

Process Artwork Specifications For Dry Offset Printing

Process Printing Release Form

Process printing is when 4 colors (cyan, magenta, yellow, and black) are combined to print a wide range of colors. The most common usage is with photographs. When blended, these colors reproduce only a small portion of all the colors found in nature, but they can reproduce the widest range of color with the fewest inks.

Please read the following carefully, check off each item and sign below. No process art orders will be printed prior to this release being checked off and signed.

- We have an approximate 20% dot gain on our offset presses. Dot gain is a printing defect in which dots print larger than intended, causing darker colors or tones. Some of this effect can be accounted for in the pre-press stage but much of it cannot be corrected due to the fact we are printing on plastic.
- We print at 120 lines per inch, meaning your print will be somewhat "grainy".
- Many process printing jobs are printed with six colors, not four. This allows us to simplify your process printed job to achieve the clearest print.
- All color composites sent to us will be referred to for color separation information only and will not be used to "match" the colors.
- If an exact color match is needed for a logo; example Coke® red or IBM® blue, please state this in your order. If requested an exact PMS color will be used for your logo.
- No PMS color matches will be made with process build colors.
- Large areas of ink tend to fade and have uneven coverage. Reverse copy or art elements in these areas tend to have fill-in and will lose detail when printed.

If you are satisfied with the above, please sign below. Refer any questions you may have to Don Walton in the Art Department.

sign and date

Process Artwork Specifications For Dry Offset Printing

Dry Offset (D.O.) is a unique and specialized printing process. Artwork requirements are different from conventional printing. Please read this document carefully before creating artwork. As with any printing process, quality printing starts with artwork. Please use these tips when creating your artwork. If your artwork is already created, please adjust your artwork to our specifications before sending artwork to us. This will expedite your design development. If you have any questions, we will be happy to assist you in the early planning of your artwork.

Program and File Format Preferences:

- Macintosh Files Only
- Graphic Images: 1. Adobe Illustrator 9,10, CS 2/3 2. Freehand (export as “.ai”)
- Text: 1. Adobe Illustrator 9,10, CS 2/3
- Scanned Images: 1. Adobe Photoshop 6,7, CS 2/3
- Combined Text & Graphic Images: 1. Adobe Illustrator 9,10, CS 2/3
- Conventional Camera Ready Artwork

Media Preferences:

- Email & CD Rom.

Graphic Design Preferences:

- Use Pantone Colors, not CMYK.
- Do not exceed the total number of printing colors 6-8 (currently 6 on sidewalls & 8 on lids).
- Do not distort the design for the tapering of the container. The taper will occur during the printing process.
- Avoid using color builds and overprinting techniques with PMS colors.
- We strongly recommend your graphic design be done in Adobe Illustrator.

Techniques and Suggestions:

Line Art:

- Scanned line art must be scanned at a minimum of 600 dpi. Preferred input resolution is 1200 dpi or better in order to avoid stair stepping.
- Do not scan small type.
- Do not scan screens/halftones.

Text:

- Send both screen and printer fonts with the document (artwork).
- Type reversed out of solid colors needs to be bold or black (extra bold)
- Type should be no smaller than 6 point but 10 point is preferred. The larger the type, the better it will print.

Fine Detail and Corporate Logos:

- Try to place fine detail and important graphics, such as a corporate logo, towards the center of the container. Avoid the very top and very bottom of the container since most distortion and press gain occurs in these areas. Distortion and gain varies depending on the container size and taper.

Trapping Requirements:

- Do Not use trapping programs to adjust for trapping. Our Art Dept. will trap the artwork as needed.

Vignettes and Fades:

- No Vignettes or Fades to 0% dot value in document (artwork). Minimum printable value is 10% of tone (which will appear darker due to 20% dot gain).

Color Tints:

- All tints must be made with Pantone Colors.
- Do not use combinations of Pantone Colors with CMYK Process Colors.