

CUSTOM ART GUIDELINES

Our short-run printing program consists of hot stamping and flexo ink printing which can print in one or optionally two colors. The process is a hand-fed procedure and printing quality can vary, so for the best results, please keep the following in mind:

- All laminated or gloss-finish products should only be hot-stamped
- Avoid logos with fine lines, halftones, and reverse printing
- Printable area varies by bag size. Unless otherwise requested, our art department will lay out the copy using their best judgement based on the shape and size of copy and printable area on the bag

ART GUIDELINES

We prefer files be set up as black and white files in Illustrator or InDesign, in vector format. • Any of the Following Program Files are Accepted:

- Creative Suite – Illustrator (PREFERRED FORMAT) (AI and INDD)
- Photoshop (PSD)
- SVG, JPEG and PNG
- PDFs are accepted, please make sure all fonts are converted to outlined or to curves. If pdf files have embedded fonts corrections or edits are not possible.

We cannot accept .DOC or other Microsoft application files for production.

- Try to ensure that all fonts are not embedded and supply all linked files
- For two-color jobs, please do not use the automatic trap feature where colors overlap - please allow us to trap your art.
 - On 2 color imprints, no tight registration
 - Avoid borders
 - Avoid heavy ink coverage combined with fine lines.
 - Modest ink coverage is preferred
 - Avoid fine halftones, fine lines or reverse art
 - Avoid printing over the folds of shopping bags

• All submitted artwork is subject to our review. Be advised that if art is not supplied as a vector file and/or it needs to be modified, resized or trapped (see note on trapping above), there will be additional art charges for the necessary changes. Our current hourly rate is \$45.

- You will receive a proof before production

PRODUCTION TIME

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Normal production lead-times are 15-20 working days after proof approval, but are subject to change as demand increases.