



PRINTECH

LABEL CORPORATION

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ARTWORK SPECIFICATIONS

SOFTWARE COMPATIBILITY:

Mac: THE PREFERRED FILE FORMAT IS ADOBE ILLUSTRATOR. We do however also accept Macromedia Freehand and Photoshop Document files. **If you send PSD (Photoshop Document files) they must be layered, not flattened!** We prefer that you set type and compose file in Illustrator if possible. We discourage sending any Corel Draw files as they have to be converted to Illustrator. This can and often causes printing problems. **Any image files copied from a web site are NOT acceptable. These images have been converted to low resolution 72 DPI to make web pages load faster.**

P.C.: Macintosh is the preferred platform, however we can accept following PC file formats: Adobe Illustrator or Photoshope Document files (PSD). (make sure that you have carefully proofread your label art before sending it to us!). You should always send any support files (fonts or placed images) along with all other files. If your original art was built on a PC, **it is best to convert ALL text to curves/outlines.** Additional handling charges may apply to PC format artwork.

DISKS:

CD's, DVD's, 3.5" diskettes. Always send a copy of your files, do not send us your original files. Please submit a printout (or matchprint) as well as black and white laser separations if possible along with your disk. You may email smaller files (3Mb or less) to our art department directly: bruce@printechlabel.com. Please follow all of our requirements closely, also remember to include your contact information and the name of the customer service representative assisting you.

ORIGINAL ART/SCANS/TEXT:

Please do not send scanned documents saved as images. These mostly are not high enough quality to result in final high quality labels. You can however send a scan of simple drawings. These can be electronically redrawn into vector art if we need to. Any complex drawing can result in extra costs. We can quote you art charges if this is needed.

TYPE SPECS:

4.5 pt. minimum. Avoid fine reverse type in your design. Positive type should only be made with spot PMS colors. Avoid making any text out of process unless it is going to be part of a flattened high quality image where the final output of the label will be totally 4 color process.

FONTS:

Illustrator and Freehand: Convert all text to outlines (curves) or include fonts on the 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 dieline, unless it is an intentional bleed.

COLOR SPECIFICATIONS:

Specify required PANTONE® 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.

TRAPPING: It is not necessary to add traps to your artwork. We will trap as necessary.

LINES/RULES:

Minimum setting .5 pt. When printing negative (reverse) lines/rules .5 pt is the minimum recommended.

BLEED:

Any art elements that fill to the dieline **MUST** have a minimum 1/8" bleed beyond the dieline.

NUTRITION FACTS:

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

BARCODES/UPC'S:

If you require bar codes on your label and don't have the software to produce them just provide the code number. Our software will automatically set the check digit at the end. Barcodes are made between 100% and 80%. We do not guarantee scanability of barcodes smaller than 80% scale. So keep that in mind when designing your label.

DIES:

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

COLOR MATCHING:

Process color matches cannot be made to your laser or inkjet prints.

QUESTIONS/ADDITIONAL INFO?:

We would like to help. Please contact your customer service representative for answers to any questions you may have.

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 for an additional cost at current market rates.

All artwork received will be evaluated on a job by job basis to confirm that all files needed are included and all files meet minimum standards.

