

# Artwork for Digital Printing Submission Requirements

**Q.** *What are the advantages if you deliver files in the correct manner?*

**A.**

- The processing of your order is accelerated.
  - \* You get PDF proofs within 48 hours of submission.
- Your packaging is produced to the highest quality standards.
- The prepress cost of your job is kept to the minimum.

**Q.** *What will happen if these guidelines are not followed?*

**A.** Your artwork file(s) will be inputted into our **automated** system.

- They will undergo a series of checks - initial inspection, basic preflight, advanced preflight. If at any stage any inconsistencies are found, the system will return an “error” message, and you will receive a notification with details of the issue(s). You will be kindly asked to rectify and re-supply the artwork. The file(s) already received will be discarded.
- Depending on the extent and frequency of errors, an additional charge will be applied.
- The processing of your order will be delayed.

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File Delivery

## Artwork Origination



Illustrator CS6 or higher version



Photoshop CS6 or higher version



InDesign CS6 or higher version



Adobe Acrobat DC or lower version

**NOTE** If your artwork was created in another application, please contact us to discuss.

## Accepted Formats

Native Adobe Illustrator (.AI)

Encapsulated Post Script (\*.EPS)

Portable Document Format (\*.PDF)

- choose the highest quality setting
- always embed your fonts

**NOTE** Even if you have selected “press quality” and 1200dpi, if the document contains low resolution graphics (e.g. screen-grabs or web graphics), the resulting PDF will not necessarily be print quality – converting to PDF will not improve the quality of the graphics you have used.

**NOTE** InDesign: please do NOT export a PDF or an EPS.  
Instead, go to Print in the File menu and choose “print to postscript”. Then open the .PS in Distiller, and save as PDF.

**NOTE** Photoshop: please save as .PSD and open that in Illustrator; then save as .AI - this will preserve the original layers.

## File Structure

We cannot accept multiple-page or multiple-artboard files -

i.e. more than one design in the same artwork file.

**Please build up your artwork based on layers.**

- PDFs and EPS files do not normally have layers. If you wish to submit your artwork in these formats, you will have to create layers, as per below.
- We are not able to process flattened files.
- Files consisting of 1 layer only will not be accepted.

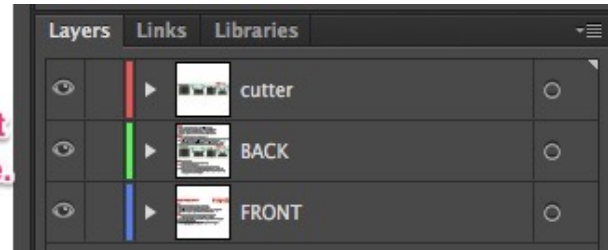
The flat plan drawing (key-line / cutter) also needs to be included in the artwork file.

**NOTE** • Please contact us to obtain a key-line tailored to your packaging product, **before** starting artwork creation.

We require artwork files with the following structure:

*(this refers to stand-up pouches and 3-side seal bags;  
please contact us if designing other types of packaging)*

**The layers have to be named in this exact way, and arranged in this exact sequence.**



**NOTE** Place all elements of the key-line in the “cutter” layer.

- Do NOT set this layer up as a “template”.
- Please **do NOT alter/remove elements in the key-line**. It contains important technical information, necessary for your packaging to be produced correctly.

Place all elements belonging to the reverse of your design in the “BACK” layer.

Place all elements belonging to the front of your design in the “FRONT” layer.

- If you wish to include your designer info, place that in a separate layer at the bottom.
- If you have any messages (notes) and/or instructions for us, place them in the same layer as above.
- Please also put there a note to indicate the barcode format - EAN, UPC, etc.

**WARNING** Foxpak will not be responsible for misplacement of artwork elements - which might lead to their missing from the print.

#### Units of Measure

We work in **millimetres**,

please do NOT set up your document in points or pixels.

- The artwork has to be scaled 1:1 as per keyline.

#### Graphics

Vector art is highly recommended for all artwork.

**FAQ** *What is a vector graphic?*

A vector graphic is made up of lines and curves, allowing it to be scaled up or down without loss of quality.

*What is a raster graphic or bitmap?*

A raster graphic or bitmap is made up of patterns of picture elements, called pixels, that reproduce well only when the image is left as is. When scaled up or rotated, they produce a poor quality image.

