

Guidelines For Kraft Paper Printing *Please follow the instructions carefully to avoid costly reworks*

Design Software

- Illustrator CS6 or lower version
- Photoshop CS6 or lower version
- InDesign CS6 or lower version

What if I don't have any of the programs?

If you do not use any of the programs listed above to create your artwork, please save your file(s) in either PDF or EPS format. Please note, we may not be able to modify your artwork so that it is print-ready.

Pack Plus Converting cannot accept responsibility for unwanted results from artwork generated in other design programs.

Why can't I just create everything in Photoshop?

We cannot accept finished type or vector art in Photoshop format. Type and vector art created in Illustrator will maintain its sharpness while sharpness of text in Photoshop cannot be guaranteed.

Unlike offset printing, scanned text and line art are not acceptable. Thus, all text and line art must be done in Illustrator or InDesign format.

Media

- E-mail (file size 6MB or less only)
- Download links via Wettransfer.com (*preferred*), Dropbox, YouSendIt. Please do not password protect your download link(s).

Who should I contact about submitting artwork?

Please contact your sales representative to confirm which method you will be using to submit your artwork.

What if I need to resupply artwork or make multiple submissions?

If you need to resupply artwork or submit artwork multiple times, please contact your sales representative prior to each artwork submission.

Barcode

We have a barcode software to generate your barcode in the correct printing format. If you do not have the software, please include your barcode number(s) along with your finalized artwork submission.

Artwork Specifications

Please ensure your artwork follows these specifications. Any artwork not adhering to our specifications may be subject to modifications. Pack Plus Converting cannot accept responsibility for print errors or delay where artwork has been supplied incorrectly.

Type

OUTLINE all text. All text should be created in Illustrator and must be outlined to convert type into compound paths and avoid font substitution **OR** please include all screen and printer fonts (TrueType, OpenTypefont, and/or PostScript).

Images and Resolution

- **Monotone** and **duotone** photo images can be achieved on kraft paper material. *We do not accept CMYK images.*
- Final size of images must be at a resolution of 300dpi.
- Do not flatten layers in Photoshop; Please include any Photoshop files used to create placed images.
- Do not embed image files in Illustrator. Send copies of final documents and all support files used, including images that have been embedded in Illustrator.

Colors

- Only PANTONE solid uncoated and/or spot colors can be used on kraft paper material.
- The minimum percentage of a spot color cannot be less than 50%.
- Ink colors printed on natural kraft paper will be darkened due to the brown tones of the natural kraft material.

Logos and Vector Art

Please have your logo(s) create in Illustrator or InDesign. Do not import your logo(s) into Photoshop.

Friendly Reminders

- **PROOFREAD** all type in your artwork prior to submission. Always double check the spelling, content, and layout. Please note any changes made after artwork has been submitted may delay the process and also add to the cost.
- For food, beverage, and supplement labeling requirements please visit the FDA Government Website:

<http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm2006828.htm>

<http://www.fda.gov/Food/IngredientsPackagingLabeling/LabelingNutrition/default.htm>

Special Notes

Pack Plus Converting cannot guarantee the consistency of print on kraft paper material. Due to the rough and fibrous surface of kraft paper material, the ink will not absorb evenly onto the substrate resulting in variations in print. If the customer would like to move forward using kraft paper material, it is understood that Pack Plus Converting will not be held liable for any dissatisfaction due to print appearance on the bags.

Please contact your sales representative if you would like to see samples of this material.