

A Production Guide to Supplying Artwork

Introduction

We have made this guide to help you prepare your artwork, please read through it, even if you are an experienced graphic designer.

If you follow these guidelines...

1. The speed of processing your order is increased.
2. Your packaging is produced to the highest quality standard.
3. Any prepress costs incurred will be minimal.

Contents

Software

File Structure

Colour Set Ups

Type Fonts & Barcodes

Windows & Unprinted Areas

Fitting your Design to Our Keyline

Tips

Checklist

Software

Artwork Origination

We recommend you set up your designs in **Adobe Illustrator**.

Note if your artwork has been created in another application, please contact us to discuss.

We use the latest prepress software, including the most up to date iterations of Adobe Creative Cloud.

Keyline Template

A flat plan vector (keyline / cutter). This **MUST** be included in the artwork file on the top layer.

! PLEASE CONTACT US TO OBTAIN A KEYLINE TAILORED TO YOUR PACKAGING PRODUCT PRIOR TO ARTWORK CREATION

When placing your order please supply for each design:

1. High Resolution Pdf
2. Packaged Native files including the .ai file, all fonts and all embedded images

Embedded picture images should be at least 300ppi

Embedded text images should be at least 600ppi

Bitmaps should be 1200ppi

Colours should be CMYK or Greyscale

Reprographics

Our repro checks ensure that the artwork will print and form into a pouch as intended.

If we foresee any issues we will contact you.



File Structures

Multi page Files

We cannot accept multipage or multiple artboard files, for example more than one design in the same artwork file.

Please keep each sort as a separate entity.

Artwork Layers

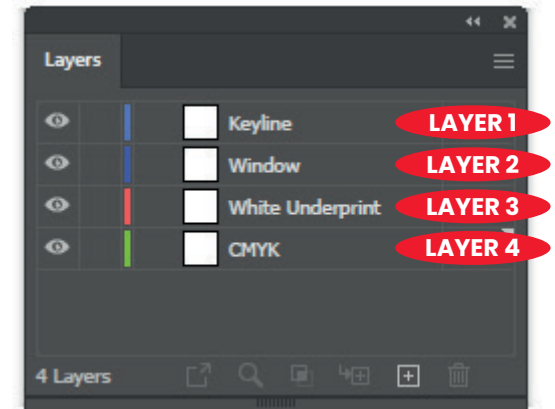
Please design your artwork using layers, for example files should consist at a minimum

- LAYER 1** Keyline
- LAYER 2** Window (if required)
- LAYER 3** White underprint (if required)
- LAYER 4** CMYK

Note Pdf files do not natively have layers, unless saved as an Illustrator compatible pdf.

Keyline Template

Please use the supplied keyline on **LAYER 1** and fit your artwork design within it. Do not adjust the keyline or change any colour swatches used.



Colour Set Ups

CMYK vs RGB

Please supply all designs and embedded images in a **CMYK Colour space**.

Any RGB images will automatically be converted to **CMYK** using our software and may print different to what was intended.

Pantone Colours

Pantone colours (also called 'spot colours') are specific coloured inks.

Our production method is purely a digital process. We do not use specific pantone ink. All pantone colours will be converted into their CMYK values. This often can cause a slight colour shift. Also bright fluorescent pantones or metallic pantones will be greatly affected. If you plan on using these or require perfect pantone matches please contact us to discuss your options.

Black

If you are using a lot of black in your design then make sure that the blacks match.

If you have blacks that don't match then you could end up with unwanted boxes and lines on your artwork when it is printed.

Mismatched blacks are very difficult to spot on screen, so it is important to check for this. You can easily do this by opening a CHANNELS palette and view each channel individually.

Regular black colour used specifically on text should always be set to K100

Ink Coverage

The maximum coverage in any area must not exceed 170% CMYK colour.

With 100% white underprint will give a total of 270% TAC anything more would have the potential for post production de-lamination



Type, Fonts & Barcodes

Fonts

Please supply all fonts in your supplied 'packaged' artwork.
If this is a problem please ensure all fonts are **outlined**.

Type Size

We recommend a minimum font size of 6.5pt (1.2mm).
Anything smaller than this could potentially be rejected by retailers.
Pouches.co.uk will not be held responsible.

Barcodes

Please ensure barcodes are supplied in high resolution. (Vectors preferred).

