

In order to provide you with the best possible quality and experience, please contact your sales or customer service representative before designing your project. They will be able to provide a list of available die shapes and sizes which are stocked in-house. Custom dies are also available. When seeking custom dies, tooling charges may apply.

AWT LABEL & PACKAGING uses an Adobe Illustrator workflow. Illustrator files are our preferred file format. If you are using other software for your project, please consult your customer service /sales representative to verify compatibility. If sending files in a format not listed above, art charges may apply.

If you must use an alternative vector based software application, you MUST export a .pdf file. The file must include the 1/16" on all sides artwork bleed past the die line.

DO NOT USE PHOTOSHOP OR OTHER PIXEL BASED PROGRAMS FOR COPY AND TYPESETTING.

Please set all type in Illustrator.

ARTWORK SETUP

COLOR SPACE: All artwork submitted must be in the "CMYK" color mode. RGB flat files require our prepress technicians to convert to CMYK in-house. This can result in artwork color shifts that must be approved by the client before sending to production.

Create and submit artwork at 100%. Delete all unused colors, layers, channels, stray points, extra paths and text boxes. Identify die lines, spot glues, spot varnishes, opaque inks, fragrances, etc. as spot colors in the color palette. Using default white is for knockout purposes only and does not output a printable separation. Name spot color "Opaque White" in swatch palette.

Always send linked files with your label file. Where Postscript fonts have been used include both printer and screen fonts.

Please remember to convert ALL text to outlines (make sure that you have carefully proofread your artwork before submitting it). Please contact your customer service / sales representative if you anticipate text changes.

All files must have 1/16" bleed on each side (artwork or color extending past the die line that you want to bleed off the label). PNG and GIF files cannot be used due to their low-quality resolution. (This includes low res or web .jpg files) JPG files must be CMYK format at a min. 300dpi resolution, without text, and used for backgrounds only.

ORIGINAL ART / SCANS / TEXT:

Please include placed graphics and photographs with your art. Scan resolution should be a minimum of 300 dpi at 100% scale. When supplying paragraphs of text converted to curves or rasterized into a bitmap format (1200dpi), please include original text (.txt) files as well as the font files (Mac).

TYPE REQUIREMENTS:

4 pt positive print font sizes are the smallest recommended for narrow web flexo and digital. 5 pt reverse. 6 pt positive print font sizes are the smallest recommended for wide web/flexible packaging. 8 pt reverse.

TYPE "SAFE AREA":

All files should maintain a 1/16" safe area / quiet zone in from die line.

COLOR SPECIFICATIONS:

Specify required PANTONE SWATCH® numbers on spot color artwork (Please note all digital jobs print CMYK).

- Black screened areas (shadows) should contain black only. No C, M, Y
- Solid black areas on artwork should be 100% black only. No C, M, Y

TRAP:

It is not necessary to add traps to your artwork. Minimum trap and hold back requirements are 0.5 pt.

RULES / LINES:

Strokes applied in Illustrator should be at least 0.35 pt and 0.5 pt for reverse lines for narrow web flexo and digital. For wide web flexible packaging, 0.5 pt positive and 1pt reverse print.

UPC'S / BARCODES:

Bar width reduction should be at 66 micron 0.002" when created at 80%, and 0.003" when created at 100%. We do not guarantee scan-ability of barcodes smaller than 80% scale. Box Width minimum 1.275". If in doubt, please contact your sales or customer service / sales representative for clarity. Barcode creation is available for an additional charge.

COLOR MATCHING:

Four color process color matches cannot be made to laser or ink jet print outs. We require three (3) samples of a previous run in order to properly color match. You must provide a sample to match prior to proofing if you are requesting a color match. Flexographic jobs requesting a color match print may require draw-downs or color accurate hard copy proofs for color match not utilizing standard PANTONE® colors. Samples supplied after proofing are subject to additional charges and may affect lead times and scheduling.

VARIABLE DATA:

Customer to supply variable information as an Excel spreadsheet. Data to be encoded should be supplied in individual columns for each element of variable data (Example: barcode #s in column A, Expiration date in column B, Serial number in column C). No other data can be present other than data to be encoded.

SHRINK SLEEVES:

Include .obj or .dae 3d model files if pre-distortion of artwork is needed. Acquire 3d model files from bottle manufacturer and forward with art files. If 3d model files are not available, provide physical bottle. This may add processing time and cost.

QUESTIONS / INFO:

We are here to help. Please contact your customer service representative with questions.

SUBMITTING ARTWORK:

You may upload your artwork via the art upload tool on our website. To complete your job cost effectively, quickly and with the highest quality please adhere to these digital and flexographic specifications. AWT will finish incomplete artwork for an additional cost at current market rates. Artwork proofing cycles resulting in multiple revisions may be result in additional charges. Standard Artwork Charges - \$125/hr (*minimum of 2 hours)

