HOW TO SET UP YOUR FILES FOR

Digital Printing

We continually strive to make the artwork submission process as simple as possible. Our pricing is based on receiving print-ready .pdf or .eps files, with one .pdf proof sent when requested. Files not meeting the following requirements may not be suitable for our production processes, and may be modified at an additional art charge. We may minimally alter files that will not meet our press requirements to maintain print quality on your finished product. Following this guide will help eliminate any delays in the production of your job.

CONTENTS
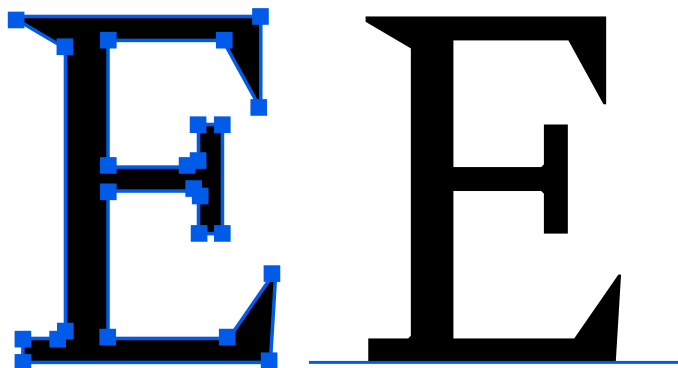
Convert all text to outlines.
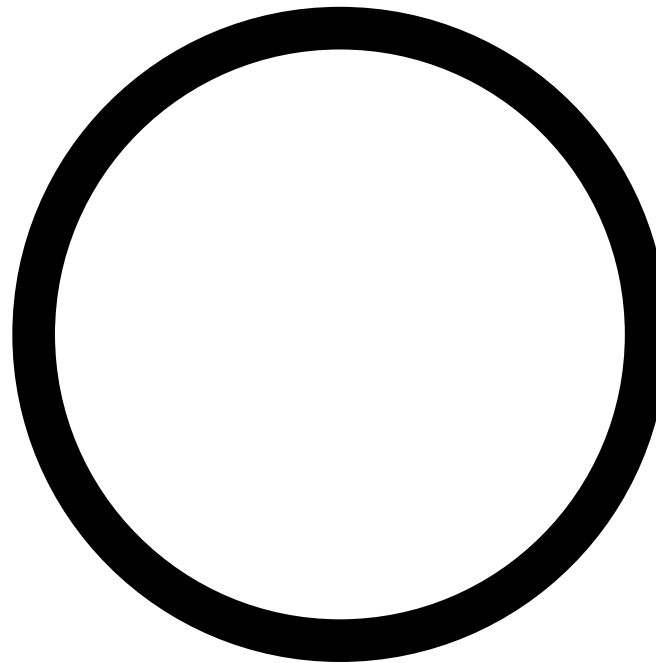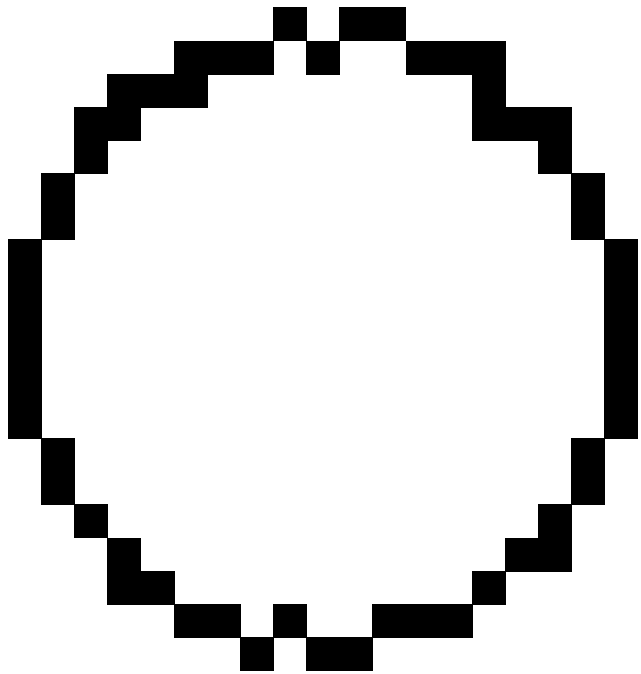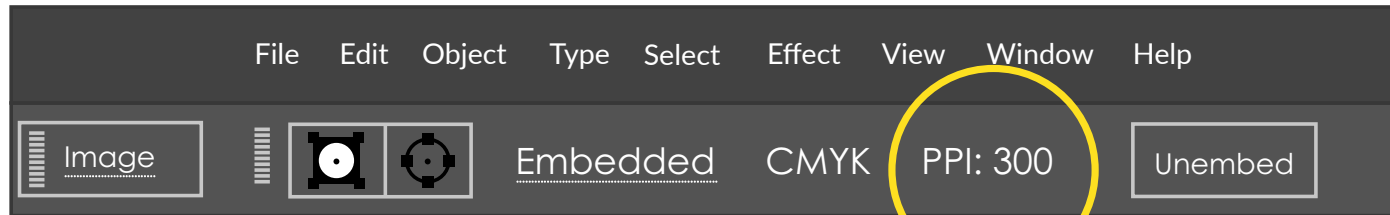
✅ ❌

