

ART SPECIFICATIONS

FLEXO and DIGITAL Printing

File Formats: Weber is Macintosh based. If PC/IBM, the file must be saved in a MAC compatible file format.

Acceptable files include: Adobe Illustrator Creative Cloud (2019 or Earlier), Adobe Photoshop Creative Cloud (2019 or Earlier- with layers)

Adobe Acrobat Hi-Resolution PDFs with Illustrator editing capabilities.

If a specific Part Number Assignment will be used for the label, please include on the Art File Legend.

The following Formats are **NOT** acceptable as Artwork:
Adobe InDesign • Powerpoint • Coreldraw • MS Word

Sending Digital Files: We accept CD/DVDs (Mac compatible), as well as internet file transfers. Files can be uploaded to the Weber FTP as follows:

ftp://ftp.weberpackaging.com

user: graphics

pw: w3b3r

Your salesperson or customer service representative will provide you with the information you will need to send us your CD/DVDs, specific links and instructions for e-mail and FTP website file transfers and correspondence.

Fonts/Type: Send all fonts used in your document.

Printer and postscript fonts are both necessary. Avoid true type fonts. Minimum type size is 4 pt. For Serif typefaces we recommend 6 pt. as minimum. Avoid light type fonts and serif fonts that are very thin in spots for reversed-out areas. Avoid type placed in Photoshop, it tends to be jagged, blurry and rough, and will print as such.

Art/Photos/Graphics: Include all original files and links in their original programs (specified above). Avoid embedded art. Photos should be scanned at a minimum of 300 dpi at final scale. Crop your photos so that they're placed on or near 100% at the largest usage.

White Ink print on substrates such as Clear Film, Metallic Foil, or Specialty Label Stock:

When White ink is desired, either as a backing behind colors to achieve a high level of opacity, or as a stand-alone white design element, it **must be designated in the art file as a separate Spot Color in the Color Swatch Palette**. Typically, a tint of 25% Magenta or 25% Cyan will suffice in making the Color visible in the Art File.

Example: "White Ink" can be used as the Color name in the Palette. It is also requested that any areas of the Art designated to print with opaque white ink should be placed on a separate Layer within the Artwork File. For example, Adobe Illustrator allows multiple layers within the Artwork. Any elements or text that are to be printed with White ink should be rendered with that Spot Color White Ink, named accordingly, and placed on this layer indicating location in the design.

HP Digital printing's incredibly tight registration capability readily allows backing even elite text & fine line graphics on Clear Film label artwork. Backing with white ink is necessary to achieve targeted PMS ink colors and the best level of print image opacity.

Communication is Key, please contact our Sales & Support Team if you have any questions.

Weber[®]
Labels & Labeling Systems

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Weber Packaging Solutions
is an ISO 9001 Certified Company



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