

Graphics Submission

Here are the 2012 Guidelines

1. Artwork to be supplied as:

- a) Adobe Illustrator, Adobe Photoshop files plus PDF files.
(Other formats such as Macromedia Freehand, CorelDraw, will be accepted with a \$150 PREPAID minimum conversion charge)
 - b) Created outline for all texts and supply the fonts you used in the artwork.
 - c) The resolution of photographic image files must be no less than 350dpi.
 - d) Never flatten the file; we need all the layer and original files.
 - e) All wordings should be converted into outline.
 - f) All fonts used in the artwork should be included, if needed.
 - g) All PhotoShop image files should be linked and attached. Never Flatten the Layers.
 - h) Artwork to be supplied as two AI or EPS files is preferred.
One is converted into outline (Important); the other is not converted into outline.
 - i) Create the images with CMYK channels. (RGB channels are not good for separation.)
 - j) Create the SPOT COLOR channels with PMS No. if you would like to use PMS colors.
- k) Designate all “**Transparent**” areas in the artwork in the designated custom Pantone as well as designating the layer’s name as “Transparent”. Use Pantone code listed below.



DESIGNATED COLOR TO CALL OUT AREAS OF TRANSPARENCY ON GRAPHICS

Custom Pantone - "WM GY 1PC" (C:2 - M:3 - Y:4 - K:5)

Failure to send artwork in the proper form (above) will be subject to at least a three day delay for processing and a charge for each item that does not fit the appropriate format or any item that needs to be changed.

For Link:

2. Adobe Photoshop : _.psd

- a) Create and enhance images in Photoshop.
- b) Create layers in any image and manage them in Photoshop.
- c) Place the Photoshop images (.psd, .eps, .tif, .bmp, etc) in Illustrator (links).
- d) Please attach all the _.psd files with all layers created in Photoshop.

Do Not Flatten Images (Keep All Original Layers) & Save as a _.psd file.

(Even you have placed the images in Illustrator and save as a _.ai file)

- e) The _.psd files with all layers are very important to rotogravure printing prepress.
- f) The resolution of photographic image files must be no less than 350dpi.
- g) Create the images with CMYK channels. (RGB channels are not good for separation.)
- h) Create the SPOT COLOR channels with PMS No. if you would like to use PMS colors.

Impak will provide a digital PDF final production ready artwork proof for approval via email.

Tips for Art work

Prepare your artwork for printed stand up pouches and discuss it with your supplier, not just your artist/graphic designer. Many clients will hand their ideas to their graphic designer who will create the most amazing graphics but end up having to change things because their supplier cannot make what the artist created. Also note that some novice print job customers are not familiar with Rotogravure flexible package printing and that it is different from color printed media such as flyers or brochures. Many colors that are standard for printing in this type of media may just require CMYK, but in the flexible packaging industry, the same graphic may require more colors to be able to have a good quality print job on the various types of materials that are available for printing for flexible packaging.

It is also important to layer your artwork. *Layering is when you label and define each graphic, photo or text in your artwork. By layering your artwork, you make it much easier for any pre-press department to manipulate certain objects within the artwork, without disturbing the surrounding graphics. Example: If you have a bag that has a photo and text along with some other graphics and the photo on the bag is placed in the artwork where a cutoff may come in to play the pre-press will be able to identify the photo as a separate layer and move and manipulate it to a place within the die line that will be safe from cutoff and all while not moving or disturbing the other graphics that may be placed perfectly.

Introduce your graphic designer with your supplier and let them work together. For some reason, clients are afraid or apprehensive doing this. Bringing both of these important people together and letting them know what you want will assure the entire job has minimal issues and will speed through production. You will need to sign off on your artwork before the job is started. Be prepared to have your graphic artist make some changes once your artwork has been submitted. You may need to adjust an image here or there to make sure the bag does not cut off any important things such as wording, barcodes etc... Once you have adjusted your artwork or give permission for the adjustment you will need to do a final approval.

Know what you really want and by all means tell your supplier. Often companies will go down the path of having custom printed stand up pouches made but will not share their goals and expectations with their manufacturer. Do you want a really opaque bag while still having a window? Do you want a really shiny finish but still want to see your product? Are you afraid you'll be able to see thru your printed stand up pouch if you choose a clear structure? There are steps your supplier can take ahead of time to make sure you are overjoyed with the final result.

Know your quantity and be prepared to change it for *better pricing*. Discuss with your supplier their minimum run quantity but also have them quote a few more price breaks. Often this can make a big difference in your final cost.

Allow *about 7-9 weeks* after artwork approval for the entire process. Nothing will affect **your pricing more than *trying to speed up*** a printed stand up pouch. Certainly there are times when this is necessary, however if you can avoid it you will save money in the long run. In closing, these steps will enable you to not only save money but also leap past the *novice* printed stand up pouch customer and help you communicate with your manufacturer. Your supplier will be able to provide options and you will be able to make an informed decision.