**NOTE** If you open a vector image in Photoshop and save it, it will become a raster graphic.

## Images & Resolution

Final size of images must be at a resolution of 300 dpi.

- **Do NOT scan pre-printed images.**

Include any Photoshop files used to create placed images.

- Do NOT flatten layers in Photoshop.

**Embed all external image files in Illustrator.**

- Supply all links used in your document.

### **FAQ** *What is high resolution / low resolution?*

In electronic imaging the measurement of printout quality for raster images is expressed as the number of dots per inch (dpi). Image resolution typically ranges from 72 dpi for screen viewing (low-res) to 720 dpi for professional printing (high-res). Generally the higher the resolution, the higher the quality of the output, and the larger the image size.

**NOTE** Once the resolution of a raster image is reduced it cannot be restored.

## Logos

Please supply logos as editable EPS files wherever possible.

- Otherwise, we cannot ensure sharpness of print.

## Colour Set Up

Within the file, the colours must be named (classified) as:

- PMS reference to a specific chart, e.g. Pantone 128 C.
- CMYK composition, (Europe ISO Coated FOGRA39)
- Custom Spot colour with a descriptive name e.g. grass green.

### **FAQ** *What is PMS?*

It stands for Pantone Matching System - a standard among ink matching systems for colour reproduction.

### *What is CMYK?*

It is an ink system used in four-colour (Cyan, Magenta, Yellow, Black) process reproduction.

### *What is FOGRA39?*

This is the colour profile best suited to the printing inks we use.

**NOTE** Pantones will be automatically converted to CMYK process, and there will be a colour shift.

- Never-the-less, we need you to set them up with the correct names.

This will allow us to “**simulate**” them if necessary.

- **Please use original Pantone+Solid Coated swatches.**

**NOTE** If you do wish to define a Custom Spot colour, please add a Note to your file - *what you are trying to achieve with this?*

Also, please advise if you are sending a physical sample of this colour.

## Metallic Colours

Our printing presses do not use metallic inks.

Colours like Pantone 877 silver and Pantone 871 gold will not have a metallic lustre like traditional metallic ink.

- However, we can simulate these colours, when printing on metallised substrate (foil). Please see “metallic shine” (click here).

## Gradients

Best results are achieved by providing a gradient as vector.

### FAQ What is a gradient\*?

An area in which an image or colour gradually fades into the background or another colour. \*It is often referred to as a “vignette”.



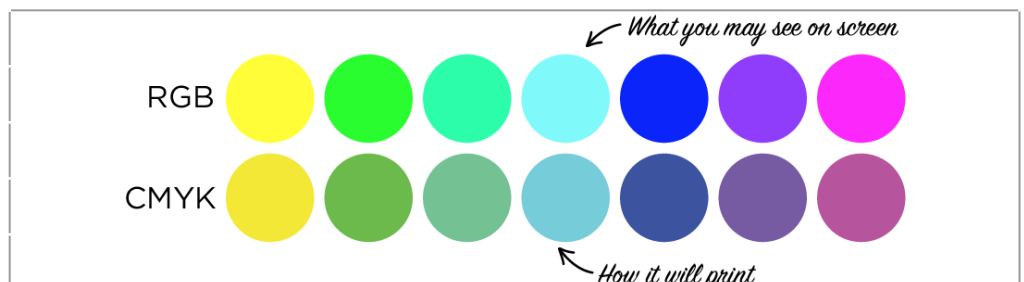
**NOTE** Gradients of colour are built in the file from of up to 256 shades. **Elongated gradients can lead to banding in the print.** This is not a printer error, but the building structure of the gradient.

## Image Colour Mode

All images must be assigned CMYK not RGB.

**NOTE** Digital cameras save images as RGB. These images will need to be converted to CMYK before embedding.

**NOTE** RGB is not used for printing - even though it allows for a wider range of more vibrant colours.



## Other colour-related

### Black text/objects

Please ensure that **black is K100%** and **NOT a mix of CMYK**.

### FAQ What is Rich Black?



**NOTE** Rich Black does not necessarily produce a better print. It is better not to use CMYK Blacks in digitally printed packaging.

### White text/objects

Please ensure that **white is NOT set to “overprint”**.

#### **FAQ** *Why is overprinting an issue?*

Overprint mode is often used to create interesting visual effects.

