



## ART INSTRUCTIONS - Rotogravure

Thank you for contracting with us to produce your flexible packaging project. It is important to follow these art instructions and use this die line to provide final art. Providing art that meets these requirements will expedite the proofing process and will optimize the graphic appeal of your final product. **DO NOT alter the die line.** If changes are required, please contact us so we can provide you with a revised version and quotes revised if necessary.

**NOTE:** Deviation from ANY of these guidelines MAY affect printed result, incur art charges, revise quoted price & delivery schedule.

### MINIMUM SIZES

1. **TYPE:** 3 point bold. 5 point bold if reversed/knocked out (white).
2. **LINE WEIGHT:** Horizontal: 0.6 Point. 1.25 point if reversed/knocked out (white). Vertical: 0.46 Point. 1.00 point if reversed/knocked out (white).
3. **LINE SCREEN:** 177 line screen based on 300 dpi imagery.
4. **UNDER 15% Screen** – MUST eliminate from CMYK mix OR convert to 100% PMS Spot.
5. **BARCODES** must be LINE ART and be between 80% and 120% and NOT be truncated.

### COLOR

1. **WHITE INK** counts as a color plate on non-white material. 2 White Plates (Double Hit) are required for clear film with product window. **White ink is NOT 100% Opaque.**
2. **BLACK** uses 100% Process Black ONLY for text, solids, drop shadows, and barcodes.
3. **SPOT COLOR MOST LIKELY REQUIRED** for elements such as:  
**Colored Type, Line, Large Solid & Gradients.**
4. **SPOT COLORS** must be designated with STANDARD Pantone Matching System (PMS). **NOT every PMS color is available as printed film ink.** - OR - provide a printed sample to match.

### PLACEMENT of GRAPHICS

1. **NO CRITICAL GRAPHICS** including barcode in zipper, seal areas or around hang hole.
2. **PRODUCT WINDOW** and, **UNPRINTED MATERIAL** areas **MUST** be shown using the swatches provided in the color bar.
3. **BLEED** 1/4" top and bottom of bag ONLY. **NO Side Bleed.** Bags print side-by-side. **IF Side Bleed Design is required, it MUST crossover left to right seamlessly:**



**Rollstock projects will bleed left and right off of Web Width. No Bleed on repeat.**

4. **PRODUCTION FEATURES** such as image placement and feature location have a tolerance and can TRAVEL +/- 1/16" depending on bag size, material used and manufacturing process.

### FILE FORMAT & GRAPHIC HANDLING

1. **ADOBE ILLUSTRATOR** layered.
2. **DO NOT** create TRAPS
3. **TYPE** must be **OUTLINED**
4. **AFFECTS** must be applied.
5. **NO** hidden/turned off layers
6. **Photo/Graphics** MUST be 300 dpi CMYK
7. **Keep vector elements in ILLUSTRATOR.** **Do NOT use Photoshop for Typesetting** or Smart Objects that require Spot Color or Trapping.

### PROOFING

1. **PDF Proofs** are used for layout and content ONLY and **are NOT Color Accurate** and will display differently on each monitor and will NOT be used for color matching.
2. **INKJET Proofs** SIMULATE Spot Colors and their design interactions - only a current Pantone Color Fan should be used for spot ink color evaluation.
3. **FINAL COLOR can be affected by the material color and printing/lamination/varnish process.**

### PROJECT STAGES

1. YOU place **Artwork** into die line file provided. File MUST be layered, Adobe Illustrator.
2. WE provide **PDF Proof** based on our review of the art provided.
3. YOU **Approve PDF Proof.** Changes require a new round of PDF proofs.
4. WE provide Hard Copy MASTER Proof for IF requested (Additional cost and time apply).
5. **MASTER PROOF** and PMS colors will be used to color match on press UNLESS YOU designate and provide existing packaging samples/color match documents.
6. **SIGNED PROOF supersedes ALL prior art, purchase order, correspondence & verbal discussions**
7. **DELIVERY SCHEDULE:** Refer to Sales Order Confirmation.

## PROJECT SPECIFICATIONS

Project No./ID: NPSF	Die Line 1	Rev x
	Start Date: 05/13/15	No.: xx/xx/xx
Job Name: Larrge SUP - Seeds & Granola		
Distributor: Shannon		Customer: Balboa Nut Co
Material Spec: kpet/ink/Ildpe (total 5 mil)		Print Process: Rev Trap Rotogravure
Style: SUP-W	<b>NOTES:</b>	
Width OD: 6.25	<b>Color Match To:</b>	
Height OD: 9.00		
Gusset OD: 2.5		
<b>Colors</b>	All Ink Plate colors shown. Die line will not print. NOTE: *Clear Material, Unprinted Material and Clear Varnish may be represented on proof depending on design requirements.	