

6 Submitting Artwork

Brilliantly colored full-wrap coverage is what shrink labels do best. This is the point where the combined creative genius of marketing, copy writing, and graphic design merges into the sublime to create shelf presence the consumer can't resist!



STEP 6: SUBMITTING COMPUTER GENERATED ARTWORK & FILES

Send 2+ sample containers, PMS swatches (if used) and approval-signed color proof output (if color match requested).

Provide artwork on a CD the press can keep. MAC or PC files work, but printer output is from a PC using a vector program.

Maintain layers (die line separate).

CMYK Tiff and EPS images must be included in linked or separate files. NO RGB images or graphics, please. Image resolutions must be 300dpi at 1:1 size. Fonts ONLY translate correctly across platforms and workstations when converted to curves. (Note: make an editable backup before

changing fonts to curves.) Provide a .pdf file for the approval process.

Formats and expected file extensions:

- Adobe Illustrator 11.0CS or earlier (filename.ai)
- EPS files (filename.eps)
- Photoshop 7 or earlier (filename.tif) or (filename.psd)

Other formats and file extensions that might translate:

PDF for pre-press (filename.pdf), QuarkExpress (filename.qxd), CorelDraw 12 or earlier exported as Adobe Illustrator (filename.ai). Call if you have a question - 800.284.9727.

Choose CMYK and/or Pantone (PMS). Indicate colors whether CMYK, W or PMS and include Pantone swatches and numbers, clearly labeled. A white background is a color.



SAR CODE LEGIBILITY DIRECTION TO AVOID SHRINK DISTORTION

DATE: July-4, 2004
 CLIENT: Project Name
 JOB: Rand-D40704-01v2
 DESCRIPTION: 4mm Seam, H Perf, 150mm
 SIZE: 81mm layout x 110mm cut length
 SCALE: 100%

EXTRAS: Do not print cyan guidelines
 COLORS: CMYK + W
 BITMAPS: Bitmaps Included
 OTHER: White container doesn't need White layer
 SENSOR: *Sensor or gutter width machine dependent
 STATUS: Layout Modified for customer choice of label part.

TRACON CYAN MAGENTA YELLOW K (BLACK) WHITE

SHOW COLOR SCHEME OF YOUR DIGITAL FILE, AS WELL AS CRITICAL JOB DETAILS

For best results:

1. Double check to make sure fonts are changed to curves and all graphics are included or linked to the main file. If you have clear areas that differ from white back-up masks, be sure to note that on your file and note on printout.
2. Back up the text-editable copy and the final file sent to press.
3. When you order a Mock-up, we'll make sure a copy of the final approved Mock-up is sent to the press.
4. Provide a .pdf in addition to the final file for the press, so non-graphics professionals can address production issues in a timely fashion.



Shrink labels are great for multi-packs and promotions.