

Artwork specifications

Flexible packaging

iPB Printing works with high-quality Flexo printing presses. In order to guarantee a high print quality, this technique requires minor adjustments to a standard print file. In order to be able to make these adjustments quickly and smoothly, we ask you to provide us with easily editable files. This ensures minimum processing times and maximum quality of the end product.

If the delivered files do not meet these guidelines, we trust you will understand that optimising the file will incur unavoidable additional costs.

Flexibele packages can be subdivided into:

- Flow packs with fin seal
- Flow packs with lap seal
- Sachets
- Cup liddings
- Banderoles

The files for all types of packaging must comply with a number of general requirements or guidelines. In addition, a number of specific extra guidelines apply for the first three categories mentioned above with regard to the sealing edge and the folding positions. These are further explained on pages 5, 6 and 7.

1. File type

■ We prefer to receive PDF files that have been created with the following settings:

- PDF version 1.6 or higher.
- The document is not password-protected.
- Do not downsample images. Alternatively, ensure they have at least 300 PPI.
- Do not compress images. Alternatively, compress them at maximum quality.
- Embed the font completely, do not make a subset.
- Do not use markers or bleeds.
- Do not crop image data into frames,
Do not cut up images into several smaller ones.

■ Open files can be delivered in the following packages, in the latest or preceding version:

- Packz
- ArtPro
- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop (only for the delivery of images, no fully formatted files)

Remember to supply all used fonts and images separately!

2. Structure of a file

■ Please build up all print files in layers as follows:

- 1 layer containing the die-cut, defined as a spot colour with the name "Stans" or "keyline".
In overprint with a thickness of 0.25 mm or 0.7 pt.
- 1 layer on top of the artwork containing the white form in overprint, defined as a spot colour with the name "white".
Preferably visually represented in light blue.
- 1 layer with the variable data (if applicable), defined as a spot colour with the name "VAR DATA",
in the CMYK colour values to be printed.
- 1 or more layers with the artwork.
- If PMS colours are used, they must be defined with the correct designation. For example, "Pantone 128 C".

3. Colour reference

■ **The following can be used as a colour reference:**

- CMYK
- CMYK + PMS
- PMS
- Customer model. This model must be sent to us in duplicate. This may include:
 - A printed model
 - A finished product
 - A plastic plate
 - A colour sample

We do not work with offset standards. If the colour of your label has to exactly match a colour model or a printed label from another printer, colour corrections will be necessary to avoid deviations. A charge will be made for this unless your prepress or design studio uses our colour profiles. These can be requested from your contact person at iPB Printing.

4. Delivery of the file

You can send your file(s) by e-mail, but for larger file sizes or multiple files, WeTransfer is a better solution. Please ask us for support.

5. General guidelines

On the next page we have prepared a general flexible package file that describes most of the guidelines.

1.5 mm bleed all round.

Images:
- Minimum 300 DPI / PPI.
- CMYK, no RGB.
- Not cut up into pieces.
- No or very low compression (JPEG).

Format indication:
- In the spot colour "Stans" or "keyline"
- In overprint.
- Thickness of 0.25 mm or 0.7 pt.

Neutral grey elements are built up from black only, not built up in CMYK.



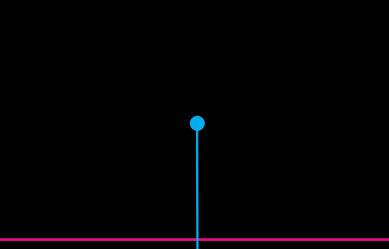
Overprint black text and lines on a coloured background to avoid a white border in case of small register differences.

All lines minimum 0.57 pt or 0.2 mm.

The background of fine positive images of texts and lines should preferably consist of a maximum of 2 print colours in order to avoid small register differences.



Barcodes must comply with the latest guidelines. Please refer to the document "barcode regulations" at www.ipbprinting.com/downloads/.



Build up large black areas with 100% black + 100% cyan + 100% magenta + 100% yellow. This gives you a powerful black in print.



Do NOT build up black text and lines in CMYK. Only in black.

Coloured small text and fine lines in maximum 2 printing colours to limit register differences.



