

Below are guidelines for submitting Press Ready artwork for your custom printed flexible packaging. If you have any questions or need assistance, please contact us. Our staff is happy to help.

NOTE: Files that require modifications by our art department are not considered Press Ready and may incur additional charges.

FILE FORMATS

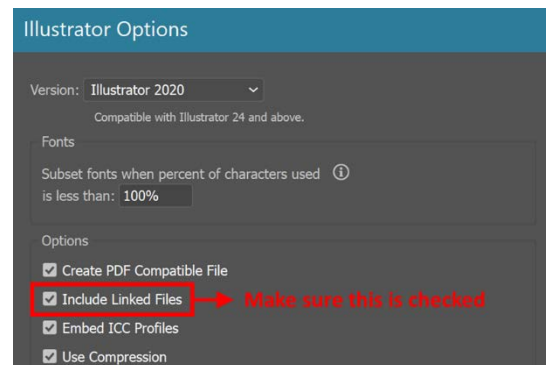
Use of **Vector Graphics** is highly recommended because such files consist of only line (“vectors”) and color data. This ensures that most of your art elements **remain lossless at any resolution**.

Commonly used vector graphics file formats:

- **AI** or **EPS** (Adobe Illustrator) — **preferred file format**
- **Layered PDF** (Portable Document Format)
- **PSD** (Adobe Photoshop) – *please do NOT flatten or merge layers of a PSD file*
- **PS** (PostScript)
- **SVG** (Scalable Vector Graphics)

LINKS

Please make sure that all links such as product photos, UPCs, and other images are linked to and included with your art file. To ensure all attachments are linked to your art file in Adobe Illustrator, ensure that “*Include Linked Files*” is checked in the dialog box under File > Save As.



FONTS

All art files must be outlined. An outlined art file is one where all text is converted to vector or line elements so that your fonts print accurately. In Adobe Illustrator, you can outline your art file by using your keyboard to press “CTRL+A” followed immediately by “CTRL+SHIFT+O”.

TIP → Save a copy of your art file BEFORE outlining it as you CANNOT edit text in an outlined file. It is convenient to add the suffix “-OL” to an outlined file name:

For example, “Filename-OL.ai” as the outlined version of “Filename.ai”

DIELINE / TEMPLATE

If you are in need of an art template (a.k.a. a dieline) for your custom pouch size, our graphics team can prepare one for you. Please email graphics@flexiblepouches.com with information about your bag style, size, and specifications.

Dielines for common sizes can be downloaded from our website at www.flexiblepouches.com.

RESOLUTION

Please make sure all raster elements such as photographs should be at a minimum resolution of 300 dpi (dots per inch) at 100% size.

COLORS

Digital Printing

Please set up all art files for digital printing using CMYK + White only. Since digital printing does not print spot colors, colors specified using a Pantone number is not recommended. If Pantone colors are found in your art file, they will be manually converted to CMYK during the printing process.

Rotogravure Printing

Gravure printing means there will be dedicated print cylinders for each color, allowing you to specify spot colors using Pantone PMS values. Depending on the graphics in your artwork, you may have elements specified by CMYK also. Photographic elements, for example, require CMYK. Note, a white ink station will be required for most prints.

Whenever possible, set all black print to 100% K rather than CMYK black. This is especially true for small type and information that print black such as a Nutrition Table which **must** be 100% K.

Black on Rotogravure Printed Pouches:

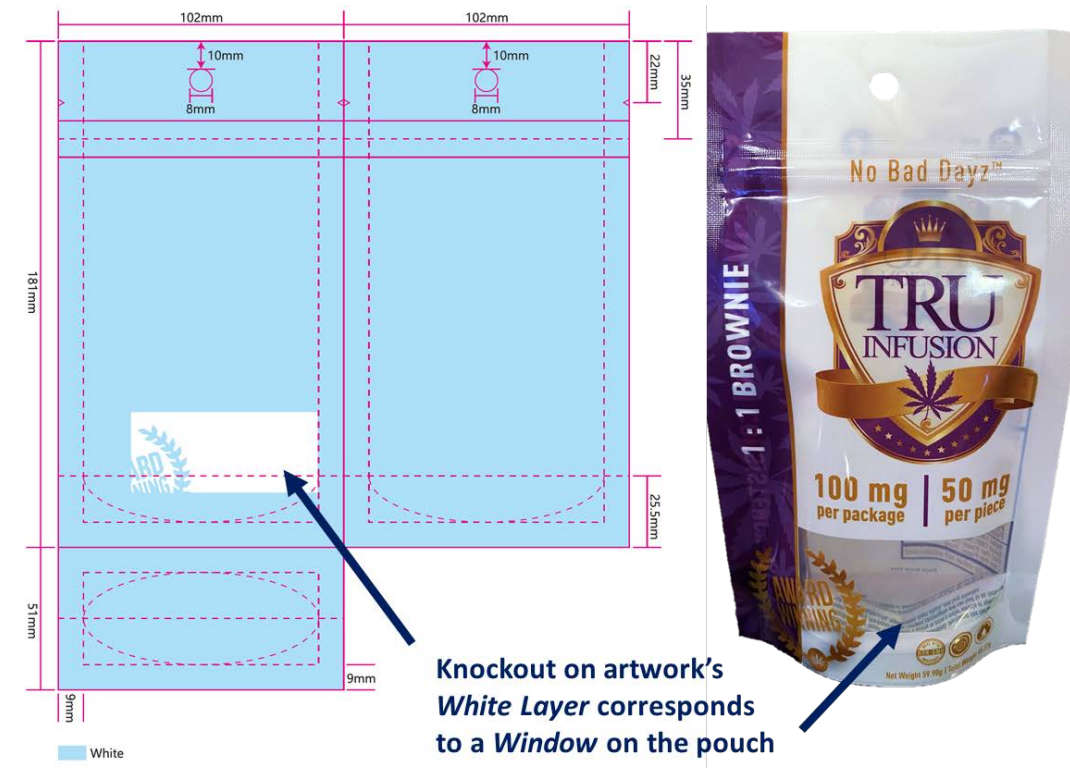


Due to registration tolerances, set all black print to 100% K instead of CMYK Black.

TIP → Regardless of your print type, do NOT use RGB mode in your artwork.

WINDOW KNOCKOUTS

For viewing windows on your pouch, please include a separate white layer in your art file with knockouts wherever transparent regions are required. **Note, window knockouts are only possible on bags using a clear poly film structure and in limited Kraft Poly applications.**



If your bags are digitally printed, a matte finish will mean frosty or hazy window knockouts (left) whereas a gloss finish will result in a clear window (right).

METALLIC SHINE EFFECTS

Bags with metallic shine effects require a separate white layer in the art file. **The white layer needs to be knocked out wherever the metallic effects are desired so that the metalized film underneath can shine through.**

Metallic shine effects can be in any color. Note, metallic shine effects are only possible on bags using Metalized Poly or Poly Aluminum Foil films.



White layer of art file (left) knocked out at regions with metallic shine next to the resulting print with effects (right).

BLEED AND TRIM MARGINS

We can print full bleed artwork! This means no white or empty edges as your background colors go all the way up to the edge. If your design includes a full bleed graphics, please make sure the **background extends to the bleed line 0.137" beyond the trim line.**

Due to tolerances on the die cutting machine, please adhere to the trim margin. In order to ensure that nothing important gets trimmed off, please make sure that all text, photos, UPCs, and other **critical art elements are within the safe line at least 0.125" inside the trim line.**

