



ELECTRONIC FILE & ARTWORK REQUIREMENTS



APPLICATIONS - MAC:

OPERATING SYSTEMS and SOFTWARE TITLES: Our Prepress department operates on an Apple Macintosh platform. We can accept the following files in their respective operating systems.

In **OSX** we can accept: Adobe Illustrator CS, Photoshop CS, InDesign CS, Acrobat 6, QuarkXPress 6.

In **Classic** (OS9 and below) we can accept: Adobe Illustrator, Adobe Photoshop, Acrobat, Quark Xpress, For Freehand (version 8.0 or earlier) and Corel Draw (version 6 or earlier) files, please see below*. Please indicate the version of the program used.



***Note: Files created in Corel Draw or Freehand should be exported to EPS (Convert Text to Outlines or Paths before exporting) Quark Xpress Passport (Multi-Language application) must be resaved as a Single Language Document before being submitted. Format Abbreviations: TIFF, PSD, EPS, AI, IND, QXD, PDF.**

WE STRESS THAT A HARD COPY ACCOMPANY ALL FILES!!
(with call outs when possible).

ARTWORK AND IMAGES:

VECTORED ARTWORK: We prefer to receive all vector based artwork in Adobe Illustrator. Please see file types above for instruction on files created in other vector based programs (ie. CorelDraw, Freehand).

COLOR IN VECTOR ART: Be sure that the color break of your artwork matches the amount of separations in your quote. We recommend that individual components of your art are colored in separate SPOT colors (unless otherwise desired) to reduce any registration problems on press (especially areas containing small copy).

STROKE SIZES: The minimum size for positive lines/rules is 0.35 pt and 0.5pt when for reverses. Anything less than that may cause positive lines to bend, break or not print at all and reverses to fill in [this rule also applies to layout programs also (ie: Quark, InDesign Etc)].

IMAGES (RASTER): TIFF, PSD: All colored digital images should be in CMYK or RGB* mode at a resolution of 300 dpi or greater. (*Unless errors are encountered when saving).



Tip: Do not take a 72 dpi image and res it up to 300dpi. It doesn't yeild any significant quality improvments. It will only make the file larger.


TIFFs: When possible, leave TIFF files layered (including adjustment layers). Also, save any editing paths or selections used in the supplied file. This will allow for prepress editing, where changes are requested. Please provide these images at a resolution of 300 dpi. (please call out on hard copy or in body of e-mail.)



Tip: A couple of tips about image resolution...
When working with image resolution, be sure to account for the final size of the image. Each time an image is made larger, it's effective resolution becomes lower (ie: placing a 300 dpi Photoshop EPS image into Quark Xpress at 200% will cause the final image to be 150 dpi and "rough" looking).

Bitmap TIFF images, should have a resolution of at least 800 dpi (See Tip below for recommended options when saving a Bitmap Tiff File).

 **Tip:** When your linework art (no screens) is not created in a vector based program (ie: Illustrator) we recommend you convert them into bitmap mode. The resolution must be 800 dpi. Unless special effects are required, we suggest that you use the 50% threshold option when converting. The file must be saved as a TIFF format. This will yield the best quality linework in a raster based format.

 ***Note:** "Special Effects" are often used when creating Bitmapped files. When doing this, please keep in mind not to exceed 120 lines per inch. Also, avoid combining Bitmaps of the same or similar screen angle in order to avoid unwanted patterns (ie: moiré patterns).

EPS, AI: Embedding images in Illustrator or any other program is not enough. Always put the image file into your job folder. Be sure to include **ALL FONTS** (screen, Postscript and TrueType) for all layouts (Quark/Indesign), artwork (Illustrator/Freehand) and images (Photoshop) used for your label!

PDF: Due to limited editability, PDFs are not recommended especially when there is an image within the art *(see note below). If you are sending these files, make sure that all fonts are embedded or outlined and that only "High Quality" or "Press Quality" settings are used during the creation (distillation) process. Only send a PDF if you are absolutely certain that additional changes or any other editing will not be necessary.

 ***Note:** Flexographic printing typically requires more "behind the scenes" manipulation than other print processes. PDF's inhibit the ability to do this!

FILE/ARTWORK CONSTRUCTION:

BLEED:

If any element of your design extends to the edges of the job, there must be an additional extension of that element. If you want your artwork to bleed, please extend the artwork at least $\frac{1}{16}$ " on all sides beyond the die cut. For example, if your job is 2" X 1" and you have an image covering the background, it must bleed off of all four edges. The image has to be $2\frac{1}{8}$ " X $1\frac{1}{8}$ " final size.

FONTS and TYPE:

In order to guarantee the integrity of your job, make sure to include all fonts. Please send both screen fonts (Font Suitcases) and printer fonts (Postscript Fonts) for all typefaces used. There are many different variations of fonts with the same name – so having us substitute fonts based on name is (and should be) a last resort. We have a large number of fonts available. However, if you use any unique fonts please include them with your job or check with us to see if we have them in our library.

