) as: <ul style="list-style-type: none"> <li>• PMS reference to a specific chart, e.g. Pantone 128 C.</li> <li>• CMYK composition, (Europe ISO Coated FOGRA39)</li> <li>• Custom Spot colour with a descriptive name e.g. "grass green".</li> </ul>
12. Metallic Colours	Our printing presses do not use metallic inks.
13. Gradients	Best results are achieved by providing a gradient as vector.
14. Image Colour Mode	All images must be assigned CMYK <b>not RGB</b> .

**Black text/objects**

Please ensure that **black is K100%** and **NOT a mix of CMYK**.



**NOTE**

Rich Black does not necessarily produce a better output. It does, however, create **high ink coverage - which eventually leads to material bond issues and subsequent delamination.**

**White text/objects**

Please ensure that **white is NOT set to "overprint"**.

15. Ink Coverage
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The maximum ink coverage in any area must not exceed 170% - made up of CMYK (not including 100% white under-print, thus a total of 270%).

**Foxpak cannot print designs with ink levels of over 270%, due to the potential for post-production delamination.**

16. Type & Fonts
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Minimum font size accepted is 6,5pt (1,2mm).

**All text must be supplied in outline - type converted into compound paths.**

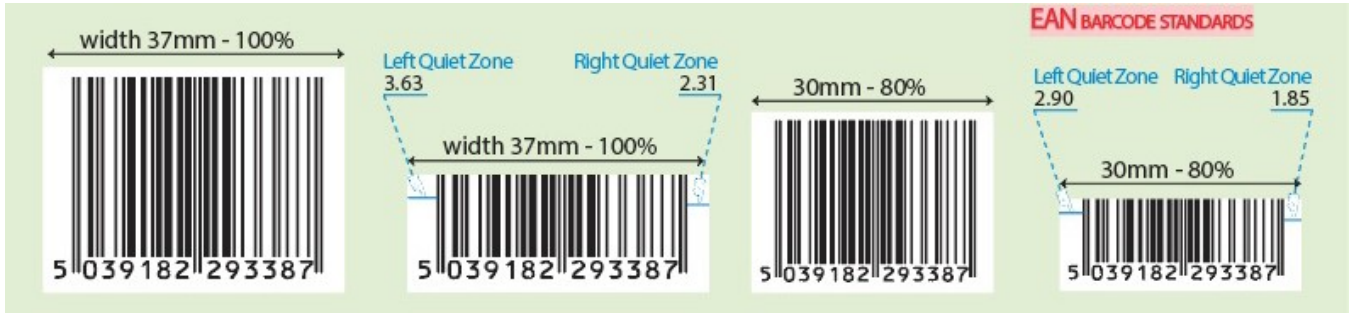
**NOTE** Outlined fonts cannot be changed or edited.

17. Barcode

Please supply the barcode as a vector - not as an image.

- Colours - bars K100% on a White background.  
Other colours can be used at the customer's request, and at their own risk.
- Size - 80% magnification to 200% magnification; truncation is OK.
- Barcodes smaller than 80% or larger than 200% will not be printed.

Please see below for other requirements; or contact us for more details.



18. Artwork Layout

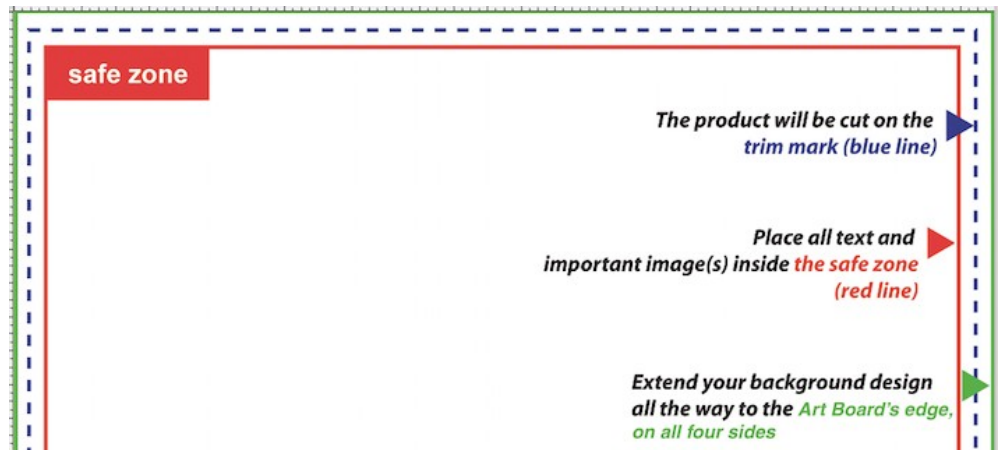
The artwork has to be aligned to the key-line indications of finished size.

