

ART CREATION

We want to meet your expectations. We want to ensure that the art material you provide on disk meets your expectations when printed. Labels are printed on a flexographic press, therefore, some effects are best avoided. The following guidelines are provided to assist you in creating printable files. PLEASE read them carefully. If you have any questions, please call (800)928-8780.

Artwork Submissions:

Artwork can be submitted via email to : artwork@plwatersource.com. Please provide a contact information (name, telephone number and email address) in case we experience some problems with the transmission. We can also accept CD's formatted for both PC and Macintosh. Please do not include unrelated files on your disk.

Accepted Formats:

Adobe Illustrator v8.0 is preferred to avoid additional production charges. Photoshop image files are also accepted for use in process work, as monotone / duotone images, or one-color line images, saved as eps or tiff formats. 3D type effects and drop shadows will not print with the desired result on a flexographic press.

Accurate Dimensions

Make sure the art is created to the exact dimensions shown on the printed proof. If no printed proof will apply, be sure to provide them in writing, all the physical aspects and dimensions of the label. This includes the overall dimensions, radius corners and exact locations and dimensions of interior cut outs. We will try to match the dimensions to the dies in-house. If the dimensions needs to be exact size, a die line will be created for you, for additional charges.

Avoid Low Resolution Images

Low resolution (72 dpi) files extracted from the internet CANNOT be accepted. All color scans must be in CMYK and save as 300 dpi tiff or eps files, at 100% as it appears in the final art file. If the image is used as a background and bleeds off the label, a .125" (1/8") should be added both to the width and height. DO NOT change the resolution to 300 dpi or scan an image from a printed piece - this will result in poor quality printed piece. Once an image is placed in the document, DO NOT change the file name.

Color

All color must be converted to CMYK or PMS (NO RGB). Pantone colors must be called out using the **Pantone Formula Guide Numbers**. Do not rename pantone number 266, Lime Green. Gradients maybe used, however; our printing press DOES NOT allow for screens to fade 0%. All gradient screens should be made to the minimum of 5%.

Specify Fonts

Please provide a list of the fonts that are referenced in your file. We maintain a growing library of Macintosh formatted fonts. All PC fonts must be converted to "Paths" or "Outlines" before the art is emailed or saved on a CD. If you are referencing a font not currently included in our library, we will purchase the font at your expenses or you can provide it to us or arrange for you to convert this portion of your artwork to "Paths" or "Outlines".

Avoid Fine Copy and Thin Lines

Fonts that are 6 points or larger generally reproduce without difficulty. Below 6 points, the printing quality will vary depending on the font style and weight. For instance, 5 point Helvetica regular will not print as well as 5 point Helvetica medium. For practicality purposes, the absolute minimum is 4 point BOLD for positive copy and 6 point BOLD for reversed copy. Register marks, Trademarks and Copyright mars below 6 point, must be bold. Line weights should always be .010" or greater.

Avoid Bleed Borders

Bleed borders should be at least .063" (1/16th") wide. Borders that are thinner will look lopsided if the relation of the printing to the die-cutting varies even slightly. Consider using an in-line border, (a thin line around the inside perimeter of the label that does not touch the edge of the label) rather than a bleed border. The in-line border should be at least .05" from the edge of the label.

Stay Away From the Edge

Copy, logos and graphic elements should be a minimum of .05" from the edge of the label if possible. This allows for some variation in the cutting process without affecting the appearance of the label.

DO NOT Color Separate

Artwork should be prepared without traps or color separations. We will separate colors and add traps after determining the printing methods and the order in which colors are to be printed.

Provide a Printout

Whenever possible, supply a printed copy of your digital artwork, preferably in color. We want to match your artwork exactly. Often differences in font libraries, program versions and output devices cause a subtle changes to the art. A "Hard Copy Reference" is the best way to assure that we print exactly what you intend. Every effort will be made to match for four-color labels, however, we cannot guarantee an exact color match.

Proofs

We will create a color proof for your signature to make sure that what we are going to print is to your satisfaction. You must fill out the proof sheet completely. We need to know if you want our water base varnish laminate or UV coating, the feed direction you want your labels in and quantity of the labels you require. We will not process an order without a signature on the artwork. Email proofs will be sent as PDF files (PDF files sometimes have problems displaying gradients). If you do not have an email, a printed proof will be sent by mail.

DISCLAIMER: Private Label Water Source is not responsible for errors in client supplied materials. Please proof carefully before submitting your digital files. Make sure that all materials complies with the guidelines listed above. Upon signing the proof, the customer accepts the image and information as camera/press ready. The customer assumed full responsibility for all typographical and/or any other errors in the artwork.