 **Tip:** You should always send the actual fonts used for each job from your system to ensure copy does not reflow.

PC fonts cannot be used on a MAC, unless you are using OpenType fonts (which are cross-platform). Please check with us before sending a job in a PC format to make sure we have the appropriate fonts or convert the fonts to outlines (in these scenarios, you must always provide a hard copy depicting font substitutions to be made).

NOTE: DO NOT SET TYPE IN PHOTOSHOP...

(...unless it has a special effect - otherwise, do so in a layout program or Illustrator). If you have to set type in Photoshop, do not apply any "faux" styles (ie: Bold, Italic, Shadow etc.) as the final output will not match the font used – even if it prints correctly on a desktop printer. Also, be sure to supply font(s) used and to leave the file layered. As soon as these files are flattened, they become resolution-dependent (rastered) and will "take on" the resolution of the document, yielding poor quality text.

 **Tip:** If you have no other option than setting type in Photoshop. Make sure you send the file with the "text" layers intact. We can output at a higher resolution with a layered file.

TYPE SIZES:

The minimum type size is 4pt. (positive) Avoid using reversing reverse type smaller than 5pt.



Note: When possible, avoid constructing type from multiple colors or reverse type "knocking out of multiple colored backgrounds. This will present registration problems on press.



Tip: Avoid using small serif fonts or fine scripts in reverse (even when the background is 1-color).

USE OF COLORS:

Specify PMS colors for your spot colors jobs. Remember PMS colors can be converted to 4/C process but it is very difficult to convert process colors to spot color and additional charges may apply. Indicate white color where actual white ink is to be used. Delete all unused colors in your files.



Tip: Screens/Tints/Gradients: Range from 100% to 1%. Please carry all gradients to at least 1% to avoid a possible "dirty" break. Typically, in flexo - a digital 1% becomes a printed 10% - 12% and the areas between 0% and 1% yeild inconsistent results.

TRAPS / OVERPRINTS:

DO NOT TRAP YOUR ARTWORK! Please allow prepress to trap the artwork as each printing press has different tolerances for movement and would require different trap sizes. Typically, we will attempt to trap any overlapping / adjacent colors (unless too small to trap). Any areas that you specifically want to be overprinted (ie: special effects or large areas of black) need to be noted in your file.

DIES:

Please incorporate a dieline in your file. The dieline must be identified in your file and hard copy. If you are using an exiting die from our die library, please have your customer service representative verify shape and dimensions. Important factors to consider are: corner radius (for round corner rectangles and squares), starburst shapes and triangle shapes. Resizing or altering art to match dies after the job is submitted is sometimes costly and can delay delivery of your job.



Tip: Please treat "Die" files as templates! Do not alter them to match your art!

BARCODES:

We would recommend having NY Label set your barcodes. We can pre-adjust barcodes at the creation stage for optimal reproduction on press. We can also guarantee readability of codes generated in house (where label is of adequate size). If you provide a code within your label art, please make certain it is supplied at least 80% of its original size. If the barcode authoring program allows for "Bar Width Reduction" (BWR), please incorporate a .003 reduction to a code supplied at 100% and a .002 to a code supplied at 80%. This will compensate for any gain on press.



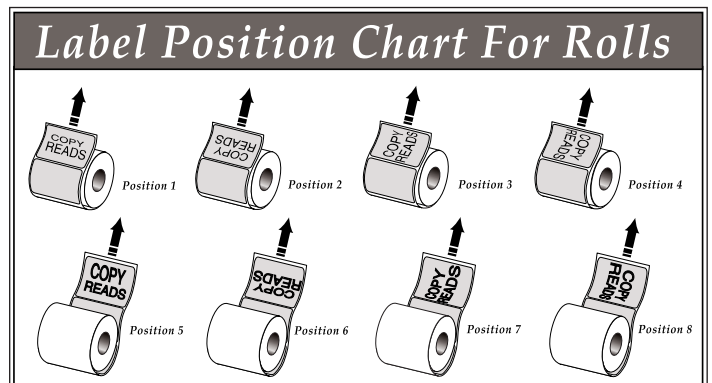
Note: DO NOT in any circumstance arbitrarily resize a barcode to fit components of your artwork. This will affect the fidelity of the bars and quiet zones of the code and often render it unreadable.



Tip: Reducing a barcode any less that 80% greatly comprimises the readability of that code. Never create a barcode in any other color but black!

POSITIONS:

Label positions will dictate how your label will be positioned when it comes off the roll after final output. This is a concern if your label will be machine applied (machine applied labels must be in a predetermined position in order to be applied to the product correctly). Please check with your label applicator. At right a chart is shown indicating position numbers and the corresponding orientation. (see chart)



Tip: All label positions are based on direction of COPY and not dimensions or artwork. Labels are also available as cut single, fanfolded and pinfeed instead of rolls.