Ensure all text is larger than 4pt for serif fonts, 4pt for reverse reading type and 3pt for sans-serif fonts.

4pt   4pt   3pt

01

Embed all images. Image resolution should be a minimum of 300 ppi to ensure the best print quality.

File   Edit   Object   Type   Select   Effect   View   Window   Help
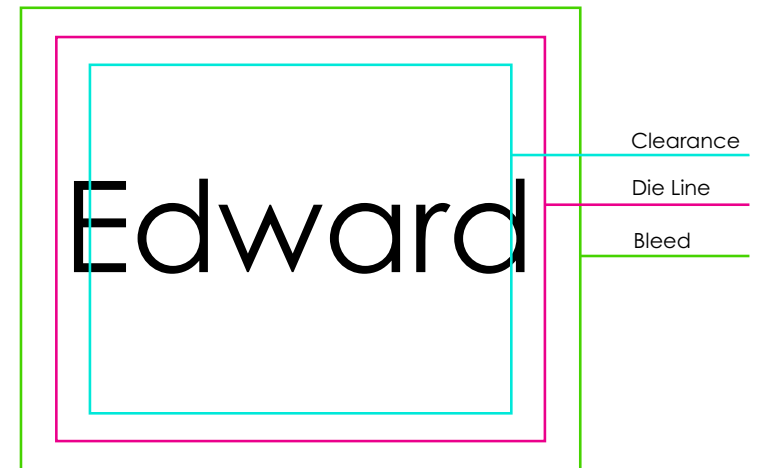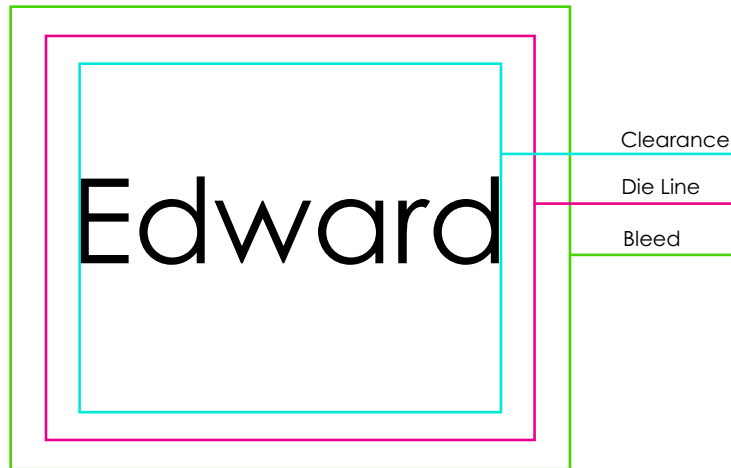
Image   Embedded   CMYK   PPI: 300   Unembed

IMAGES

02

For images meeting the die line, a 1/16" bleed outside the die line is required.

