

## **Please supply the following information on your Purchase Order:**

1.  How many colors are to be printed.
2.  Specify whitefloods and clearcoats.
3.  How art files are to be submitted: Zip disc, CD-Rom, floppy, ftp site or email.

*Include name of artfiles to be used.*

*FTP site address & date posted.*

*Email date & time sent.*

For best results and quickest turn around, we prefer to generate film from customer supplied digital art files. Using our templates and following our specifications when designing art will also speed up the production of your print job.

Charges for graphics services may occur depending on the amount of corrections and alterations required to conform to our specifications.

Contact your CSR or our prepress department for questions.

## **The following specs should be used for supplied film as well.**

### **COMPUTERS & SOFTWARE**

Prepress computers are Macintosh OS X platform.

Programs include:

Quark 6.1

Illustrator CS

Photoshop CS

InDesign CS

Freehand 10

We do not have a PDF workflow so please do not send just a pdf.

Please supply native files with all links and embedded files. *If embedded files are not supplied we will email you to have them sent. If they are not available we will have to export them and will not be responsible for color shift. (Example from RGB to CMYK)*

Please supply and sure fonts are MAC postscript, send printer and screen fonts as well. *If these are not available it is recommended that fonts be saved as outline in Illustrator. Simply select your text and then choose "Create Outline" from under the "Type" menu.*

PDFs sent to you are not for exact color representation, use for placement and idea of color.

### **TEXT & LINE WIDTHS**

Minimum line width is .50 pt for positive print and 1 pt for reverse print or knockout.

Minimum letter size for positive print is 5 pt.

Minimum letter size for reverse print is 6 pt.

Trademark and register marks are always smaller and may not print well, keep this in mind.

Avoid reversing text out of halftone whenever possible or creating small text with halftone for it may appear broken or unreadable due to limitations of the dot size.

Text created in photoshop will appear fuzzy if not saved as vector text which mean font will need to be included with job. If you do this please supply us with the PSD file not just the EPS saved. We will need to open the file and you cannot reopen a vector saved EPS image.

## **IMAGES, TONAL RANGES, LINESCREEN & SCREEN ANGLES**

**Jobs can be up to 6 colors. If a 7th color is needed a extra charge and pass through the press is required.**

File types accepted: TIFF, EPS, PSD and JPG.

All scanned images or Photoshop images must have a resolution of 300 dpi.

Photoshop files need to CMYK, RGB is not acceptable, if RGB we will convert the image and color may not be as you intended.

Use Pantone Color Matching System for all spot colors. Keep in mind if Pantone colors are converted to CMYK the color may not appear as it would have as a Pantone color. Some Pantone colors do NOT convert well.

Tonal range for silkscreen should fall between 15% and 90%. (Anything under 15% may not print and anything over 90% may become solid).

Supplied film recommended angles:

Yellow--45°

Magenta--105°

Cyan--75°

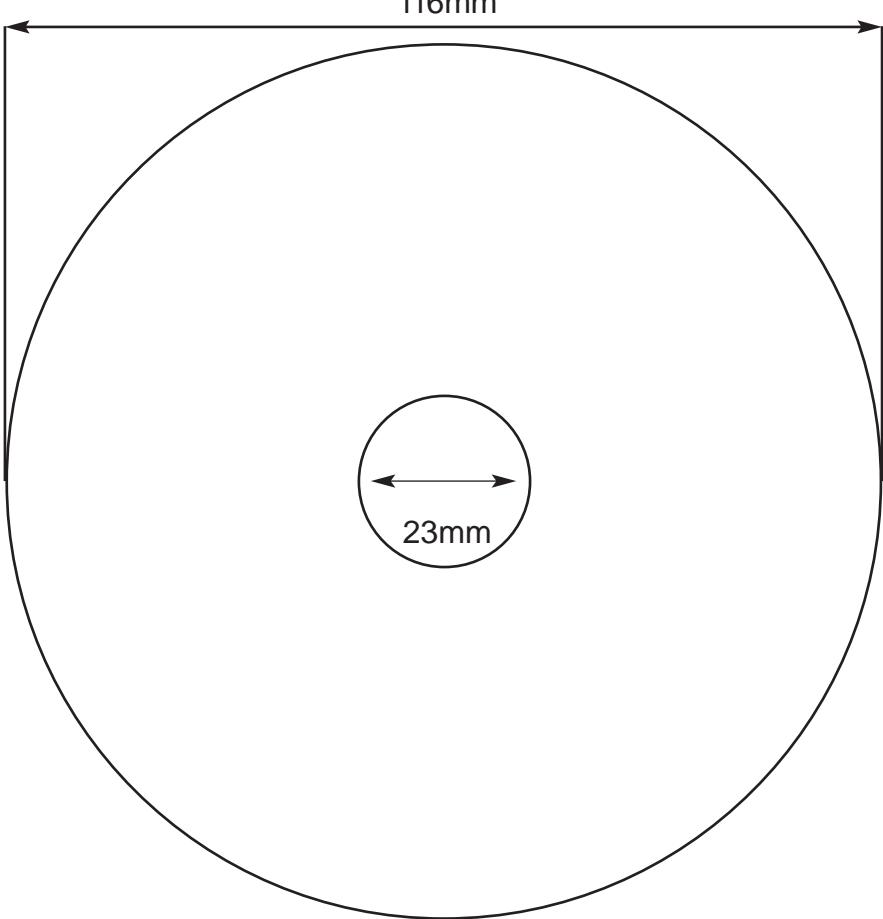
Black--90°

\*\*This is not always exactly what works, it depends on the amounts of each color in your films. That is why we prefer digital files so we can make the best possible decision on screen angles to decrease moire.

Minimum linescreen 85 and Maximum 120. Elliptical dots.

Right reading, emulsion up supplied film.

When creating jobs in Photoshop please put your template or center holes on a separate layer.



**Print to center:  
Without knockout for stacking ring**  
Maximum Outer Edge: 116mm  
Maximum Inner Edge: 23mm