

Whether supplying working art files or finished artwork, these guidelines will help to minimise print issues.



Required file formats:

All supplied designs must be primarily editable **vector** based formats, as either **Adobe Illustrator (ai)** or as vector based PDF files.



Supporting files:

An accompanying **PDF** file is recommended to allow for quick & easy viewing. It may also show the intended colour & positioning requirements as well as any other necessary instructions.



Fonts must either be converted to outline or the required font files supplied separately. (minimum point size is 5pt, depending on font)



Photographic elements must be a minimum of 300dpi (at 100% scale) and need to be embedded or supplied as separate linked TIFF/PSD files (avoid JPEG compression artifacts). (All text & logos must be in vector format).

Considerations for different print processes:

	In-Line Flexo	Pre-Print Flexo	Offset Litho
Screen Ruling	45 - 65lpi	85 - 100lpi	150lpi
Trapping (mis-registration tolerance)	0.5 - 1.0mm	0.25 - 0.3mm	0.1 - 0.15mm
Gradients / CMYK	not suitable	requires consultation	yes
Min Positive Line thickness (incl type)	0.15mm	0.15mm	0.15mm
Min Reversed Line thickness (incl type)	0.6mm	0.4mm	0.4mm
Solid print in bag gusset	not suitable	suitable	not applicable
Barcode Scale	110%	110%	80 - 100%
Barcode Orientation	Vertical (Fence)	Vertical (Fence)	Either orientation

This information is to be used for general design guidance only. Pre-press specifics may differ depending on material and machine variations.

Additional Considerations:

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.

It is recommended to avoid using **screens/tints/gradients** wherever possible. Before any design involving any form of screens (whether CMYK or Spot) please consult with your sales person for clarification of the design's suitability to the proposed product printing method. In cases where large areas of screen & solid ink of the same colour are required, the colour may need to be split across separate printing plates.

A plate join (a horizontal gap in the print) will need to be allowed for in all repeating patterns designs on wraps. 100% ink coverage is not achievable. To avoid this issue we can either split the colours into two separations or change the wrap type to registered print.

Be aware 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 5mm.

Colour:

Most of our packaging lines are best suited to printing **Pantone (spot colours)**. CMYK process printing is suitable for only some of our product range. Please consult your sales representative if there is any intention of printing CMYK.

Pantone colours can be selected from a standard Coated or Uncoated Pantone swatch book. Please note that many of our packaging substrates are **uncoated**.

Please note that Metallic and Neon inks are not available in most circumstances.

Customised colour formulation is available on request.

Dielines:

It is recommended to use a Detmold Group product specific dieline for applying graphics to. Dielines can be supplied upon request. Our dielines will include specified non-printing areas and other print specifications for guidance.

Please be aware if print designs are supplied on non-Detmold Group dielines that scaling & positioning adjustments may be required during our internal development and prepress proofing stages.

When supplying art/logos/graphics that have not been applied to a dieline, please provide specific instructions for placement, sizing and colour of the various print elements.

In some circumstances the Detmold Group may need to manage/adjust artwork to suit diecutting processes. Any such changes will be evident on the Detmold Group generated proof during final customer approval stage, before production.