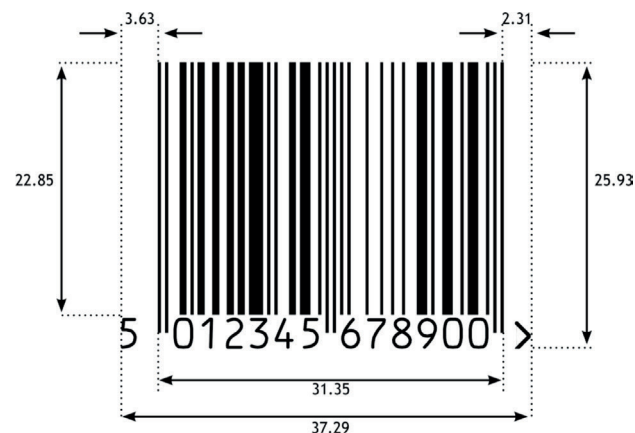
Note many 'free' online barcode generators produce low resolution barcodes not suitable for print.

Bars should be 100K on a white background.
Other colours can be used but will be at customers own risk.

Size

80% - 200% Magnification is recommended.
Barcodes smaller than 80% can be printed but at customers own risk.

EAN Standards at 100%

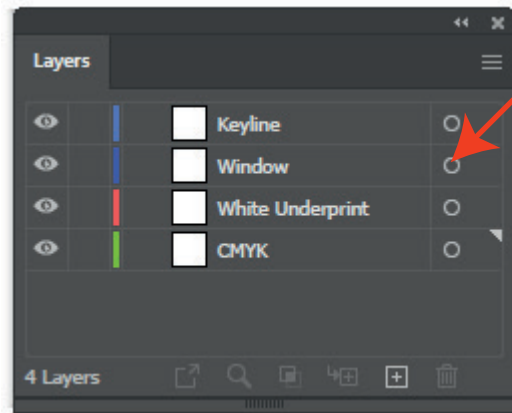


Barcode width = 31.35mm
Left quiet zone (left blank margin) = 3.63mm
Right quiet zone (right blank margin) = 2.31mm
Total barcode width (including quiet zones) = 37.29mm
Barcode height (excluding the number) = 22.85mm
Barcode height (including the number) = 25.93mm

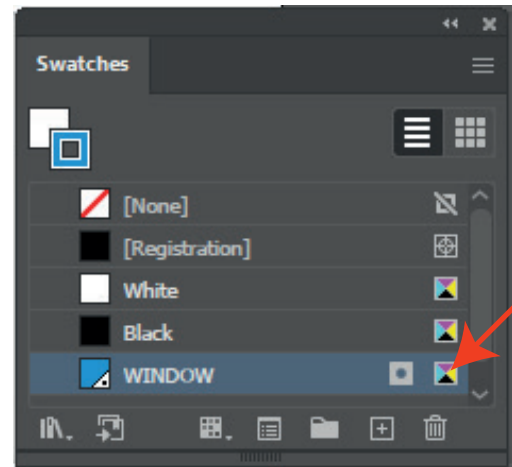
Windows & Unprinted Areas

Windows

Any unprinted areas on the design such as windows need to be CLEARLY identified in the artwork file.



We recommend that window/clear areas are identified on their own specific layer.

