

Artwork Submission Guidelines For Gravure / Flexographic Printing

It is important to supply original artwork files, native to the application they were created in.

NATIVE SOFTWARE: Adobe Creative Suite (CS6 or higher)

FILE FORMAT: AI / high-res PDF

REQUIRED FILE STRUCTURE - LAYERS

1	TECHNICAL DRAWING / CUTTER	TO SHOW:	
	Bags / Pouches	precise dimensions – width / height precise width of seals precise width of gusset (if any) type, size & position of zipper (if any)	size & position of punch hole (if any) type, size & position of euro slot (if any) position of tear notch (if any)
	Roll Stock / Film	precise definition of slitting / folding size & position of eye-mark (photocell)	Choose unwind direction from below
	1		
	2		
	3		
	4		
2	WHITE UNDER-PRINT PATTERN	TO INDICATE:	
		fully opaque areas / unprinted (clear) areas / metallic (luster) areas	
3	MATT / GLOSS LAYER (if applicable)	TO INDICATE:	
		which areas are to have glossy finish	which areas are to have matt finish
4	COLD SEAL / PRIMER	Where applicable, for Roll Stock	

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5	AW (ARTWORK) LAYERS	All graphics, text, logos, barcode, etc.
	1.	Keyline
	2.	FOP (front of pack) – on its own separate layer
	3.	BOP (back of pack) – on its own separate layer
	4.	Bottom/Side Gusset – on its own layer
	Bleed	5mm around all edges
	Colours	CMYK, and Pantone (solid coated)
	Note :	Please make sure you are using the original Pantone name, as in the Pantone Book

6	Legend	TO INCLUDE:
		colour set-up used & the date of creation

IMAGE FILES

1	Format	TIFF or PSD (with layers intact)
	Note :	We also accept JPEGs but please ensure you review the image quality information before submitting.

2	Colour Mode	CMYK , not RGB
	Resolution	Colour / Greyscale
		300 ppi at full size
		Line Art
		1200 ppi at full size
	Note :	Images grabbed from websites are of insufficient quality for print. You cannot increase resolution merely by changing the resolution in Adobe Photoshop or another image editing program. The image must be obtained at a higher resolution.

3	Bleed	5mm from the perimeter
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4	Colour Profile	Assigned, not Untagged
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5	Logos	Where possible supply logos as original vector-based files such as AI or EPS (please avoid using JPEG or TIFF image files as this can jeopardise image quality).
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6	Embedding	We recommend you do not embed images – please supply files with linked images, and send the images separately.
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TYPE (TEXT)

1	Live Vs Outline	If you supply live (editable) text, also supply the fonts used. Or else, please convert all text to outline (recommended).
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2	Character Size	
	Positive	minimum size is 5 pt
	Negative (Reversed Out)	minimum size is 6 pt

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3	Line Width	
	Positive	minimum width is 0.15 mm
	Negative (Reversed Out)	minimum width is 0.18mm
4	What Is Negative Type?	<i>Text appearing white/pale on a black/dark background, which can be either a solid or a tint.</i>
5	Important	When negative texts are planned to be printed with CMYK background, an outline around them is needed so to assure perfect color registration.
6	Note :	Customers should observe F.I.R. Legislative Requirements

BARCODE

1	Format	EPS recommended
2	Bar Width Reduction (BWR):	50 microns
3	Magnification	100% recommended / 80% minimum

SOME RECOMMENDATIONS

Colout Set-Up	Use of as few colors as possible, fact which will provide cost optimization.
	Maximum colour count is 10, which has to include a White Plate printing ink (for substrates other than paper).
	If your design contains external images, bear in mind that this will incur the cost of 4 cylinders/plates, as images will rip as CMYK process colours.
	Therefore, any Pantones or Spot Colours will be extra cylinders/plates.
Clear Substrate	You should plan for using a double hit of White (to ensure good opacity).
Trapping Effect	All elements with big color contrasts with the background should have an outline-overlapping, so the printing result does not show shadows / gaps.
Specific Colour Match Requirements	Please provide all available colour information including a Pantone reference, and if possible a hardcopy sample.

FILE SUBMISSION OPTIONS

E-Mail	If file sizes do not exceed 6mb
File Sharing	www.wetransfer.com is recommended
Or any other web-based service of your choice, please upload to juliette@foxpak.com	

Revision History					
1	All	All	Document Creation	12/02/2018	E. Monaghan
2	All	1,3	Content Update	23/03/2018	P.McGuinness
3	All	All	Content Update	13/07/2020	P.McGuinness
4	All	All	Content Update	13/30/2020	P.McGuinness