

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
	size & position of eye-mark (photocell)	
	unwind direction, choose from this chart	
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
5	AW (artwork) layer(s)	All graphics, text, logos, barcode, etc.
		Having a certain structure, i.e. not everything in the same layer, is recommended.
	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	
3	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.	
4	Bleed	5mm from the perimeter	
5	Colour Profile	Assigned, not Untagged	
6	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).	
7	Embedding	We recommend you do not embed images – please supply files with linked images, and send the images separately.	

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).	
2	character size		
	positive	minimum size is 5 pt	
	negative (reversed out)	minimum size is 6 pt	
3	line width		
	positive	minimum width is 0.15 mm	
	negative (reversed out)	minimum width is 0.18mm	
4	<i>What is negative type?</i>	<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	
Colour Set-Up	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.
	You should plan for using a double hit of White (to ensure good opacity).
clear substrate	All elements with big color contrasts with the background should have an outline-overlapping, so the printing result does not show shadows / gaps.
Trapping Effect	Please provide all available colour information including a Pantone reference, and if possible a hardcopy sample.

File Submission Options	
File Sharing Services - a simple and free way to send large files	
Hightail	Please use this link: upload your artwork here
Dropbox	If you have a Dropbox account, you can create a shared folder which is accessible by you and us. It also has the additional benefit of being able to add or delete files from this shared folder as needed, so if we work on additional jobs for you in the future you can simply drop your new files into the existing folder for easy access.
www.wetransfer.com	Recommended if neither of the above suits.
Or any other web-based service of your choice, please upload to antoaneta@foxpak.com	

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