

Flexographic Artwork Guidelines

Software

The preferred file format is Adobe Illustrator for Macintosh. We can also accept Freehand, InDesign, and Quark with few problems. For some designs, Photoshop, PageMaker, Corel Draw, and assorted PC file formats will work fine. If submitting a file other than *Adobe Illustrator for Macintosh* additional art charges may apply. Call if you have questions.

Disk Format

CD/DVD disk submissions, Email attachments, and FTP transfers all work well. Please do NOT submit your only copy of artwork as we cannot be responsible for your original artwork. Always keep a backup of your original artwork.

Scan/Placed Images

Please include placed graphics and photographs on your disk, separate from the final label design file. Scan resolution should be a minimum of 300dpi at final scale. Do not scale or rotate images in the page layout application.

Type

5pt is minimum for relief type. 8pt minimum for reverse type. Avoid process builds on type smaller than 12 pt. For any small type, select a Sans Serif font for best results. Use the actual font 'Times New Roman Bold' rather than applying the 'Bold' style. You may convert type to paths, but please include all screen and printer fonts for best results.

Size

Create art at exact size. Maintain 1/16" margin from die line for all art, unless it is an intentional bleed. If bleed is intended, add 1/8" bleed outside the cut line. Custom sizes and shapes are available, call for pricing.

Color Specification

Specify required PMS numbers on spot color artwork. Do NOT use RGB color builds. Delete unused colors.

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. Please submit a printout of all separations, and the composite image.

Screens/Tints/Gradients

Screens may range from 100% to a minimum of 4%. Any values that run below 4% may not reproduce correctly and will deteriorate the quality of your print job. Please call if you are using a duotone or complex fade screen.

Trapping

Black should be set to overprint all colors. All traps should be set to a minimum of .5 pt. Remember to spread the lighter color into the darker color. Flexographic label printing requires more trap than offset printing. Call for details.

Lines/Rules

Minimum positive (relief) rule is 0.5pt. Negative (reverse) rule minimum is 1pt.

Nutrition Facts/Barcodes

We can advise you on Nutrition Facts format, billed at our current hourly rate. Actual nutrition content and current FDA requirements must be researched by the customer. UPC Codes should be at least 80% size to ensure codes scan properly. Bar width reduction should be set to 0.002" if codes are being furnished.



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