

ARTWORK SPECIFICATIONS

All art should meet the specifications below. If we see any issues with submitted art, we will contact you to discuss solutions. If you need art edited or created, let us know and we will work with you on your design.

BASICS

INK COLORS

Please supply PMS numbers for ink colors.

Inks are mixed using the Pantone Matching System (PMS) color guide. Custom matches are free of charge (subject to some variance.) We can print up to a total of 6 spot colors per bag - 6 color one side, 3 color both sides, or any combination that adds up to 6.

SIZE AND POSITION

Specify how art should be positioned.

Unless otherwise specified, art will be centered on bags, and sized to fit.

TRAPPING

At least 4pt of trapping between colors is recommended.

Flexographic printing can shift up to 1/8" between colors during printing. Trapping of at least 4pt is necessary where two or more colors touch. Darker colors always print on top of lighter ones. If we discover trapping issues with your art, we will let you know and suggest solutions.

ART CHARGES

Design work is billed by the hour.

If art doesn't meet requirements for printing, we will let you know and recommend adjustments. **Please check designs for typographical errors** and other missing elements. Art charges may apply if additional text needs to be added to your art. All art costs must be approved prior to production.

SUBMITTING ART

SUBMIT ART ELECTRONICALLY

Always include PDF or JPG of art for reference.

If possible, size art as desired, or specify size on your purchase order. If no size is specified, we'll size it to an appropriate fit.

FILE FORMAT

Preferred File Format: PDF

Art must be in vector format, unlocked, and editable.

Acceptable formats: PDF, EPS, or AI.

Not Acceptable formats (will incur art charges):

- **Bitmaps:** JPG, PNG, PSD, TIFF, GIF, and BMP
- **Documents:** Word, PowerPoint, Publisher, InDesign, etc. Save as PDF before submitting.

TEXT FORMATTING

All text must be converted to outlines

Text not converted to outlines may not print correctly. If unable to convert text, provide font files and/or font names. Fonts will be matched as closely as possible, but exact matches cannot be guaranteed, and may incur additional charges.

SUBMITTING PRINTED ART

If unable to send art electronically in one of the above formats, we can recreate your art from a printed copy.

Additional art charges will apply. If possible, send printed art at 100% size.

BAG ART FREQUENTLY ASKED QUESTIONS

Confused by all the technical mumbo-jumbo? Here's a quick guide to understanding the terms.

WHAT IS VECTOR ART?

Digital art is created as either Vector art or bitmaps.

Vector art is shapes made with fixed points connected by mathematically defined curves. This art is resolution independent, allowing for unlimited scaling without degrading image quality. Shapes have smooth sharp edges at all sizes, and much smaller file sizes. Vector art is also easily edited for color separations because of the simple point and line construction.

Common vector formats: PDF, EPS, AI, and SVG.

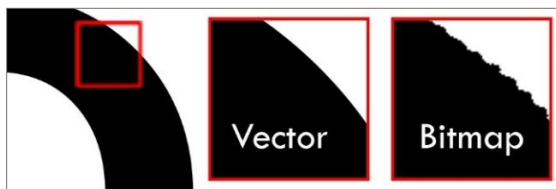
Bitmap (or raster) images are made of thousands or millions of pixels, each one with an individually defined color. Bitmaps are great for photographic images, but not best for flexographic printing. These files are resolution dependent and are not scalable without losing detail. They also have much larger file sizes. Curved lines in bitmaps will have jagged edges. Usually those edges are softened by "aliasing", which creates gradient edges. Bitmaps are not easily edited for color separations.

Common bitmap formats: TIFF, PSD, JPG, GIF, PNG.

WHY IS VECTOR ART REQUIRED?

Vector art is easy to separate different colored objects into separate plates, which is difficult with bitmaps. The smooth lines of vector art is completely scalable, so no detail is lost when printing even if increasing the size of the art.

We print halftones using a 35 line screen, and the graduated edges of bitmaps are essentially halftones. These can become jagged or uneven as shown in the image below.



CAN BITMAPS BE CONVERTED TO VECTOR ART?

Yes, but not easily. Art needs to be rebuilt, matching fonts, and redrawing lines. The art can be also traced by illustration programs, but results vary depending on the design. Saving bitmaps as EPS, PDF, or AI files does not create vector images.

HOW DO I "CONVERT FONTS TO OUTLINES"?

Fonts only display correctly on computers where the font is installed. If the computer doesn't have the needed font installed, it uses a substitute font, which may not match the original design.

Converting to outlines disconnects the font descriptions from the letter shapes, creating vector shapes of the text. This requires

an illustration program like Adobe Illustrator, InDesign, or CorelDraw.

PDF files embed fonts and will display correctly on any device. But we need to edit files in a graphics program, and if fonts are not converted to outlines, they may not display properly.

WHAT IS DPI AND LPI?

DPI - Dots or Pixels per Inch – the resolution of a digital image, how many dots or pixels per inch.

LPI – Lines per Inch – refers to the lines of dots in a printed halftone or screen - the higher the number, the smaller the dots. LPI is generally at least half the size or smaller than DPI.

Digital images usually need to be at least 300 DPI to print well. For halftones or gradients, LPI indicates the number of lines of dots printed per inch. 35 lines per inch is the maximum for our presses; smaller dots tend to get clogged with ink and look blotchy.

WHAT IS TRAPPING?

When colors touch in a print, lighter colors need to extend a little bit under darker colors to "trap" or hide any lateral movement of the plastic as it travels through the press. Plastic film can shift up to 1/8" between colors, so colors don't always register perfectly.

Usually a 4pt overlap is enough to hide movement.

When art is received, we will evaluate trapping let you know if adjustments need to be made.

WHAT IF ART DOESN'T MEET SPECIFICATIONS?

If for any reason we determine the art won't print well, we'll let you know and suggest solutions. Common issues involve embedded fonts, trapping issues, thin outlines, halftones, and low resolution bitmaps. If necessary, an art quote can be provided.

HOW DO I CREATE MY ART?

If unable to create your art using an illustration program, you may need to hire a graphic designer. If you would like us to prepare your art, let us know and will give you a quote.

WHY AREN'T MICROSOFT WORD OR PUBLISHER FILES ACCEPTABLE?

These programs, while powerful, are not designed for creating output for commercial presses. However, both of these programs have the option to save as a PDF. If you have art created in one of these programs, please save it as a PDF before submitting. Contents of PDFs are far less likely to shift or change than Word or Publisher files.

PRINT AREA INFORMATION

Below are specific margin requirements for different bag types.