It is not to be used with white text/objects, however. As white's colour values are all zero, it completely disappears in overprint - while still visible in Preview.



**NOTE** **Overprinting white will result in important information missing from the print** - e.g. white logos, regulatory text, nutritionals, etc. Please be aware of this.

### **Trapping / Overlap**

Not necessary in Digital Printing.

### **Type & Fonts**

Minimum font size accepted is 6pt (2mm).

All text must be outlined - to convert type into compound paths, and avoid font substitution.

**NOTE** Outlined fonts cannot be changed or edited.

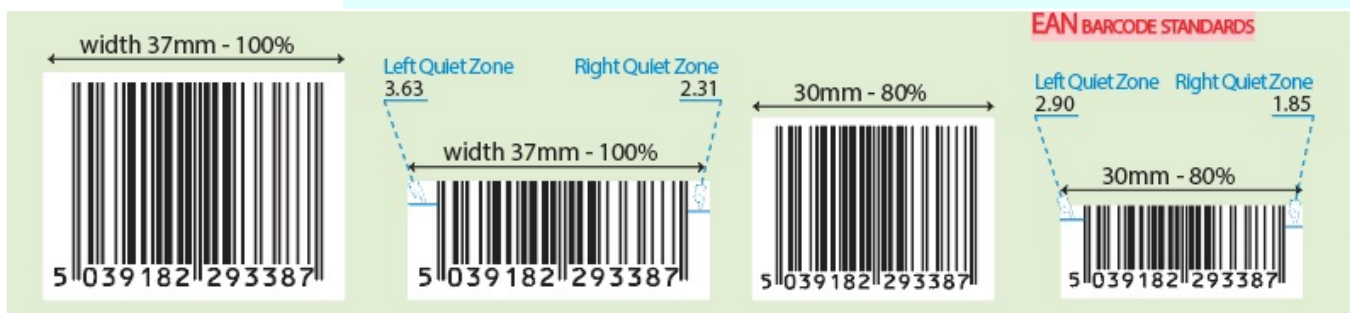
Please supply all screen and printer fonts used in your design: TrueType, OpenType, and/or PostScript.

### **Barcode**

Please supply the barcode as a vector - not as an image.

**WARNING** If it is an image of poor resolution, there is a chance it will not scan. Therefore, barcodes supplied as images will not be accepted.

- Colours - bars K100% on a White background.
  - Other colours can be used at the customer's request, and at their own risk.
- Size - 80% magnification to 200% magnification; truncation is OK.
  - Barcodes smaller than 80% or larger than 200% will not be printed.
- Please see below for other requirements; or contact us for more details.





**Artwork Layout**

The artwork has to be aligned to the key-line indications of finished size.

**Wrong Positioning**

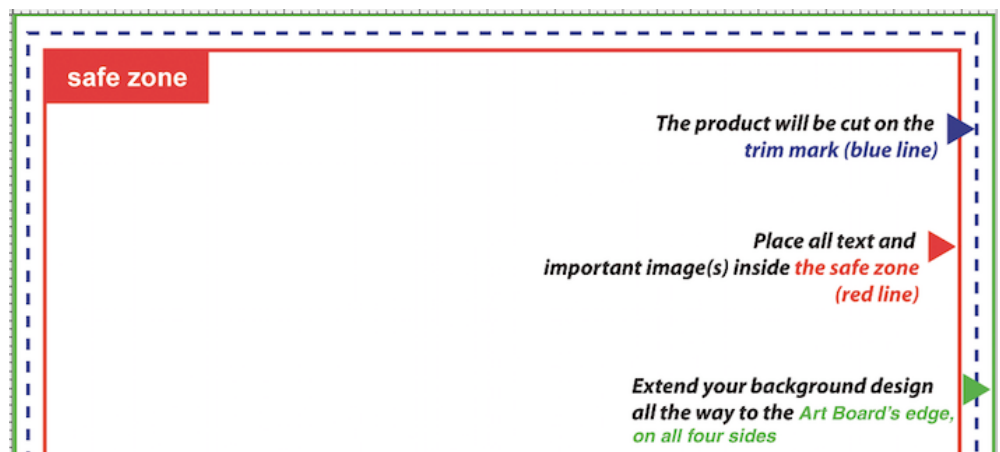


**Correct Positioning**



Please check all features & measurements shown on the key-line: zipper, tear notch, euro slot, punch hole, seal width, gusset size. Make sure they do not interfere with your design concept.

