

# ART FILE SPECIFICATIONS

# FLEXO

Please work with your CastlePierce salesperson or account representative for specific questions. CastlePierce can provide guidance on material structure, design and help with graphic/print choices for consistent results.

## specs @ a glance

<b>Ink Units</b>	<b>10 ink units available</b> (white and varnish occupy ink units)
<b>LPI / Screening</b>	<b>133 lpi / dot shape Para or Circular, object -based dither for gradients to 0%</b>
<b>Min. Dot</b>	<b>2%</b>
<b>Trap / Cutback</b>	<b>.008"-.01"</b> (varies based on substrate and art elements)
<b>Min. Type</b>	<b>Positive=4 pt, Reversed =6 pt</b> (based on sans serif, regular font)
<b>Min. Rule</b>	<b>Positive=.5 pt (.007"), Reversed =1 pt (.014")</b> (based on 1-color only)
<b>Barcode</b>	<b>BWR =.003" QZ =.125" MAGNIFICATION=90%-130%</b>
<b>Eyespots</b>	<b>Contrasting color, eye-spot channel void of copy</b> (confirm with filler/converter)
<b>Bleeds / Plate Break</b>	<b>.125"bleed / .0625" truncated on side edge</b> (pullback of bleed on repeat)

**size/design:** Artwork should be supplied using an approved CP CAD design. This design should be approved by the converter/filler **prior** to submitting artwork. Please work with your CastlePierce salesperson or account representative to initiate this process.

**preflighting:** It is recommended that a file be sent to CastlePierce for a preliminary art review prior to sending in final art. Questions, concerns and recommendations will be brought to your attention. It will be your decision to consider those recommendations and either resubmit artwork or have CastlePierce make the recommended artwork alterations.

**file format:** We prefer layered, Adobe Illustrator files with support links/images (layered if possible) along with outlined fonts. Press-ready, layered PDFS are also acceptable.

**codes:** For 2D and 3D codes, 1 color is required and code should be positive reading. For optimal contrast, a white box with .125" border on all sides is suggested. Do not use red, light brown or orange ink for barcodes. It is also recommended to orientate the barcode in the direction of the web.

**ink colors:** Final files should be provided using separations based on the quote/preflight suggestions. If white ink and/or varnishes are desired, those separations need to be included in the file. For Pantone colors, please use the digital Pantone library (Coated or Uncoated) for a closer representation. An ink draw-down can be requested to see the desired Pantone or custom ink at 100% on the actual substrate, please discuss with the account representative to initiate that process.

**proofing:** If a color target or previous print sample exists, please provide when submitting art file. File adjustments and 4CP color-correcting may be required in order to match the supplied target. Soft proofs (PDFS) are low-resolution and are to be reviewed for content only. Physical, profiled color-contract proofs will be output and need to be reviewed/approved prior to production. These will be used press-side as 4CP color target. Please note, these proofs are simulations of Pantone and custom spot colors.

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