

WESTERN
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Artwork Guidelines for Flexographic Printing

Digital Artwork Guidelines

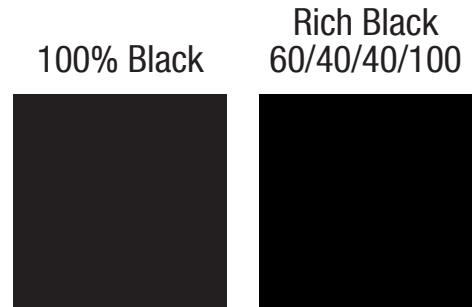
File Format

We prefer our artwork to be in a native Adobe Illustrator (AI) file. This will allow us to set up your artwork in the best possible way. However, we will still accept any vector format. This includes PDF, esp, SVG, or InDesign. Files that are not acceptable are image files: Photoshop (PSD), png and jpeg.

Western Packaing Cannot accept responsibility for unwanted results from artwork generated in other design programs.

100% Black vs Rich Black

When printing on film it is always best to set your blacks to 100% Black (K) vs a “rich black”. This is because the film does not soak up the ink. Once your ink passes the coverage threshold the ink will begin to smear. If you were to use “rich black”, you would want to use the following percentages, 60% Cyan / 40% Magenta / 40% Yellow / 100% Black.

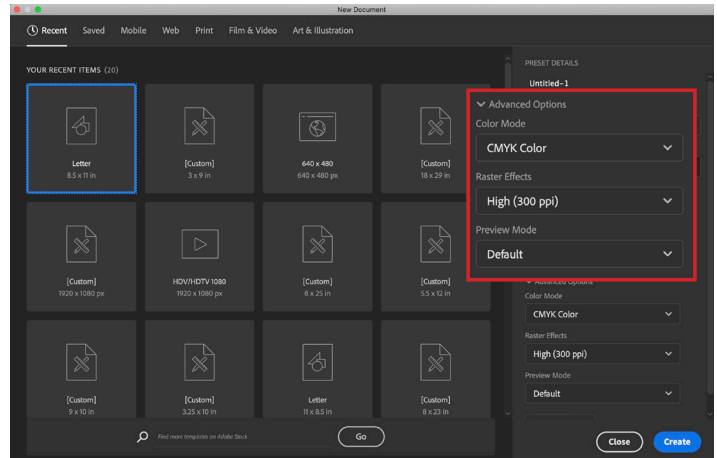


Flexographic Printing

We require CMYK as well as the use of PMS colors. Our Flexo press can have up to 8 stations. Keep this in mind when setting up your colors.

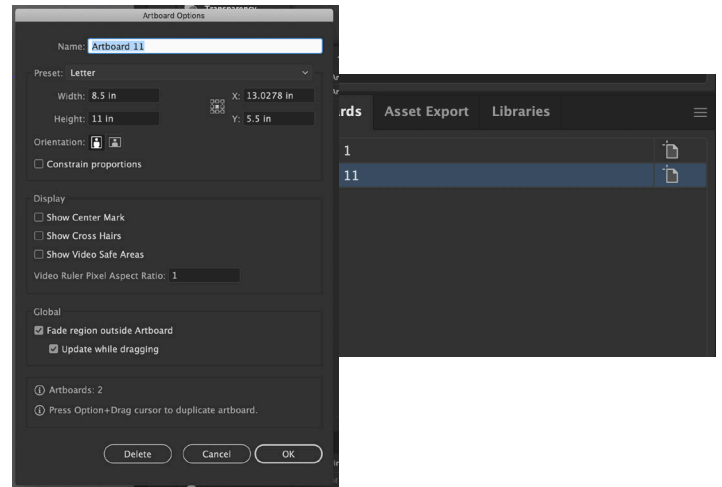
From the new file window, click on Advance Options > Color Mode > CMYK.

If you are working on a file, go to File> Document Color Mode > CMKY Color.