**Bleed & Safe Zone**



**Safe Zone** refers to the area inside the trim line where your text and graphics are not at risk of being cut off or lost during the final production stage (pouch making).

All text and graphics should be inside the Safe Zone, leaving only background colour in the 3-5mm margin through to the product edge.

**Bleed** refers to objects that extend beyond the edge of the final trim size.

We require 5mm bleed all around, both BACK and FRONT of pack.

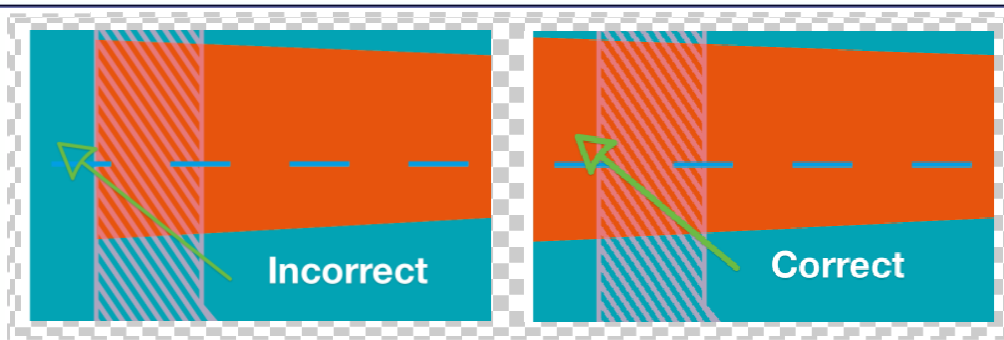
**5mm bleed all around FRONT**

**NO bleed**



**NOTE**

All artwork elements touching the edges also need to “bleed out”



**2mm clearance**

We can print images edge to edge. However, sometimes it is necessary to add a 2mm border along the side edges of your pouch in a consistent (continuous) colour. During production there can be a slight drifting of the material on the high speed machines, which can lead to design images being mixed up (transfer from one pouch to the next).

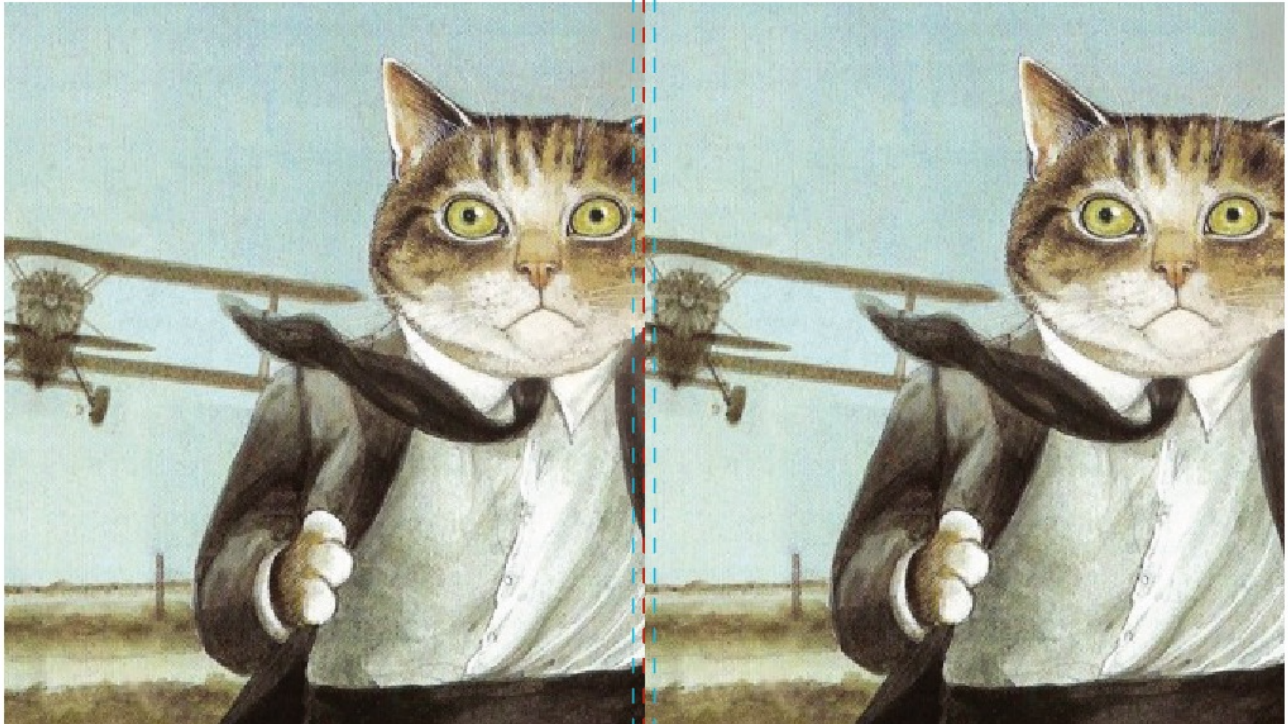
It is important to understand the consequences of NOT having the 2mm clearance border - as many designers do not like the idea of their design being altered.

