



FOIL HOT-STAMP ARTWORK SPECIFICATIONS

Please also visit pages 158-160 for additional information.

Available on select **PLASTIC** or **PAPER** bags and **RIBBON**, featured on pages 14-17, 76-79, 82-91, 108, 116-125, and 130-135.

PRINTING METHOD Elegant metallic, matte, and high-gloss foil imprints are created with an engraved magnesium plate, heat, and pressure.

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.

VECTOR ART IS PREFERRED

Vector images can be resized without any loss of quality. Please note that placing or importing photographs, bitmap, or raster images into a drawing program does not convert them into vector artwork. If your artwork contains a placed or embedded raster image (PSD, TIFF, JPEG, CPT, EPS), the original raster image file should be included and be pre-approved by **BAG MAKERS**.

MULTICOLOR IMPRINTS

Colors must be separated by at least 1/8" of surrounding clear space to allow for color movement. Please note that some color movement will still occur. Designs with tighter registration must be pre-approved.

Your artwork can have places where the foil overlaps, as long as the overlap is between two pieces of the same type of foil. For example, metallic foil can overlap metallic foil, and matte foil can overlap matte foil. The foil

2-color imprint shown at 100%



adhesive is designed to only stick to itself or the bag and won't adhere well on different types of foil. In addition, white foil should not overlap metallic, high-gloss, or matte foils due to its chalkier texture.

FONTS and LINE RULES

MINIMUM SIZES:

1-point lines or rules.

10-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 by changing your fonts into vector shapes. This ensures that your artwork will print exactly how you expect it to look.

HALFTONES

For best results, artwork containing halftones must be pre-approved and is available on select bag styles. Halftones are printed with a 30-line screen. Tint percentages for areas in the art containing halftones should range from 20% to 60%. Areas less than 20% may not print and areas greater than 60% may fill in and become a solid color. Designs that contain gradients or blends may need alterations for optimum print quality and will require a final, signed proof approval.

Halftones and solid lay-down shown at 100%



FOIL Color Selection—For imprinting on PLASTIC or PAPER bags, and RIBBON.

NOTE: The color samples below represent foil printed on white bags. Some foil colors, when printed on a colored bag may appear lighter, darker, or a slightly different hue. Some foil colors may not be suitable for imprinting on select bag styles. Please call for details. Swatches shown are for approximate color representation only. **PANTONE (PMS) color match is not available.**

METALLIC FOIL COLORS										
	HM-1 Magenta	HM-2 Red	HM-3 Burgundy	HM-4 Blue	HM-5 Reflex Blue	HM-6 Teal	HM-7 Green	HM-8 Purple	HM-9 Gold	HM-10 Silver
MATTE FOIL COLORS					HIGH-GLOSS FOIL COLORS					
	HM-11 Copper	HM-15 Lime	HM-16 Rose Gold	HM-17 Steel						
MATTE FOIL COLORS										
	HGW-13 Yellow	HGW-14 Orange	HGW-15 Pink	HGW-16 Red/Orange	HGW-17 Green	HGW-18 Dk. Green	HGW-19 Blue	HGW-20 Royal Blue	HGW-21 Brown	HGW-22 Matte Black
	HGW-23 White	HGW-24 Gray	HGW-25 Navy	HGW-26 Teal	HGW-27 Light Blue	HGW-28 Hot Pink				

Due to the chalkiness of the white matte foil it is not available for use on ribbon or bows and is not recommended for fine lines or small type on the Matte Paper Shoppers.