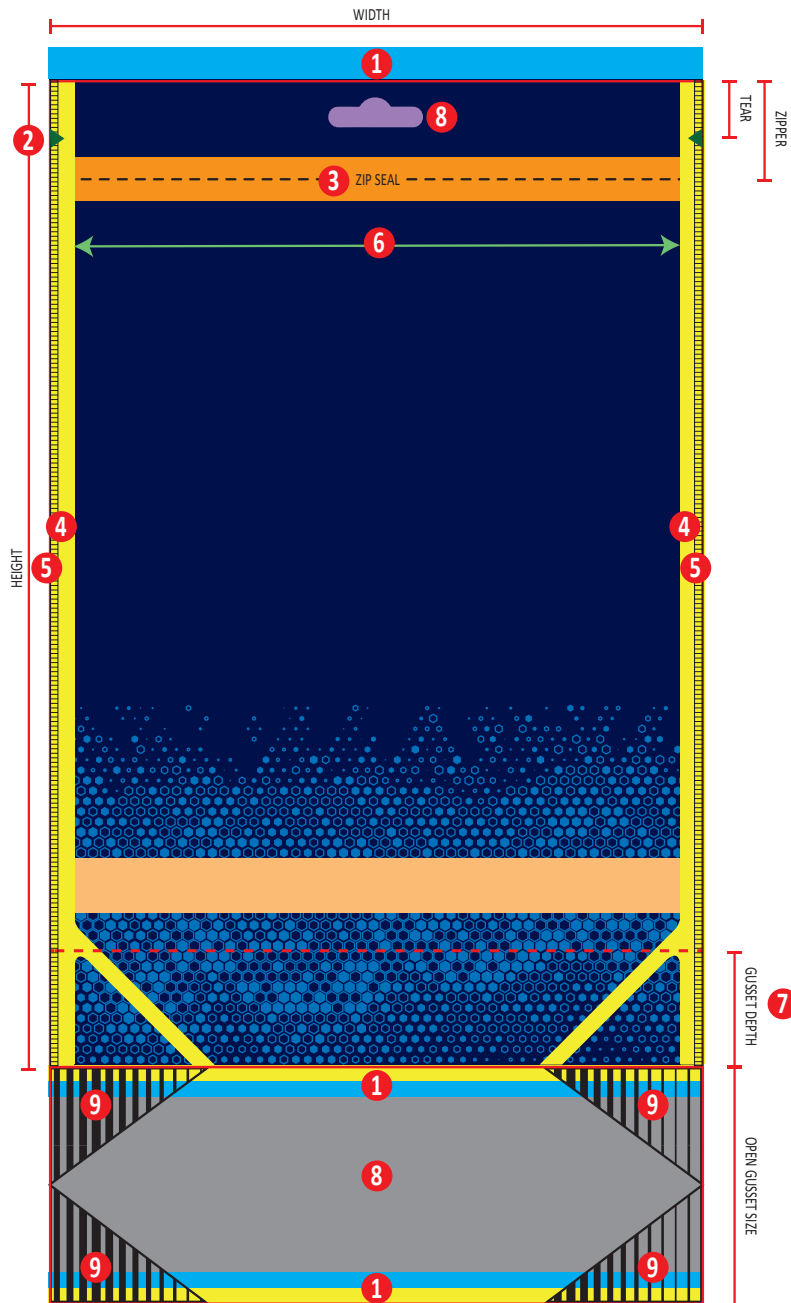


Name in the colour swatches.

Show on artwork



Fitting your Design to Keyline 1



1. Bleed

We require at least 10mm Bleed. This is needed at the top and bottom of each side. We do not need bleed to the left or right.

2. Tear Notch (15mm down* Our Standard)

Please do not place any critical text between the notch and the area being removed
* If Euro Slot is required this maybe lower

3. Zip Seal (30mm down* Our Standard)

Please do not place any critical text in this area. This area is susceptible to distortion
* If Euro Slot is required this maybe lower

4. Seals (7.5mm Width)

We allow print in the seal areas but beware that we can get slight distortion and slight colour discoloration. We do not recommend putting text or barcodes in these areas.

5. "Quiet Edge" (2mm Width)

We use machines that have a +/- 2mm tolerance in our conversion line. It is not uncommon to see a little movement when forming the pouch after each print impression.

To overcome this, we recommend keeping the left and right edges clear of any "busy" design elements.

The easiest way to achieve this is to put a "Quiet edge", usually a 2mm wide colour/none colour bar along the left and right of the design.

Fitting your Design to Keyline 2



6. Inner Dimension (Fill Width)

Note our fill width will be 15mm narrower than the overall width because of the seal area (7.5mm either side)

7. Gusset Depth

This is where the 'K' seal begins. Some distortion could occur along the diagonal of the K

8. Gusset area

We do not usually print in the gusset area. If print is required please contact us.

9. K SEAL

This seal area is not usually seen.

10. Euro Slot (8mm down Our Standard)

If you want to display your product on a hook then use this cut out slot, we recommend a minimum gap of 8mm from the top of the pouch.

KEY

1		10mm Bleed	6		Fill Width
2		Tear Notch	7		Gusset Depth
3		Zip Seal	8		Gusset Area
4		Seal Area	9		K Seal
5		Quiet Edge	10		Euro Slot

Tips for a better looking pouch



Tips

Tear Notches

Do not place any critical text in the area between the notch and the waste area being removed.

Zip Seal

We would not recommend any critical text in the zip seal area. This could distort or not line up correctly.

Quiet Edges

It's common to see movement +/- 2mm up/down and left/right on each formation.

To accommodate for this, please put a "Quiet edge", usually a 2mm wide colour/none colour bar along the left and right of the design.

Windows

Do not place windows too high in the pouch

Checklist

Have you set up your artwork design using Adobe Illustrator ?

Are your Bitmap Picture Images at least 300ppi ?

Are your Bitmap Text Images at least 600ppi ?

Is your design using a CMYK Colour Space ?

Have you built the Artwork using Layers ?

Check Blacks - are they right ?

Ink Coverage - Is it heavy coverage ?

Are your Barcodes 80%- 200% Magnification and High Resolution ?

Have any windows been identified in the artwork ?

Do you need to bleed images top & bottom ?

Do you require a Tear Notch ?

Have you kept any design elements away from the Zip Seal ?

Does your design need quiet edges ?

Are you happy about the inner opening dimension ?

Have you packaged your artwork ?

Have you made Hi Resolution Pdfs ?

Please review this checklist.

If you can answer 'YES' for all the above questions then together we can produce a fantastic looking flexible pouch for your product.