GUIDELINES FOR SETTING UP ART FILES FOR FLEXO PRINTING

We want to make your printed packaging design and purchase as easy as possible. Please use this guide from our printing experts when designing your artwork.

DIELINES

Our structural department will be glad to send you an Adobe Illustrator file that is a 100% size template of your packaging design for you to lay out your art.

SENDING US YOUR FILE TO REVIEW

If you have preliminary art, please feel free to send it to us to review. We can look at your design and point out areas that will not reproduce well with flexo printing and offer suggestions to improve print quality.

COLORS

Ink for printing on corrugated is a little different than other materials. Although we do utilize the Pantone Matching System (PMS), most often, uncoated PMS colors are translated into what is known in the industry as GCMI colors. We will be happy to provide you with either option as well as ink draw downs for approval on colors. Please consider the color and type of liner being printed. Color results will vary depending on the type of board to be used with your product. Color printed on kraft board looks different than color printed on uncoated white liner.

METALLIC INKS

We will not print with metallic inks. We do have special inks we can substitute that have the look of metallic without being metallic. If interested, please ask your salesperson to show you samples.

TRAPPING

Do not trap and butt register colors in the art work. This will be done here according to press specifications and this can vary between 1-2 mm thickness. When designing, be aware of how the colors may look when trapped. In order to print multicolour jobs correctly, the different colors of ink must overlap slightly in areas where colors meet. When translucent flexo inks are printed on top of one another, a third color results and may be completely undesirable. For example yellow ink mixed with blue ink will give you a green trap.

SCREENS

Line Screen: 32-65 lpi (Screening will vary from one press to the other.) All screen tints and scanned images are subject to dot gain in flexographic printing. It is advised to create your artwork with the screen values and scans as required for the finished image, which will then be adjusted to account for specific press gain. Our minimum printable dot is 7% and the maximum dot is 70%. Any screen values over 70% tend to fill-in-to solid. Do not prescreen gradients and tints unless they are part of the design. Also keep in mind differentiations between tonal values of screens become less obvious above 50%-80%. It is also a challenge to print solids and screens of the same color on the same plate. To make the solid nice and dark, too much pressure has to be applied causing the screened area to appear "dirty". We will advise you of this challenge when we analyze your art and offer another alternative.

CMYK PHOTOSHOP IMAGES

All images should be converted to CMYK if they are not spot colors. When placing Photoshop images into Illustrator files, please supply the CMYK Photoshop file separately (We may need to adjust the image for flexo printing separately).

DROP SHADOWS

Depending on the art, more often than not, dropshadows do not reproduce well on corrugated packaging. We strongly discourage their use.

NO PRINT AREAS

Keep all art away from glue areas of the carton.

BLEEDS

Regular slotted cartons: Please keep all art 10 mm away from top and bottom corrugated scores or all scores.
Full Die cut cartons: Art can print over the scores with 8 mm bleeds.

FONTS

Minimum type size (positive text): 8 pt
Minimum type size (reverse text): 10 pt
Minimum size for ®, ©, and ™: 3 mm positive, 4 mm reverse
Do not screen text. Try to avoid using type fonts with fine lines and serifs. They tend to fill in especially printed reversed out.

LINE RULES

Minimum rule size (positive): 1 pt
Minimum rule size (negative): 3 pt

BAR CODES

Bar code recommended sizes: UPC 200%, ITF 100%, SCC 100% Symbols should be no smaller than 160% for UPC Bar Codes and 70% for Shipping Containers Codes. Please use a -.008 Bar Width Reduction and include a 4.8 mm Bearer Bar. If you require another type of code and size, please advise what type and we will generate them for you as long as they meet our guidelines. For best results, we recommend bar codes be printed in 100% black on a white background. However, other dark colors can be used except red. Bar codes should be placed so the lines point toward the lead edge on the die line. Any bar codes that are positioned 90° to the lead edge are not guaranteed to scan because they may become distorted.

PRODUCTION MARKS

Additional registration and print production marks may need to be added to the art work. These will be hidden on minor flaps as much as possible. Crown Creative will apply these as necessary.

FILE FORMAT AND ART SUBMISSION

Please do not build art files in Adobe InDesign, Quark XPress, and Microsoft word. We will not accept files built in these formats. Please be advised that these programs provide avenues for exporting into CS6 Adobe Illustrator .ai and CS6 Photoshop .psd format which is our preferred program for artwork submission.

Important: Support files must be supplied for all images, including those that are embedded.

Photoshop files should be 300 dpi at the size at which they are placed into the final file. Please keep in mind that the resolutions of a raster file decreases proportionally when enlarged. For instance, if a 2″ x 2″ image that is 300 dpi is placed into a file at 200%, the resulting dpi is 150, which is not high enough to reproduce well. Photoshop files should not be flattened. Provide with all layers and clipping paths in tact.

Images: All embedded Illustrator bmp's, jpg's, tiff's, or Photoshop files should be provided in their original format in an additional folder named "Linked images".

Colors should be indicated clearly in the file as PMS or CMYK. Convert all RGB images before submitting. Remove all other colour swatch not used. Provide copies of the Illustrator file in both a fonts outlined and fonts not outlined format. (In case revisions are needed).

Please supply all fonts in a folder names "fonts".

Always include either a PDF or a hard copy proof for your final file so that we may verify that the file we have received is correct. If you have a color target that you would like us to match please provide it clearly labeled as a color target.

Upload art to ftp site: https://www.hightail.com/u/CrownPackaging

Any questions or concerns can be directed to:
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