Ensure there is a minimum of 1/16" safety clearance inside the die line.

Edward

Clearance
Die Line
Bleed

Edward

Clearance
Die Line
Bleed

Minimum line thickness is 0.3pt and 0.4pt for reverse reading labels.

0.3 pt ————————————————————
0.4 pt ————————————————————
0.5 pt ————————————————————
0.6 pt ————————————————————
0.7 pt ————————————————————
0.8 pt ————————————————————
0.9 pt ————————————————————
1 pt ————————————————————

Please do not apply any trapping or overprint to a file printing digitally.

✕	‹‹
Document Info	⬍ Attributes ☰
☐ Overprint Fill	
☐ Overprint Stroke	
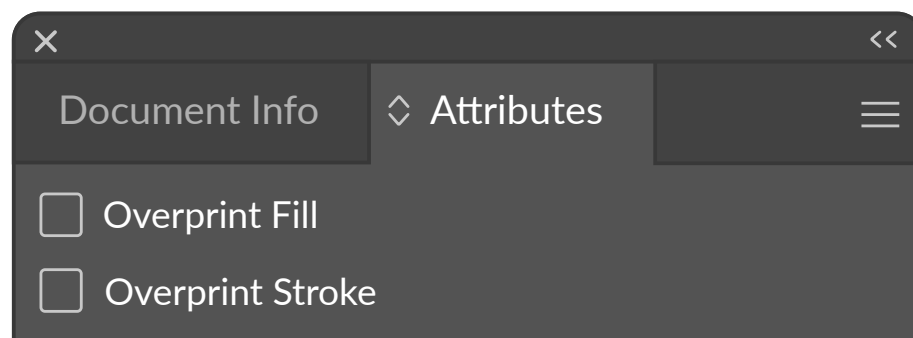
Document Colour Mode must be set to CMYK. CMYKOVG is a special ink formulation that we use on our digital press to obtain Spot Colour Matches. If a spot colour match is des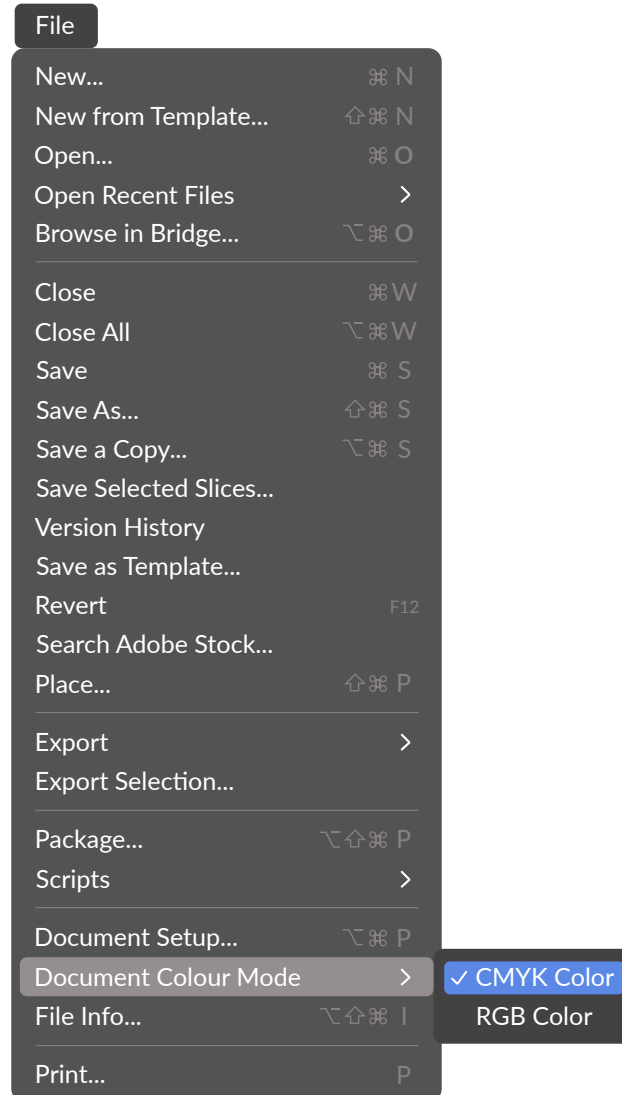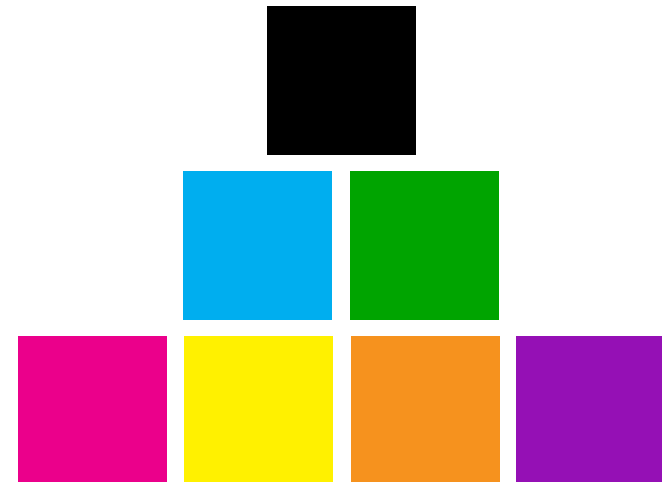ired, include that Pantone Colour in your file and specify on your PO to colour match. Otherwise, your file should not include any spot colours and will print a combination of CMYK where required. Confirm that colour separations are supplied properly. See the Separation Preview / Overprint Preview page for more information.