Always visualise two front/back panels (trim size) side by side - do the edges “meet”? If not, we need the 2mm clearance border.



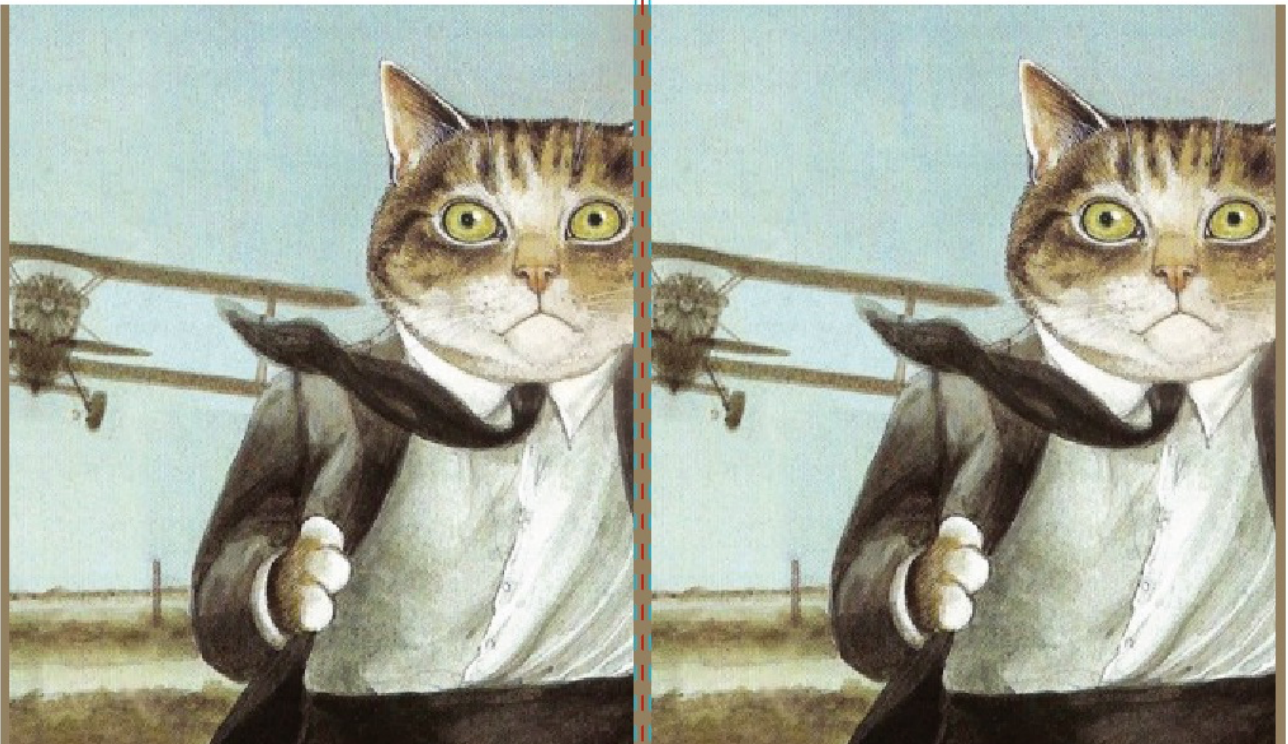
----- edge  
----- film drift

If the 2mm clearance border is not added,  
there will be image transfer (every few pouches)



