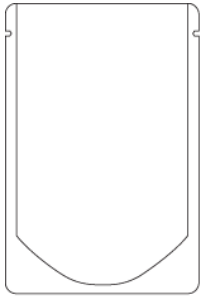


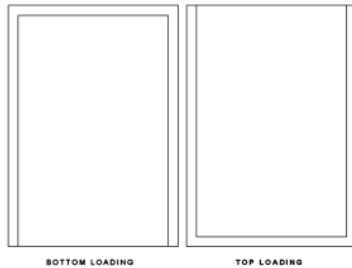
# Artwork Set Up Requirements

## DESIGN LAYOUT

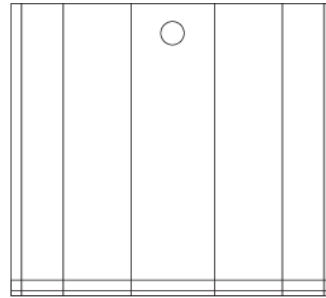
- Very Important – Please obtain correct die line from Caspak.



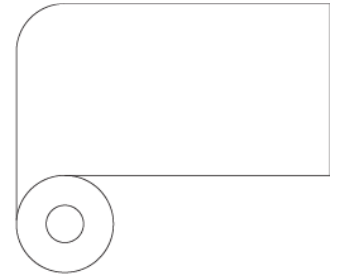
Stand Up  
Pouch



3 Side Seal



Side Gusset



Roll

## FILE FORMATS

- Adobe Illustrator – No PDFs as working files
- Do not embed images/logos – supply as a separate link file in original format  
Acceptable formats = CMYK jpeg, tiff or psd (minimum 300dpi)  
Layered photoshop file preferred  
Logos preferred format = Vector files with spot colours indicated
- Convert all text to outlines AND supply all font files
- Please provide a PDF for viewing purposes only
- Line stroke minimum – 0.14mm / 0.4pt

## COLOURS

- 8 colours/cylinders available. 9 – 12 available on request, please check with Caspak.
- 1 cylinder per colour.
- **CMYK mix – for images, not text.** Use single Pantone Solid Coated for text.
- Pantone colours (Solid Coated) – for single colours – shadings/tints can be used, min 15%.
- The use of matt varnish needs to be included in number of colours.
- Please remember to include **white** in number of colours available, if required.
- Please note **WHITE** is the last colour to be applied, as we are reverse printing ie. The ink is applied to the inside of the clear film.

### 4 Colour Process / CMYK



Cyan    Magenta    Yellow    Black

### Pantone Colour (Solid Coated)



PMS 185 C

## **TEXT**

- To be made from **single** colours only, not CMYK mix.
- Minimum size 6pt.
- Reversed text – must only be reversed out of 1 colour or a key line to be added around text.
- **Please convert all text to outlines.**
- **Please provide all font files in case of last minute text changes.**

## **PRINT MATERIAL**

- Please check with Caspak which material your design will be printed on.
- Clear Gloss – matt varnish can be used to create matt/gloss effect.
- Clear Matt – this substrate can have a dulling effect on colours.
- Paper – white or kraft (light brown) available. This substrate absorbs ink so the print is not as sharp. We do not recommend printing CMYK images on paper.

## **FINISHED UNPRINTED PACKAGING COLOUR**

- Please consider the finished unprinted pack colour – Clear / White / Metallic – check with Caspak.
- Clear – remember to include white so that Pantone colours appear correctly.
- White – a white plate is still required to be printed.
- Metallic – substrate can be used to create a metallic effect if no white is printed under colours.

## **MATT VARNISH**

- Matt varnish is available for printing over gloss material for a matt/gloss effect.
- Please indicate on a separate layer.
- Matt varnish will be included in number of colours/cylinders.
- Matt varnish can have a dulling effect on colours.
- We recommend no matt varnish over barcodes.

## **WINDOW / CLEAR FILM AREA**

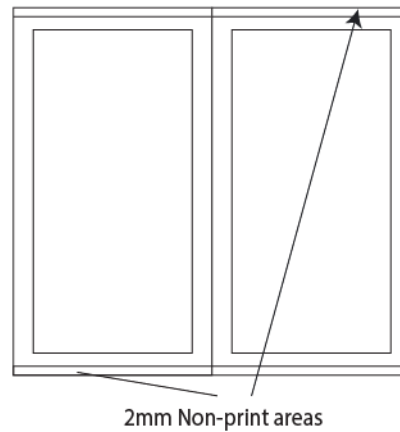
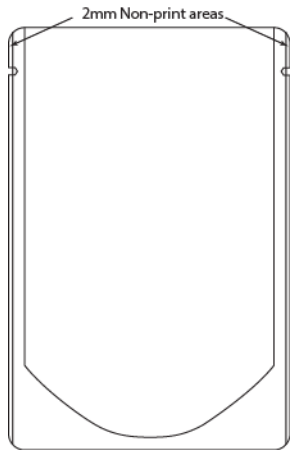
- If finished unprinted packaging colour is clear, a window or clear film area can be designed.
- Please indicate on a separate layer.

## **BARCODES**

- Minimum magnification recommended – 100%.
- Required area for 100% barcode is 39mm x 28mm.
- Colours – white or light coloured background and black or dark bars but not red.

## **INNER BLEED**

- Stand up pouch / 3 side seal pouch:
- You can design all the way to left and right edges IF –
- You have a continuous colour or pattern on both edges OR
- The colour or pattern on the left matches exactly what is on the right.
- If not – you must include 2mm non-print OR continuous colour down the inner edges.



- Side gusset pouch / Roll format:

- You can design all the way to top and bottom edges IF –
- You have a continuous colour or pattern on both edges OR
- The colour or pattern on the top matches exactly what is on the bottom.
- If not – you must include 2mm non-print OR continuous colour along the inner edges.

### PRINT SPECS

- Line screen ruling, 175 LPI.
- Line stroke minimum weight, 0.4pt / 0.14mm.
- Minimum dot gain, 15%

### GRAVURE PRINTING

Gravure printing is used for high-speed production of large print runs at constant and top quality. An image is etched on the surface of a metal plate (cylinder) so that the image to be printed is in the recesses of the plate. The cylinder rotates in a bath of ink and the excess ink is wiped off by a doctor blade. The ink remaining in the recesses forms the image when the print substrate is passed between the impression cylinder and the gravure cylinder.