| File	
New...	⌘ N
New from Template...	⇧⌘ N
Open...	⌘ O
Open Recent Files	›
Browse in Bridge...	⌥⌘ O
Close	⌘ W
Close All	⌥⌘ W
Save	⌘ S
Save As...	⇧⌘ S
Save a Copy...	⌥⌘ S
Save Selected Slices...	
Version History	
Save as Template...	
Revert	F12
Search Adobe Stock...	
Place...	⇧⌘ P
Export	›
Export Selection...	
Package...	⌥⇧⌘ P
Scripts	›
Document Setup...	⌥⌘ P
Document Colour Mode	›
File Info...	⌥⇧⌘ I
Print...	P

✓ CMYK Color
RGB Color

CMYKOVG

The 'White Ink' should be set up in your file as a spot colour called 'White Ink' on a separate layer. Add colour to the 'White Ink' spot swatch for on screen viewing purposes only. All areas to appear white should be filled with 'White Ink'. All areas to print opaque should have 'White Ink' overprinting. All areas to allow the substrate to show through should have no 'White Ink'. Using Separations / Overprint Preview will assist you in ensuring that the inks are set up correctly. Building a 'White Ink' spot layer can be complex. If you need assistance with building custom 'White Ink', please see the Art Charges section in this document.
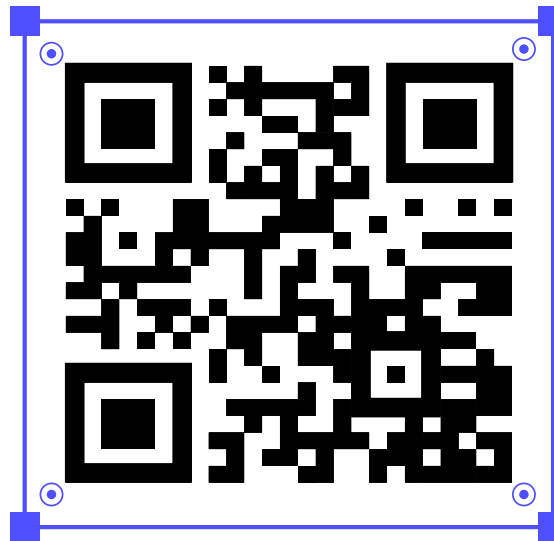
Layers