----- edge  
----- film drift

2mm clearance border has been added,  
and it allows for machine tolerance

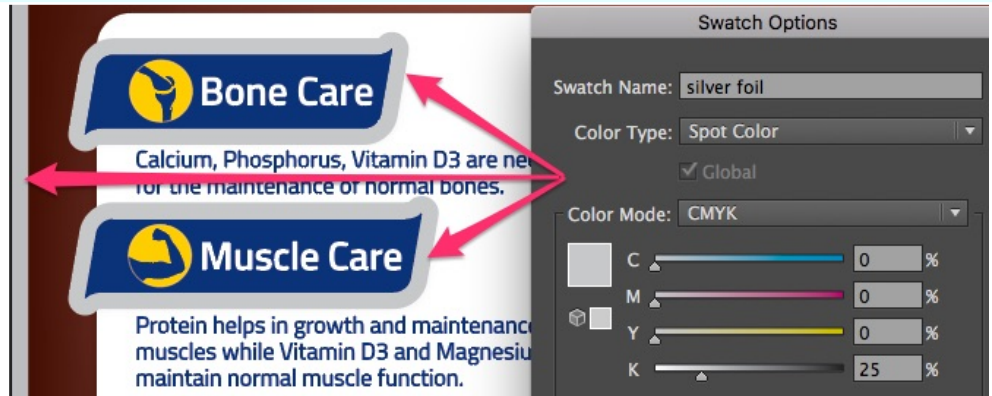


## Unprinted Areas

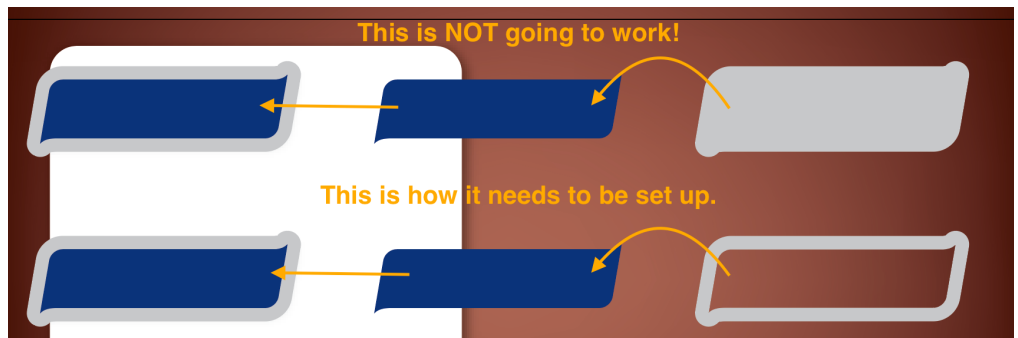
These have to be clearly indicated in the artwork file.

Please create & apply these spot colour swatches - **silver foil** / **clear window** / **luster effect** - EXACTLY as shown below:

### unprinted silver



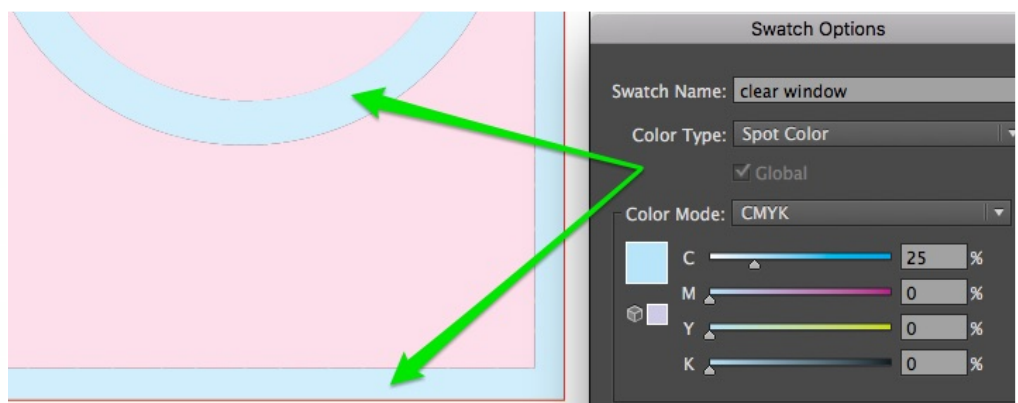
### CAUTION



### NOTE

The areas indicated "silver foil" have to be selectable as the correct shapes - NOT as a bigger shape masked with another.

