

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, Adobe InDesign Creative Cloud, Adobe Photoshop Creative Cloud (with layers), and all previous versions of Adobe Creative Suite, Adobe Acrobat Hi-Res PDFs with **Illustrator editing capabilities**, or Freehand files saved as editable eps files. 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 • Powerpoint • Coreldraw • MS Word**

Sending Digital Files: We accept CD/DVDs (Mac compatible), as well as internet file transfers. 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. Never stylize type in the program, as this creates problems when the file is ripped to the processor to produce plates. The processor may not be able to convert text to the stylized look. Use the appropriate font (example italic must be a font).

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. Weber can scan your original artwork or photograph.

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: "Spot 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 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 PACKAGING SOLUTIONS, INC.

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Image Area/Die Strike: Please clearly call out Label Size dimensions on the art. Maintain 1/16" clear margin from the dieline (keep in mind corner radius). Include desired Corner Radius as part of Art File. Indicate zone or unvarnished areas. Contact your Customer Service Representative for a listing of available die shapes and sizes. Custom dies can also be created for your specific needs.

Color Specifications: Specify required PMS numbers on spot color artwork. Remember that colors incorrectly named, RGB, or indicated to be CMYK may cause confusion and result in your label printing in an unwanted manner. Please name your colors appropriately (if white prints as a color on your job, make a spot color called "Prints as White" and clearly indicate where white should print). Have only the colors that print on the label in your file. Avoid reverse type in areas with more than 1 color. If necessary then the type should have a holding line (outline) to ensure clean letters.

Screens/Tints/Gradients: Screens may range from 100% to a minimum of 1%. Keep in mind ending a screen or gradient inside the die strike can create an unwanted, noticeable hard line.

Lines/Rules: Minimum setting .4 pt. Reverse lines or rules .75 pt. is recommended to avoid closing up when printed. Screened Rules should be at least 1 pt. to avoid a wavy appearance. Rules should never have a fill color, only a stroke/line color.

Barcodes/UPCs: Indicate the type of barcode needed and position on label. Standard UPC type A should be at least 80% (prefer 85%) with a height of no less than 3/8" (0.375).

Bleed: 1/16" (0.0625) beyond dieline or cropmarks.

If sending multiple PDF files, please send each file individually, and not as a single multipage document