White Layer

Artwork

WHITE LAYER

ART FILE

SUBSTRATE
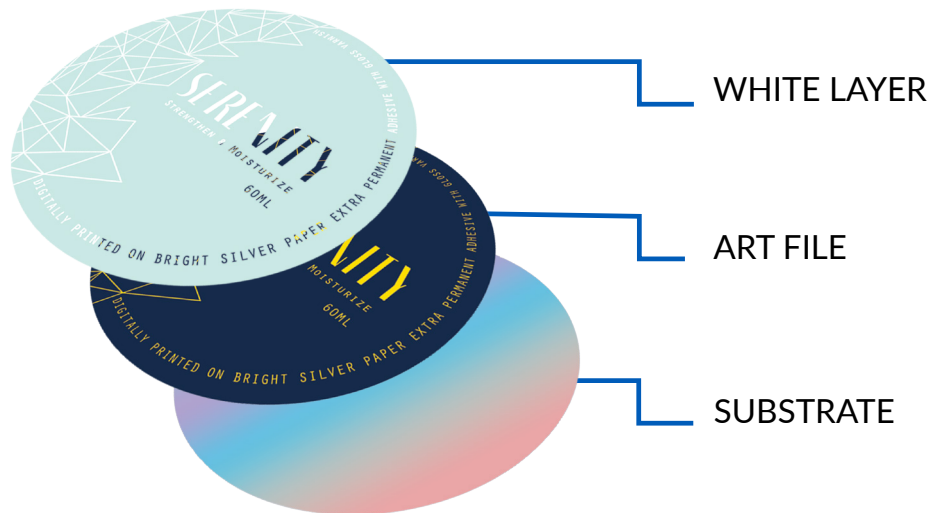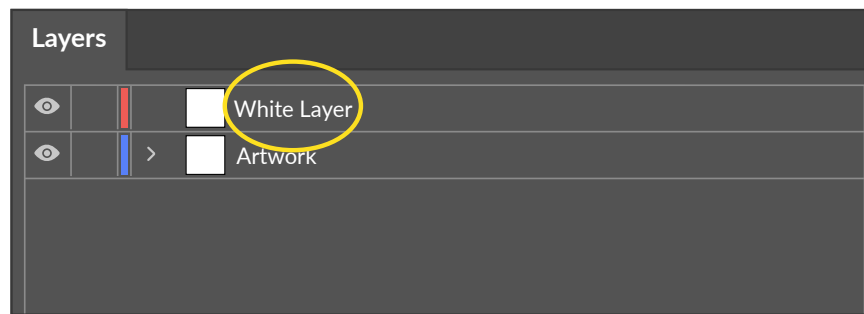
Using 'White Ink' as a spot colour in chosen areas can increase the visual appeal of the product by allowing the label material to show through in specific areas. This is applicable when printing on Silver, Clear or Kraft label material.

If the entire image is to be backed with white ink, a flood of white ink will be applied.

Black is the only colour of barcode that we can guarantee to scan, no smaller than 80% scale. Barcodes should always be vector image. We test every barcode to ensure scannability, and our normal procedure is to recreate any barcode which does not scan.

| Swatches | Stroke | Color | Separations Preview | Glyphs |

☐ Overprint Preview

👁 🎨 CMYK
👁 🟦 Cyan
👁 🟪 Magenta
👁 🟨 Yellow
👁 ⬛ Black

☐ Show Used Spot Colors Only

Separation and overprint previews are valuable tools in Illustrator or Acrobat. White or light coloured components that are set to overprint will result in missing images.

| Swatches | Stroke | Color | Separations Preview | Glyphs |

☑ Overprint Preview

👁 🎨 CMYK
👁 🟦 Cyan
👁 🟪 Magenta
👁 🟨 Yellow
👁 ⬛ Black

☑ Show Used Spot Colors Only

Ink Separations must be supplied correctly, with desired spot colours separated from CMYK. Please use these tools to quality check your overprints, separations and entire art file prior to submitting for production.

