



ARTWORK SPECIFICATIONS

THE PREFERRED FILE FORMAT IS ADOBE ILLUSTRATOR.

We do however also accept Quark XPress, Freehand and Photoshop. Please **DO NOT SET TYPE IN PHOTOSHOP**, rather set type and compose file in Illustrator.

Macintosh is the preferred platform, however we can accept the following PC file formats: Quark XPress, Adobe Illustrator, Photoshop. CorelDraw! files should be exported as ".EPS" files with a tiff preview, but **PLEASE REMEMBER TO CONVERT ALL TEXT TO CURVES.**

If you use any other software please consult your customer service or sales representative to verify compatibility.

Note: See "Screens/Tints/Gradients" and "Fonts" below.

DISKS:

Complete packaged files, Zipped (PC) or Stuffed (MAC) can be uploaded to our FTP found at our web site. CD's, 100 mb Iomega Zip disks. Always send a printout along with the disk.

ORIGINAL ART/SCANS/TEXT:

Please include placed graphics and photographs on your disk. Scan resolution should be a minimum of 250 dpi at final scale.

When supplying paragraphs of text converted to curves or rasterized into a bitmap format, please include original text (.txt) files on your disk.

TYPE SPECS:

4.5 pt. minimum. Avoid fine reverse type. Avoid process builds on type smaller than 12 pt. Avoid process builds of more than 2 colors on type.

FONTS:

Include all fonts used in your artwork on disk. Where Postscript fonts have been used include both printer and screen fonts. We recommend Sanserif fonts for small type (4.5 to 7 pt.)

IMAGE AREA:

Maintain 1/16" margin from die line for all art, unless it is an intentional bleed.

COLOR SPECIFICATIONS:

Specify required PMS numbers on spot color artwork.

COLOR SEPARATIONS:

Before sending your disk to us for output, please ensure that you print out ALL separations to your laser and check that each separation shows the intended art.

SCREENS/TINTS/GRADIENTS:

Screens may range from 100% to a minimum of 2%. Any values that run below 2% may not reproduce correctly and will deteriorate the quality of your print job.

TRAPPING:

Black: Set to overprint all colors.

Colors: All traps should be set to a minimum of .5 pt. Remember to spread the lighter color under the darker color.

LINES/RULES:

Minimum setting .35 pt. When printing negative (reverse) lines/rules .75 pt is the minimum recommended.

BLEED:

Standard 1/16" beyond the die line or crop marks.

NUTRITION FACTS:

Please contact the Food and Drug Administration for necessary requirements for your particular application.

BARCODES/UPC'S:

We will create the actual UPC Code and insert it into your art at no additional cost. Please allow for sufficient space for a full size barcode. We do not guarantee scanability of barcodes smaller than 80% scale.

DIES:

Be sure to contact one of our customer service representatives for a listing of the available die shapes and sizes which are stocked in-house. NOTE: Custom shapes and sizes can also be created for you. Prices vary.

PROOFS:

Please submit an accurate color print (or matchprint) as well as black and white laser separations whenever possible.

QUESTIONS/ADDITIONAL INFO?:

We would like to help. Please contact us at 1-888-357-7468. To complete your job cost effectively, quickly and with the highest degree of quality; please follow these flexographic computer specifications.

We will finish incomplete flexo artwork billed at \$80/hour based upon the time required to adjust your art to the above specifications.