

ARTWORK SPECIFICATIONS

Supplying Artwork For Litho (Digital Photo Print)

We'd like to make your design the most eye catching and professional available. Creating your artwork to best suit the printing process will ensure swift flow through production and a high quality result.



Box outline (die lines) will be supplied in an easy to read PDF file once we know box size required. Place artwork over templates provided.

Proof

Provide an approved and signed proof for our visual reference, showing the position of your artwork allowing **3 mm** from the perforated coupon edge and **10 mm** from any fold.

Art Files

We accept **Adobe Illustrator** or **PDF** finished art files. Other files can be accepted if necessary but must be requested through the Art Department first. **Please outline or attach fonts and embed all images.**

Colors

CMYK

Convert all PMS Pantone colors to CMYK.

Images

Embedded images must be **300dpi** or better all supplied at 100% of printed size.

Supply your images in Black & White or in color - CMYK color mode only.

Text

Include all fonts used in the job or convert all text to outlines in Illustrator if no text changes are required. The minimum recommended text sizes are as follows (using an Arial typeface):

Lithographic:

(Approx. 2mm)

Positive	8pt
Reversed Out	8pt

Can go down to 4pt (Arial typeface) but we do not guarantee readability on 100% of the boxes.

Line Weights

Ensure the minimum line weight is **not less than 1pt at 100% size.**

Barcode / QR code (optional)

Provide a unique identification format acceptable to identify the promotion to current scanning capabilities.

Please Note:

Bleed - 3mm minimum bleed usually required. Include in the artwork, we may add where necessary in the printing process. Allow 10 mm around the outer edge of the box.

Adjustments - Any adjustments will be pre-approved by the client prior to any production.



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Innovation Patent # 2004101031 & 2004101044 granted
Registered Design # 301823 & 301824
US Patent # 8042728 granted
European Patent # 1534596 granted
Canada Patent # 2522651 granted
Australia Patent # 2008255242 granted
New Zealand Patent # 536394 granted
Other International patents pending