

DIGITAL FULL-COLOR PRINT ARTWORK SPECIFICATIONS

Please also visit pages 158-160 for additional information.



Available on select **DIE CUT** bags featured on pages 4-5, 92-93, 98-99, 104, and 110-111.

PRINTING METHOD Cutting-edge digital 4-color process that provides multi-color imprints with no registration movement, exceptional clarity, and a generous imprint area.

PROOFS Proofs are required and sent on all new Digital Full-Color orders and reorders with changes.

COLOR PROFILE CMYK—North American Prepress 2 SWOP coated.

RESOLUTION 300 PPI minimum at maximum (100%) imprint size.

PROGRAMS and FORMATS WE ACCEPT

Any other file formats are not acceptable and may delay production.

ADOBE ILLUSTRATOR—Our Preferred Vector Art Program.

- Save as native Illustrator .ai file, or Illustrator Default PDF with the *Preserve Illustrator Editing Capabilities* box check-marked.

ADOBE PHOTOSHOP—Our Preferred Raster Art Program.

- Save files as native Photoshop .psd or layered TIFF with transparent background and/or only necessary layers.

ADOBE INDESIGN—Macintosh Version only.

- Please package the file and include all fonts and links.
- Please do not use third-party plug-ins—if they are used, we will be unable to process your art.

FONTS and LINE RULES

MINIMUM SIZES (if free floating on the bag):

.25-point lines or rules.

6-point fonts. Thin serif font styles are not recommended.

FONTs—Please Convert To Outlines (Paths or Curves)

If we do not have the exact font you used, the text in your art will default to a less attractive font, changing the look of your design. Converting your fonts to outlines, paths, or curves eliminates this hazard.

IMPRINT COLORS

Color tints/shades/tones may fluctuate up to 5% within a print run or reorder. PMS color matching is not available. The Digital Full-Color inks are CMYK and semi-transparent. Objects will be visible through the imprint on a clear bag. Light colors may be difficult to see.

A SPECIAL NOTE ABOUT OUR PRINTING PROCESS

The Digital Full-Color process requires art to be ¼" from left and right edges and ½" from top and bottom of bag. All text needs to be at least ½" away from the handle. (See template below for example).

12W x 15H Die Cut Digital Full-Color Imprint



12W x 15H Die Cut Imprint Area Template

