Artwork Specifications

For products shown on pages 168-183

PREPARING YOUR ART

For artwork using multiple imprint colors, please allow for approximate press movement between colors as follows:
- Plastic Bags: 0.0625" (1/16 inch)
- Paper Bags: 0.125" (1/8 inch)
- Laminated Non-Woven: 0.0197" (1/2 millimeter)

When possible, trapping will be added to minimize the visibility of press movement. Trapping may be noticeable when light imprint colors are used.

All art is placed and sized proportionately per bag blueprints and as specified on the purchase order.

PROGRAMS AND FORMATS WE ACCEPT
(Note: Other file formats will not be accepted and may delay production.)

ADOBE ILLUSTRATOR—Our Preferred Vector Art Program
- Save the file as a native Illustrator .ai file. If your file contains linked images, please PACKAGE the file to include all fonts and links.
- Or save the file as an Illustrator Default PDF with the "*Preserve Illustrator Editing Capabilities*" box check-marked.

ADOBE PHOTOSHOP—Our Preferred Raster Art Program
- CMYK color
- High-quality 300 ppi minimum resolution at the size to be printed
- PSD, TIFF, EPS, or JPEG formats accepted.
- Please use exact, sharp-edged clipping masks or clipping paths when isolating your art from the background.

ADOBE INDESIGN CS4–CC2021 (Macintosh Version Only)
- Please PACKAGE the file and include all fonts and linked images.
- Please do not use third-party plug-ins; they will prevent us from being able to process your art.

FONTS

MINIMUM SIZES
Positive prints: 10-point fonts and 1-point lines.
Reverse prints: Design and bag material can change the minimum size for reverse prints. We will need to review fonts and line widths. Plan to use larger point sizes than those used in positive prints, and avoid thin serif font styles.

PLEASE CONVERT YOUR FONTS to outlines/paths/curves within your program. If we do not have the exact font used, the text in your art will "default" to a different 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 your artwork will print and look exactly as designed.

If you choose not to convert your fonts to outlines, please send us the font you used. Please send only Macintosh-compatible or Open-Type fonts.

VECTOR ART

Vector images can be resized without losing quality, causing blurriness or becoming pixelated. Please note that placing or importing photographs, bitmap, or raster images into a drawing program does not convert them into vector artwork. If a placed/imported Photoshop-type image (EPS,TIFF, JPEG, or PSD) is necessary, the original file should be included, 300 ppi minimum, and pre-approved by *BAG MAKERS.*

HIGHER RESOLUTION IS ALWAYS BETTER

We recommend raster images be created at a 300 ppi minimum and to the largest size they will be printed. The resolution at which they are created determines their quality. Photographs, or any artwork created in programs such as Adobe Photoshop or Corel Photo-Paint, are raster (or bitmap) images. Enlarging raster or bitmap images will degrade their print quality to a possibly unacceptable condition.

HALFTONES

We must approve halftone artwork to ensure optimal print quality. Most halftones are printed with a 45-55 line screen. Color percentages for art containing halftones should not be less than 20% or greater than 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 factory pre-press alterations for optimum print quality and will require a final, signed proof approval.

PANTONE® GUIDE BOOKS—
Choosing The Right Imprint Color

Gloss- or Matte-Laminated Paper Bags, Non-Woven Polypropylene Bags, Plastic Bags, and Polyester Bags
- **For solid colors**, use the **Solid Coated Pantone PLUS Formula Guide**.
- **For 4-color process colors**, use the **Coated Pantone PLUS Color Bridge Guide**.

Uncoated Paper Bags and Tissue Paper
- **For solid colors**, use the **Solid Uncoated Pantone PLUS Formula Guide**.
- **For 4-color process colors**, use the **Uncoated Pantone PLUS Color Bridge Guide**.

Please call our expert Design Centre team for assistance with orders or artwork-related questions.

DESIGN CENTRE · CUSTOM DESIGN · DOMESTIC · IMPORT

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