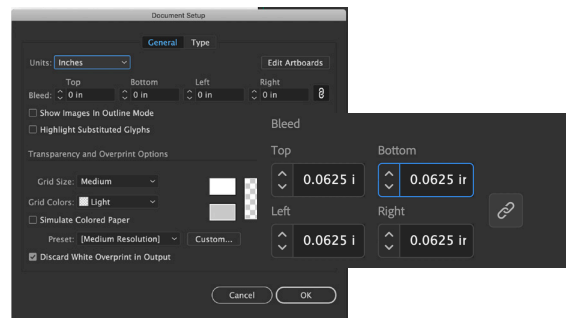


Artboard

- First, you will set your artboard to the size of the product. We can always send a dieline if needed after the PO is placed. You can set your dimensions 1 of 2 ways. The 1st way is when you create a new file, input the size into the width and height input fields. The next way is from the artboard window on the left panel. If you dont see the artboard widow, you can open it by going to Window > Artboard. Next click on the artboard icon on the left. this will open the options panel. From there input your dimensions and click OK.



Next set your bleeds to 1/16th of inch (0.0625). You can set these up from the new creation window, or go to File > Document Setup and input the bleeds and click OK.

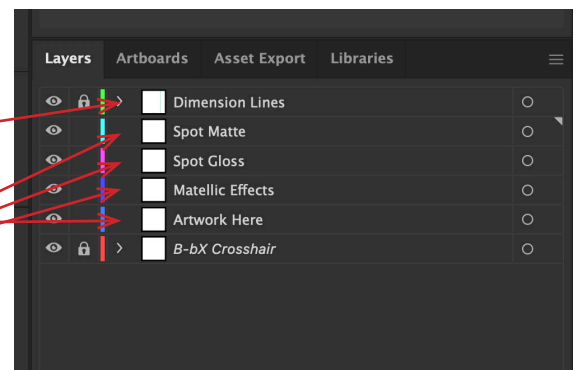


- When setting up the layers, you should use however many layers as you need.

The top layer should be your template, and the next layer should be the print.

All other layers should be used for any type of effect, like metallics, spot gloss/matte, and raised tactile.

You can adjust the layer order to how you best need, but the template or dimension lines needs to stay at the top.



Flexographic Artwork Preparation

Minimum Positive stroke is .007" (.5pt). Minimum reverse stroke is .01" (.72pt).

Gradients: Adjust all gradients to 1% - 100% dot unless specified that vignette needs to appear to fade to zero. In this case, special screening can be applied at Western Packaging to achieve this effect. Please indicate how the gradient / blends should print in your art file art layout. (i.e. overprints, effects)

For solids, flat tints, or gradations its best to choose an equivalent solid spot color.

Separate screens and solids of the same color when the solid is more than 1/3 total area.

Images and Graphics elements should be placed separately into your final layout file.

Small reverse (White); 0% CMYK) elements or type below 16pt, over 3 or more color background are not recommended when designing for flexo.

.003" (.22pt) is the narrowest stem or stroke of a given font that can be plated and printed. 3.5pt is the smallest point size that we would want to plate. Type under 24pt in process colors should be converted to a spot color for better printability and registration on press.

Delete all unused colors in your final file.

Images cannot fall below 300 DPI. Images that are below 300 DPI might print blurry or fuzzy.



Be sure any images set to RGB / LAB / and Index Color picture are converted to CMYK.

Set die lines to a spot color and renamed as "Dieline"
Bleeds should be set to .0625"

All TEXT elements on the artwork should not be closer than .0625" from the trim.

List the colors used in your final artwork file.

Hot Stamp Foil

Minimum positive stroke (thickness of line) is .007"
Reversed elements .01" thick.

Cold Stamp Foil

Spread reverse elements .003"
Choke positive and negative stroke size is .005"
Pull back varnish from foil .015"

Colors Used in the Final Artwork

Preferred limit of 7 inks plus a Varnish. If not using a Varnish a limit of 8 inks.

Traps/special Inks:

Western Packaging will apply all traps and special inks.

Final File Prep

Once you have finished the artwork, you will need to make some final preparations to the file.

- First, save a new file and add “outlined” to the end of the name. This is so you do not destroy the original file.
- Next, select All (cmd-A Mac / ctl-A PC) and then outline line all fonts in the artwork. (Shift Cmd o - Mac / Shift Ctl o - PC).
- Next, make sure all links, like images, have been embedded into the file. You can do this one of two ways. The first is selecting each image one at a time and then clicking embed at the top of the screen.

The second way is going to the links panel in the left set of panels. If you do not see the panel, you can find it by going to Window > Links. All images that are not embedded will have no icon, select all that are not embedded, click on the menu button in the panel and then click Embed Image(s).

