

Guidelines For Rotogravure 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.

Rotogravure Printing Specifications

- Trap size can be up to +/- 0.02" (1.5pt)
- Registration tolerance for any color on press can be up to +/- 0.03" (~0.75mm) in any direction.
- Registration tolerance for matte lacquer on press can be up to +/- 0.03" (~0.75mm) in any direction.

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

- Do not scan preprinted images.
- Make sure images are saved in CMYK mode, not RGB mode.
- 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

- Pack Plus Converting uses rotogravure printing. We can print up to 8 colors including a white base and a matte finish.
- Please provide Pantone number(s) for any spot color(s) that you choose. We match to PANTONE solid coated.
- If you want us to match any CMYK images or process colors, please provide us with a color reference (printout/match-print) for us to match. Please provide at least 2 samples.
- For spot colors (small areas of coverage), the minimum percentage cannot be less than 35%.
- If possible, set all black to 100%K only to reduce misregistration. Small type and fine details that print black need to be set to 100%K only.

100%K ~~CMYK Black~~
NO!

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.

Overprint/Knockout/White Base/Matte Finish

- Please do not set any elements of the design to overprint.
- **White Base:** If any area of your artwork requires a white base, please create a diagram on a separate layer named White Base.
 - Foil Material:** Knockout areas in white base will appear metallic.
 - Poly Material:** Knockout areas in white base will appear clear.
- **Matte Finish:** If any area of your artwork requires a matte finish, please create a diagram on a separate layer named Matte Finish. Knockout areas will indicate GLOSS unless indicated otherwise.

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>