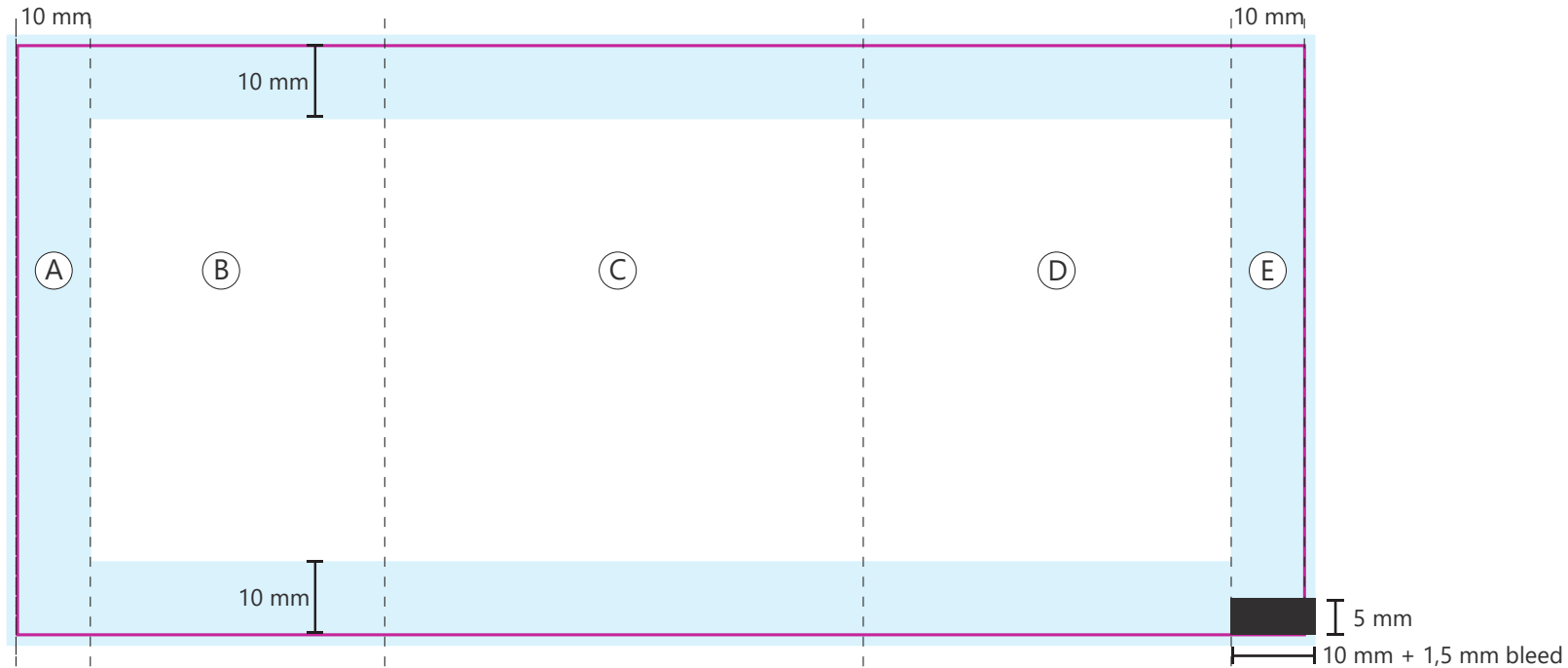
- Fully embed the fonts into the file. Do not make a subset, so that any text corrections can be made.
- It is also possible to convert the fonts to letter contours, but then it is impossible or very difficult to correct the text afterwards.
- All texts in minimum 5 pt or 1.77 mm.

- Set white in the spot colour "White".
- Preferably set visually as light blue.
- Set in a separate layer called "White".
- No halftone, only 100% full tone.

- Set white in overprint, on top of the artwork.
- Make white 0.2 mm smaller around the image to avoid a white border in print.

The position of the reading block depends on the filling machine.

7. Guidelines for a flow pack with LAP SEAL



- A = Visible seal edge
- B = Right rear side
- C = Front
- D = Left rear side
- E = Non-visible seal edge (not printed) with reading block