### unprinted clear Window

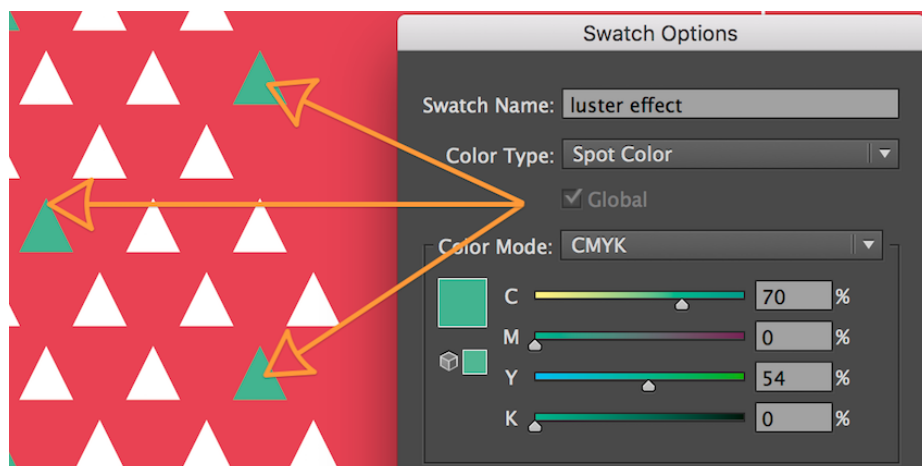


**NOTE** See **CAUTION** above.

### metallic shine

This is not unprinted per se, but it is missing the white under-print which gives opacity. As a result, the area looks metallic (when printing on foil).





**NOTE** This swatch will have different colour values each time, depending on what colour you wish to give metallic look to.

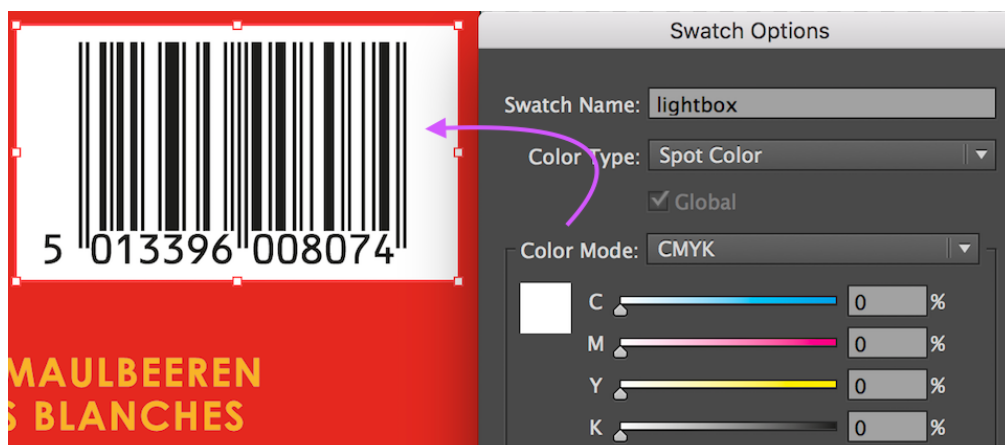
**NOTE** See **CAUTION** above.

### Special Swatches

We need some custom spot colours to be set up and applied in your file.

#### lightbox

This is to be used on the white rectangle behind the barcode. See below:



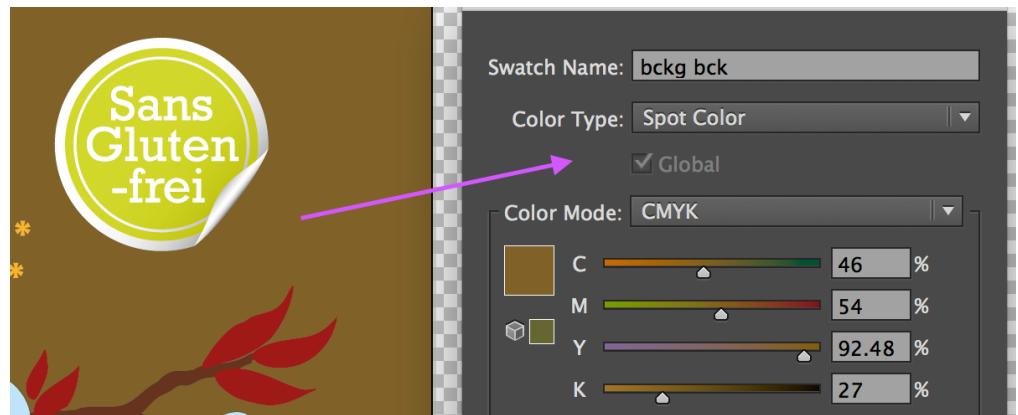
**NOTE** Please set it up exactly as shown, and apply on the barcode white.

