
ARTWORK GUIDELINES

WHETHER SUPPLYING WORKING ART FILES OR FINISHED ARTWORK, THESE GUIDELINES WILL HELP TO MINIMISE PRINT ISSUES. ADDITIONAL QUERIES CAN BE DIRECTED TO YOUR SALES EXECUTIVE WHO WILL DISCUSS WITH OUR ARTWORK DEPARTMENT ON YOUR BEHALF AND ADVISE FURTHER.

SUPPLYING ART FILES

- Artwork should be supplied in Adobe Illustrator format (files should not be flattened).
- Fonts used in document are to be supplied or converted to outlines.
- An accompanying PDF, JPEG or Hard Copy reference should be supplied in addition to the art file as a cross check.
- Linked halftone images to be supplied as individual files, 300 dpi @ 100% size (DO NOT embed images).
- Linked Bitmap images to be supplied as individual files, 600 dpi @ 100% (DO NOT embed images).
- The required colours need to be clearly listed on the file supplied.
- Files can be forwarded via Email, Disc, USB, your own FTP or Web Link.

ARTWORK CHECKLIST

Use our handy guide to check you have done everything you need.

- Has the artwork been supplied in Adobe Illustrator format?
- Has an accompanying PDF or JPEG been supplied as a visual reference?
- Has the designer read and used these guidelines when creating the artwork?
- Have the colours to be printed been clearly named and identified?
- If there are images and linked files used, have they been supplied along with the art file?
- Have the fonts been supplied or converted to outlines?
- Has the artwork been created using die lines supplied by Detpak?
- If only a logo has been supplied, have instructions been given to indicate where & how large the logo is to be on the product?
- If only a non-preferred file type can be supplied, has it been assessed by Detpak for printability issues?
- If there are any other concerns with artwork, has Detpak been contacted for assistance?

CONSIDERATIONS FOR FLEXOGRAPHIC PRINTING

- Trapping or Bleed between colours = 0.5mm minimum (up to 1mm in some cases). Should your design not allow for this amount of trapping, mis-registration may be evident on the printed product.
- Overprinting of colours where possible will help prevent any mis-registration on the printing press.
- BEFORE SUPPLYING ANY DESIGN INVOLVING ANY FORM OF SCREENWORK (CMYK OR SPOT) PLEASE CONSULT WITH YOUR SALES PERSON FOR CLARIFICATION OF THE DESIGN'S POSSIBLE COMPLEXITY BEFORE PRINTING.
- Positive lines/dots must be a minimum of 0.15mm thick and reverse lines/dots a minimum of 0.6mm thick. Also apply these limits when selecting fonts and logos.
- Note that all print in relation to bag folds and edges can move up to 4mm. Print in relation to folds within the base of a square bottom bag up to 10mm.
- Please ensure all artwork has PMS colours clearly indicated. Note that Fluorescent and some Metallic colours are not available. (Please consult your salesperson for clarification).
- For any form of Bar Code, only supply the number, size and position. All codes are generated with compensation built in, unique to all print formats. However note minimum size of EAN's @ 110% and TUN's @ 100%. Bars of EAN codes should follow web direction (vertical on all bags). We strongly advise against truncating any codes.