PACK PLUS
Converting

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Artwork Requirements
Label Printing

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

Design Software

• Illustrator CS6 or lower version
• Photoshop CS6 or lower version *(may not be suitable)*
• 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 Wetransfer.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.
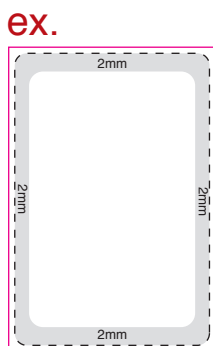
Barcode

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.

Layout

• Include 1/8" bleed all around
• Place copy and graphics no closer than 1/16" (2mm) from the trim/die-cut.
• Also note if your label is:
   1. Rectangular Round Corner
   2. Rectangular Square Corner
   3. Oval
   4. Custom Die-Cut

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.

Pack Plus offers both flexo and digital printed label services. Minimum quantity required for flexo method.

Type

OUTLINE all text. All text should be created in Illustrator and <u>must</u> 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

• Make sure images are saved in CMYK or grayscale, not RGB mode.
• Final size of images must be at a resolution of 300dpi.
• <u>Do not</u> flatten layers in Photoshop; Please include any Photoshop files used to create placed images.
• <u>Do not</u> embed image files in Illustrator. Send copies of final documents and all support files used, including images that have been embedded in Illustrator.

Colors

• Maximum 8 colors including varnish.
• Please provide PANTONE number, Match-print and/or Sample of the color(s) you would like us to match.
• For gradients and spot colors, the minimum percentage cannot be less than 40%.
• If possible, set all black to 100%K only to reduce misregistration.

100%K   ~~CMYK Black~~
NO!

Overprint/Trap/Spot Varnish

• Please do not set any elements of the design to overprint or apply trap to files.
• **Spot Varnish** ***(flexo only)*****:** If any area of your artwork requires a spot varnish, please create a diagram on a separate layer and specify Spot Gloss UV/Spot Matte UV. Varnish will not be applied to knock-out areas unless indicated otherwise.

Logos and Vector Art

Vector art should be created in Illustrator or InDesign. If your logo is comprised of vector art (with no images and/or added effects and filters), it should be created in Illustrator or InDesign. Otherwise, we cannot ensure sharpness of print for your vector art and logos. Do not import your logo(s) into Photoshop unless necessary.

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

ex.

2mm (top)
2mm (left) 2mm (right)
2mm (bottom)

- - -   Trim/Die-Cut
——   1/8" bleed all around

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