#### bckg bck

This is to be used with a path which you need to add to the BACK panel. It is crucial for automatically processing your artwork to the correct size.

#### Instructions:

1. Sample the main background colour in your BACK panel artwork:
  - Just sample using the eyedropper tool, do not select it.
2. Create a new spot colour swatch with the values you sampled:
  - Set it up exactly the same way as shown below.



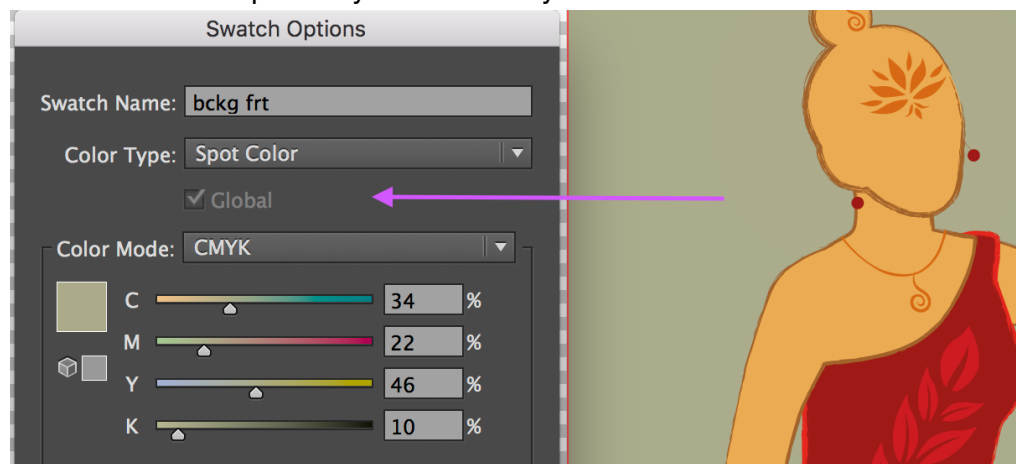
3. Draw a rectangle matching the exact size and position of the trim size.
4. Offset this path by 5mm - thus creating the required bleed. *So if your finished size is 130x210mm, the new path will be 140x230mm.*
5. Place this path at the very bottom of your BACK layer.
6. Apply the **bckg bck** swatch on it.
  - Do NOT apply this swatch on anything else.
7. Delete the first rectangle you drew.

### **bckg frt**

This is to be used with a path which you need to add to the FRONT panel. It is crucial for automatically processing your artwork to the correct size.

#### **Instructions:**

1. Sample the main background colour in your FRONT panel artwork:
  - Just sample using the eyedropper tool, do not select it.
2. Create a new spot colour swatch with the values you sampled:
  - Set it up exactly the same way as shown below.



3. As in step 3 above.
4. As in step 4 above.
5. Place this path at the very bottom of your FRONT layer.
6. Apply the **bckg frt** swatch on it.
  - Do NOT apply this swatch on anything else.
7. Delete the first rectangle you drew.

**NOTE** Your **bckg bck** and **bckg frt** swatches might have the same colour values. This is OK, please ignore any Illustrator warnings.



**File Delivery**

Any of the following methods can be used to deliver artwork to us:

**E-mail**

Files below 10MB can be sent via email.

**NOTE** Please e-mail [artwork@foxpak.com](mailto:artwork@foxpak.com).

**File Transfer Services**

If you have a Dropbox account:

you can create a shared folder which is accessible by you and us.

You can use our Hightail account:

[please click here to upload your artwork](#)

Or any other service you prefer - wetransfer, etc.

**NOTE** Please e-mail [artwork@foxpak.com](mailto:artwork@foxpak.com).

**We hope that you have found the  
information in this document useful.**

**For further assistance, please contact us  
(details at page bottom).**