Art preferences for flexographic printing.

Due to the specific problems associated with plating and press issues for flexographic printing, digital art should be set-up following these guidelines:

• Lines or rules which print must be .3 point or greater. Reverse lines must be .5 pt. or greater. Dark color lines which print to form borders between colors should be .75 pt. or greater. Reverse lines which knock out to form borders between colors must be 1.5 pt. or greater.

• Fonts should be 4 point size or greater (Serif fonts in a reverse must be 6 pt. or greater.)
  Note:
  -Text should be created in Illustrator and converted to paths whenever possible with object output resolution set to 800 dpi (dots per inch) or greater. Text set in Quark Xpress is also acceptable. Fonts must be included.
  -Text set in Photoshop should be avoided as it will be defined as pixels and will appear bitmapped or rough when output.

• Placed photographic elements and non-vector art illustrations should be saved as 300 dpi at 100%.
  Note:
  - Photos and illustrations should be sized and rotated in their native programs. Output quality can be compromised, and charges will be incurred to correct files not built correctly. Include all placed files.

• Vector elements should have object output resolution (device flatness) at 800 dpi or greater.
  Note:
  - Objects output under 800 dpi may appear rough and round edges will appear segmented or unprecise.

• Photos, vignettes, and screens should hold a minimum dot of 2% in all colors (except where art or photo allows a zero dot or clean break.)
  Note:
  -Whites will appear as gray when you add 2% of CMYK. Due to press dot gain, 2% will print as 4% to 8%.
  -Vignettes and pictures that have soft transitions to white (zero dot) or light colors, will appear rough on the printed piece due to "hard line break off" - (the photopolymer printing plate used in flexographic printing can only hold a minimum dot of 2%. Dots under 2% are washed off of the plate leaving a "hard" edge.)

• File colors should be defined properly and should be used consistently throughout file art. Do not create multiple color swatches for the same color.
  Note:
  -Flexographic printing will utilize Pantone spot colors whenever possible. Art submitted that was initially intended for Lithographic or sheet-fed printing will usually contain colors defined as 4-color process screen tints. There will be additional costs to redefine these process screen tints as Pantone spot colors.

• Allow exactly 1/8" of total bleed over die size or 1/16" on all sides - dieline must always be centered to art. Always include the dieline in the art and indicate if the dieline does not represent the finished actual die cut.

There will continue to be issues such as trapping, photo color correction, color assignments, and alterations specific to each project which will incur a charge. These preferences are meant only as a guide for designers and art providers to help reduce prepress and press production time and costs.

Guidelines for submitting digital art.

- We accept all Macintosh files for the following preferred programs:

>Adobe Illustrator CS, 10, 9.0, 8.0, 6.0
>Quark Xpress 6.0, 5.0, 4.1, 3.3
>Adobe Photoshop CS, 7.0, 6.0, 5.0
>Adobe InDesign CS

- Files created and submitted in the following Mac programs/formats may incur additional manipulation or conversion charges and/or delays:

>Adobe Pagemaker 6.5
>Macromedia Freehand 8.0
>Adobe Acrobat PDF
>Adobe In-Design 2.0

- We do not support files created in Corel Draw unless they can be saved as or imported into Adobe Illustrator for Macintosh.

- We do not support files created using programs in Windows/Dos PC platform unless they do not contain fonts and are saved as an ai, eps, tiff (when appropriate), or a file in the Mac program equivalent of Illustrator, Quark, or Photoshop. There can be many problems when converting files from PC to Mac. Font issues are among the primary problems. There are many common PC fonts which do not have a Mac font counterpart. Expect increased costs and delays when submitting any PC files.

- Always include all fonts, imported eps or tiff files, digital die-lines and any other files that will be necessary for file output.

- Whenever possible, please include eps or tiff files that have been embedded inside of Illustrator files separate of the Illustrator file. It is necessary in some situations to check color info., resolution or to perform trapping that cannot take place if the image is embedded in Illustrator and not provided on its own in its native format, (Photoshop, Illustrator, etc...).

- Please send files on CD or 100MB Zip or send files (under 10MB) via e-mail attachment to:
 prep@ftsbdc.com