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## Artwork Guidelines

During the commercial production of flexible packaging it is important to manage customer expectations with regard to the final print quality. As with any form of professional print production, there are no absolute guarantees that your print will 100% match your original design. The following guide provides a comprehensive overview of advice and suggestions on the creation and submission of artwork to help optimize your finished product. Overall the terminology maybe quite technical, therefore, we would always urge clients to employ the services of a professional and reputable graphic designer wherever possible.

## Print Process

We operate the first Digital Press in Canada which allows customers a maximum of 8 colours, including CMYK, Orange, Violet, Green & White.

## Artwork Submission Requirements

- A Artwork must be supplied in either **Adobe illustrator** or **Adobe InDesign** native files. Package all files including fonts, images & vector elements in one compressed file (**zip**).
- B Supply all text in artwork in '**outlines**' as well as a separate '**live text**' file.
- C The resolution of image files/photos must be no less than **300 dpi** at full size.
- D **Never flatten** any files as we require all layers.
- E All image files should be **linked** and included with your art submission (not embedded) .
- F Create the images with **CMYK** colour mode - **US Web Coated SWOP V2**.  
(RGB colour mode is not supported and will be converted to US Web Coated SWOP V2)
- G If you are using a spot colour please reference only the **Pantone Solid Coated** colour book.  
( PMS #) Do not use a percentage (Tint/Screen) of a PMS #, **100% only**.  
We cannot match tints or screens with the digital print process.

## Artwork Submission Requirements

- H If you are supplying a PDF only, please follow these specific output parameters to avoid extra Prepress charges in working with your supplied pdf.
- 1 Colour space is **CMYK**.
  - 2 Document Raster Effect Settings set to **High** (300ppi or above).
  - 3 Export PDF: Press Quality preset, change version to **Acrobat 6** (1.5).  
Ensure '**Preserve Illustrator Editing Capabilities**' is checked.  
Ensure '**Create Acrobat Layers from Top Level Layers**' is checked.
- i Designate all 'Transparent' areas in the artwork with a custom **Spot** colour as well as designating the layer's name as 'Transparent'.  
Please indicate **specifically** which spot colour is designated for the 'transparent' area.
- J Reduce any barcodes to 85% as a minimum scale.

NOTE: We will provide an electronic proof back of your artwork which is known as a 'soft proof'. This shows your artwork with the Dieline used to construct the finished product. This 'soft proof' will indicate all dimensions, gussets, zippers, tear notches, eurohole slots, sealing thickness and any other features that you have requested. This proof will also show the separation of colours that are needed, showing any transparent areas for you to approve.

**Colours** – Many colours that are standard for printing in this type of media may require CMYK, however, in flexible packaging, the same graphic may require more colours to be able to have achieve the desired effect. Therefore it is important to provide specific pantone colour references ( PMS number). Furthermore it is important to note that for reprints there is always the possibility that colours will not be exactly matched due the various production variances that can occur as detailed above.

**Substrates** – Different material substrates can also effect the final colour presentation of a pouch. Depending upon what type of material is being used it can be noted that colours may not appear as vibrant or rich as they would on a digital printed proof. Typically in flexible packaging, the background colour will tend to be either clear or silver, which both can make the colour appear duller and also alter the actual tone of the colour. In order to compensate for this we would typically look to adjust the design through the addition of a 'white ink support' at the production stage.

**Layering** – It is important to ensure artwork is submitted in layers. This is when each graphic, photo or text is defined in the artwork. This makes it much easier for the pre-press department to manipulate certain objects within the artwork, without disturbing the surrounding graphics, thus saving you extra Prepress time that would be required to edit a flattened file.

## **Artwork Submission Requirements**

### **Informal Artwork Review**

When providing artwork for informal review we do not require that to be in the requested formats. Typically a high res jpeg file or pdf will suffice. This is only to get familiar with the proposed job and help the quotation process. We do not evaluate or review for artwork readiness.

### **Formal Artwork Submission – Production Ready**

This is when you are formally submitting your artwork as ready to go straight to production and receive a final proof in the form of a die line from Swiss Pack Canada for sign off.

This does not include us reviewing or proofing for image or grammatical errors.

If your artwork is not in an acceptable format as requested then it will be rejected. We will note what is needed in order to get the artwork production ready. It is then upto you to make the necessary changes and re-submit the artwork. If you are still unable to comply with the necessary requirements and require some assistance then we would advise you to employ the services of our in house graphic design team. Once the artwork is ready then a final die-line will be provided which will need to be signed by the customer before production can commence.

### **In House Graphic Design Team**

Swiss Pack Canada can provide the services of our in house graphic design team.

Our artists are available for the following services at a fee of \$75 per hour:

- Adjust existing artwork to meet requirements for production readiness

- Create new artwork for product and branding

- Make changes to existing artwork

Please note: Artwork fees must be paid in advance prior to print readiness.

It is also the duty of the customer to ensure all artwork is checked thoroughly for any errors prior to customer sign off.