

Artwork Guidelines

All our printed paper parts now use computer to plate technology that offers many improvements over traditional film separations. We have produced templates for all of our standard paper parts and request that you follow them carefully, as incorrectly supplied artwork will result in delays in turnaround and possible additional costs to rectify incorrectly supplied files.

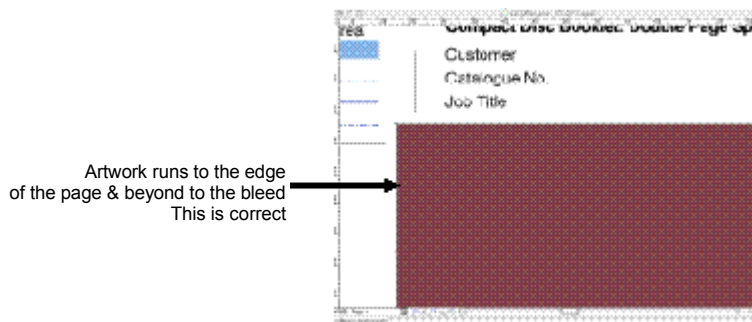
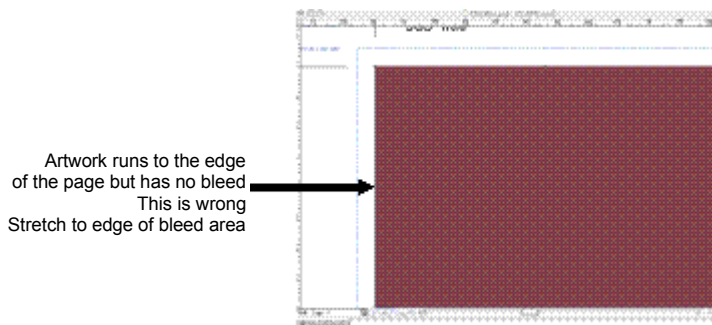
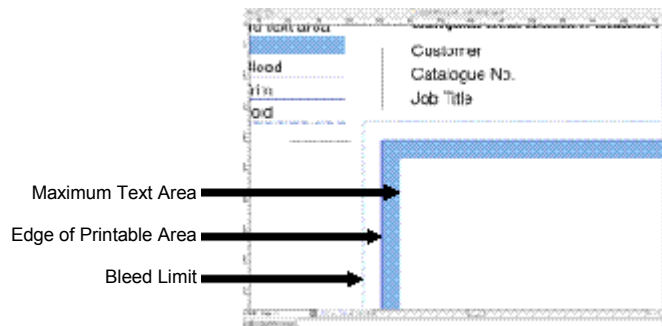
If you cannot find the required template on our website or have any questions regarding the use of templates, please don't hesitate to contact us.

Paper Parts:-

Documents should be set-up as CMYK, do not include any RGB or LAB colour information. For spot colour please select these from the PANTONE COATED, FLOURESENT or METALIC books.

All Tiff, J-peg, EPS or bitmap files should have a resolution of 300 DPI for colour / gray-scale images and 1200 DPI for black & white images at actual print size. Do not include DCS1 or DCS2 images or apply ICC profiles.

Any artwork that runs to the edge of the page must extend beyond the printable area by 3mm (this is known as bleed) and this is indicated on all templates.



Multi-page documents should be supplied as "Printers Pairs" and should require no pagination. For example a 4 page booklet pages should be supplied as PAGES 4 + 1 for the front & back and PAGES 2+3 for the inside.

For an 8 page stapled booklets the documents are to be supplied as PAGES 8+1 (front & back), PAGES 2+7, PAGES 6+3 and PAGES 4+5 (centre inside pages).

We recommend that you have the catalogue number on the back page of your booklet, wallets or J-cards and that the same information is also printed on the spines of your tray-cards or J-cards. If you require a barcode please indicate this on your artwork.

CD & DVD on-body labels:-

For spot colour please select swatches from the PANTONE COATED or METALIC books. We recommend printing a white base for the label if reproducing any halftone information, this is classed as one of your colours. All artwork must be supplied to the exact dimensions with NO bleed. We recommend that you have the catalogue number printed on the disc label.

Supplying artwork:-

Our preferred format is **HIGH RESOLUTION / PRESS QUALITY PDF** (Acrobat version 5) files. Ideally these should be incorporated into our templates.

We can accept a range of other formats but please check with us before sending in your documents to make sure we have a compatible version of the application. You must include all fonts and print outs of all the documents.

QUARK EXPRESS (MAC VERSION 6 & PC VERSION 5)
ADOBE INDESIGN* (PC ONLY VERSION 2)
ADOBE ILLUSTRATOR* (MAC & PC VERSION 10)
ADOBE PHOTOSHOP** (MAC & PC VERSION 7)
COREL DRAW (PC ONLY VERSION 10)
EPS FILES

- *Note for Indesign & Illustrator users, all transparency's must be flattened
- ** Note for Photoshop users, do not flatten layers

We can accept artwork files in the following formats.

CD-R / RW & DVD +/- R /RW DISCS

EMAIL up to a maximum of 15 MB, compress all files as ZIP or SIT files

FTP up to a maximum of 100 MB, larger file sizes on request, compress all files as ZIP or SIT files

When supplying files by disc please write you name, phone number & catalogue on the disc and the packaging. Files sent by email or FTP should be supplied in a folder that corresponds to your catalogue number.

Proofs

If we have to make any amendments to your artwork you will be provided with a PDF proof for approval. If you require colour accurate proofs we can provide Agfa / Sherpa proofs at additional cost. Please note we are unable to provide Agfa / Sherpa proofs as PANTONE colours, and these will be converted to CMYK equivalents.

If you provide us with colour inkjet or laser proofs we will do our best to match to these, however as these are not calibrated devices we cannot guarantee an exact colour match.