seal edge

Format indication

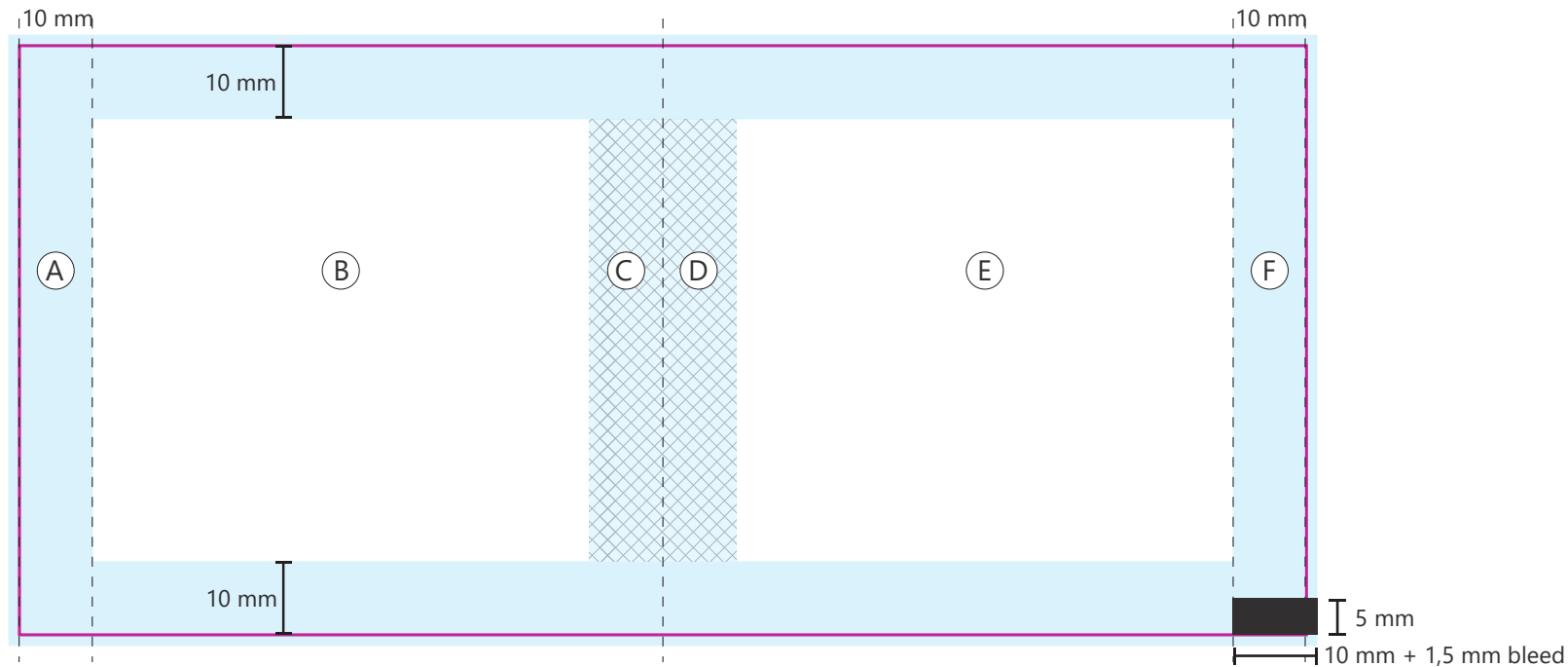
The inner side of strip A is sealed to the outer side of strip E. The film must therefore have a special layer that can be sealed on both sides.

With the exception of the reading block, do not place any printing on the overlapping part of the film (E). Strip E cannot be varnished either.

It is preferable not to place bar codes or other important text and image elements in the seal edge.

The position of the reading block depends on the filling machine. The block should also always be in an empty strip and have enough contrast with the background. For a white or light background, you need a black or dark block. For a black or dark background, you need a white or light block.

8. Guidelines for a sachet



- A = Visible sealing edge of the front
- B = Front
- C = Optional sealing edge
- D = Optional sealing edge
- E = Rear
- F = Visible sealing edge of the rear with reading block

seal edge

Format indication

The inner side of strip A will be sealed with the inner side of strip F. After folding, strip C can optionally be sealed on the inside against strip D.

Strip F can only contain the reading block and a plain background colour. No photo, text or other image elements.

It is preferable not to place barcodes or other important text and image elements in the seal edge.

The position of the reading block depends on the filling machine. The block should also always be in an empty strip and have enough contrast with the background. For a white or light background, you need a black or dark block. For a black or dark background, you need a white or light block.

9. Gap in a continuous print

We almost always print with printing plates that are mounted to a cylinder. This printing process leads to a gap in a continuous print. As this gap is in the seal edge, you will not see much of it. There are also a number of solutions that make the gap entirely invisible. Which of the following options offers the best solution depends on the print image:

- If the printing is interrupted in the middle of the print image, we can shift the gap to this position.
- It is also possible to print an additional (same) colour over the gap.
- Finally, it is also possible to use a full-face or engraved sleeve so that there is no gap at all.

Each file must be assessed individually to find the best solution. The experienced staff at iPB Printing will be happy to help you with this.

