

## Artwork Guidelines

### Introduction for buyers:

Quality is our highest standard. We want to get it right the first time, so we need our customers to understand our process before we begin.

### Template:

- To avoid recreation fees, please send camera-ready/vector art set-up on a template and follow the art guidelines as follows:
  - All artwork must be Vector art and placed in a template.
  - Flexo has templates available for all bag sizes, and using them may help reduce artwork costs.
    - Templates can be downloaded at [www.flexobags.com](http://www.flexobags.com) or can be request via email. Templates can be sent in PDF form or an .ai file.
  - Artwork that is not sent in a template will be subject to extra art set up charges.

### Ink drawdowns:

- Custom and PMS ink matches are free of charge.
- If drawdowns are requested at time of quotation and the order is not awarded to Flexo, custom, and PMS ink matches will be charged to the customer at \$75 per color, per drawdown.
- Metallic inks and glitter are available at an additional charge. Please contact for pricing.

### Proofs:

- Digital proofs will be sent for all orders with new or revised art.
- Paper proofs are printed on a wide format digital printer. Paper proofs will not reflect actual final production color(s). Please refer to drawdowns for actual production color(s).
- Paper proofs will be hand folded unless requested otherwise. Paper proofs are use for position and layout purposes.
- Physical proofs or mock-ups are free of charge for the first set on orders of 50,000 bags or more. Under 50,000 and/or any additional sets will be a \$100 charge per proof.
- Knowing the size measurements for placement of images, logos, and designs on the bag will help with the quality control process to ensure that you are getting a consistent product each and every time.

### Proof approval:

- Signed proof approval must be returned prior to production.
- Signed approvals are binding.
- No returns will be permitted for any element in accordance with signed approvals. All quality inquires will be reviewed with original sign offs using measurements from signed proofs. All colors will be measured by an X-Rite Machines for color consistency.
- Proof must be signed and returned before plates can be ordered and official lead time begins.

### Plates:

- Material: Photo-Polymer plates.
- Thickness:
  - Tail End/ In-line Press: .107
  - Printing Press: .107
  - Screen and Process: .067
- Relief: ½" all the way around

### Art and plates:

- Layout/ Templates: We recommend using our templates prior to developing artwork. We can provide you with a template via email at any time.
- Type:
  - Positive type: Minimum of 8 point type
  - Negative type: Minimum of 10 point bold type.
- Please be sure to watch for Register and Trademark Logos – they must be large enough so the type does not fill during the printing process.
- Trap: Whenever 2 colors meet, where there is not a black or dark colored outline, we recommend a minimum trap of 3/64".
- Conversion Movement: When a bag is converted, there is some degree of web movement. This means that design elements should not run to the edge of the top, bottom, or sides of the bag. To ensure the print does not get cut off or folded into an unwanted panel, we recommend the following:
  - Side to Side Bleed: Keep art ¼" from folds and seams, or bleed artwork ¼" into adjacent panel.
  - Top and Bottom Bleed: Keep art ¼" from folds or cut-offs, or bleed the artwork to the adjacent panels. Any copy that bleeds off the top will appear in the bottom gusset of the next bag.
  - Layout: When creating artwork, please make sure artwork lines up from right edge to left edge where template will meet when folded.



# Flexo Converters USA, Inc.

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- **Screens:** When printing a solid area and a screen in the same color, we strongly recommend that you consider this as a 2 color job and use separate plates accordingly. When the solids and screens run on one plate, the screen may have the tendency to fill – creating a “muddy” appearance.
- **Screens:**
  - Coated papers – 133 to 150 line screen.
  - Uncoated papers – Maximum of 120 line screen.
- Customers may supply plates, but will be subject to review. Please work with Flexo sales rep to determine what the best options for plate layout will be.

### **Printing specifications:**

- Up to 150-line screen flexographic process printing is available.
- 4-color process is available.
- 5-color and 6-color printing is available.
- 8 color printing and 7 color extended gamut is also available.
- 1, 2, and 3 color jobs require a minimum order of 5,000 bags.
- Jobs of 4 colors or more require a minimum order of 10,000 bags.

### **Plate/slug change:**

1C plate/slug change \$150 plus plate cost, for in-line flexo printing without tight register, 10"W x 2"H. Minimum run quantity per change is 2,000 bags.

### **Twisted paper handles:**

- Natural, Oatmeal, or White handles are standard with corresponding paper at no additional charge.
- Color handles are charged an additional fee based on the volume of bags.

### **Distributor bottom logo branding:**

Distributor bottom logo branding is available on all in-line flexo and custom-run plain handle bags. Pallet minimum applied per item for custom-run plain bags.

### **Artwork Formats:**

- All artwork must be supplied in one of the following formats:
  - Adobe Illustrator
  - Adobe InDesign
  - JPEG
  - PDF

### **Inline Printing vs. Pre Printing:**

- **Inline Printing:** Inline printing is also known as tail printing. This is done all on one machine. The machine prints and folds the bag all together. This can only be done for 4 colors or fewer. This is the most economical way for making bags.
- **Pre Printing:** This is done when you have a high-end graphic, more than 3 colors, fine detail, and are printing the inside and outside of the bag. The roll is printed and then rolled back up and moved to a bag machine.

### **Charges:**

- Plate charges are determined by complexity of a job, size of images and number of plates.
- Digital proofs are free of charge.
- Physical mock-ups are free of charge for the first set of orders over 50,000. Any additional mock-ups will be available for \$100 per set.
- Drawdowns are free of charge custom and PMS ink matches are free of charge. If the order is not awarded to Flexo, custom, and PMS ink matches will be charged to the customer at \$75 per color, per drawdown.

### **UPC and QR codes:**

- UPC and QR codes should be printed in black. Other colors may not work when scanning.

**For further questions regarding additional specifications for artwork and plates, please contact Flexo Converters.**