Please check your files thoroughly before submitting for production. Submitting updated files after the initial proof will result in a minimum $25 charge per version. Our team is available to make alterations to files at a rate of $100 per hour. Please contact us if you require assistance on how to make your files print ready. We will be happy to assist you.

VARIABLE DATA

11
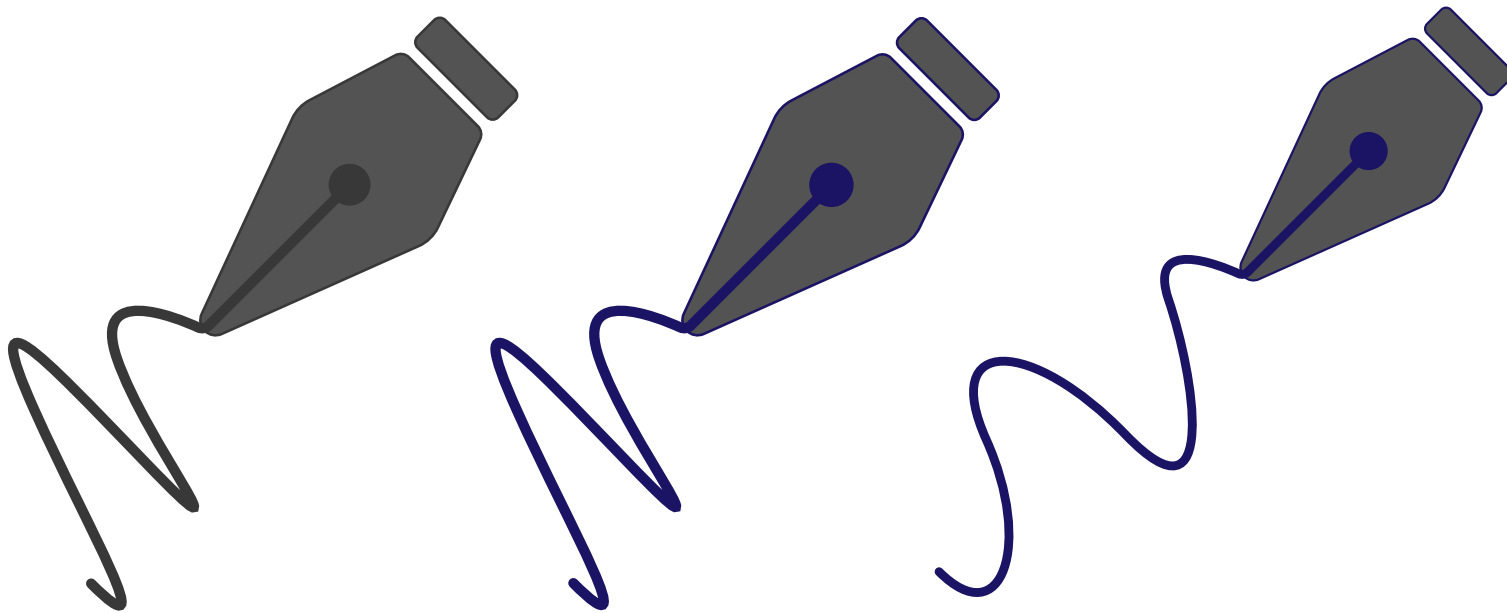
Variable data printing is available on our digital press. For standard consecutive numbering, supply your file, start/finish numbers, location and font specifications for the number. For variable information, please provide the same information and file as required for consecutive and an Excel spreadsheet containing the data that varies. We can also add variable barcodes to your label. Contact our customer service department if you would like more information about our variable capabilities.

A 1 0 0 0 1

A 1 0 0 0 2

A 1 0 0 0 3

A 1 0 0 0 4