Please check all features & measurements shown on the key-line: zipper, tear notch, euro slot, punch hole, seal width, gusset size. Make sure they do not interfere with your design concept.

19. Bleed & Safe Zone

**Safe Zone** refers to the area inside the trim line where your text and graphics are not at risk of being cut off or lost during the final production stage (pouch making).

All text and graphics should be inside the Safe Zone, leaving only background colour in the 3-5mm margin through to the product edge.



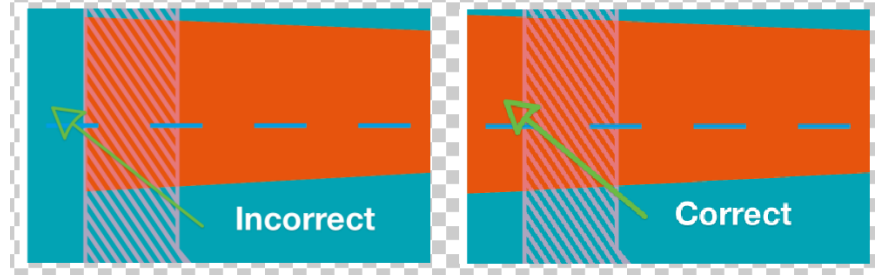
Trim size – blue line  
Bleed – green line

**Bleed** refers to objects that extend beyond the edge of the final trim size.

We require 5mm bleed all around, both BACK and FRONT of pack.

All artwork elements touching the edges also need to “bleed out”

NOTE



**2mm clearance** relates to the Safe Zone (red line above)

If the images are not inside the Safe Zone – we will add a 2mm border along the side edges of your pouch in a consistent (continuous) colour.

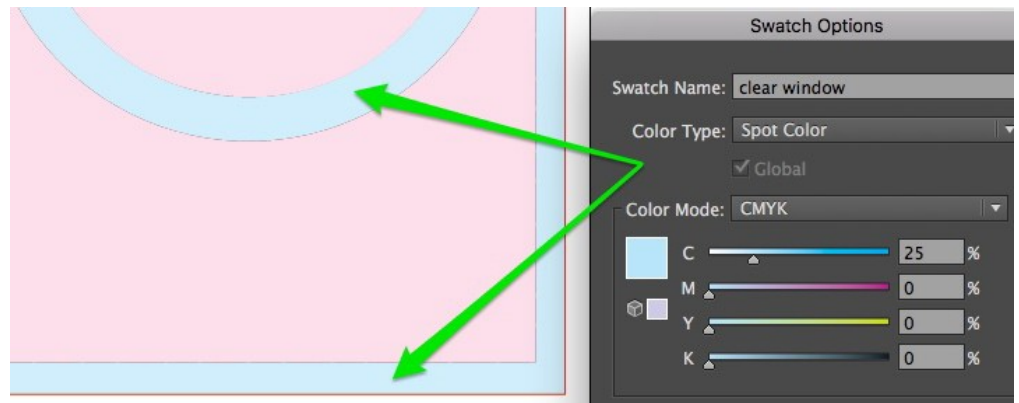
During production there can be a slight drifting of the material on the high speed machines, which can lead to design images being mixed up (transfer from one pouch to the next).

### 20. Unprinted Areas

Unprinted areas are parts of the design that don't have inks applied, so the base colour of the material shows through (packaging material might be Silver Foil, Transparent Film or White Film). These areas have to be clearly identified in the artwork file, and named in the colour swatch palette. Treat them as you would any spot ink – it is recommended to create & apply special spot colour swatches - i.e:

- **silver foil** - to indicate **unprinted silver** - no ink on silver foil (MetPet)
- **clear window** - to indicate **unprinted clear** - no ink on transparent film (PET, OPP)

Example:



### 21. Gold/Metallic Areas

Gold effect / metallic or “luster” areas are printed in a special way where the white ink under-print (which gives opacity) is removed. As a result, the area looks metallic (when printing on foil). It is recommended to create & apply special spot colour swatches - i.e: **luster effect** - to indicate metallic shine.

### File Delivery

Any of the following methods can be used to deliver artwork to us:

**E-mail** Files up to 10MB in size can be sent via email, [artwork@foxpak.com](mailto:artwork@foxpak.com)

### File Transfer Services

If you have a [Dropbox](#) account: you can create a shared folder which is accessible by you and us.

You can use our Hightail account: [please click here to upload your artwork](#)

Or any other service you prefer - wetransfer, etc.