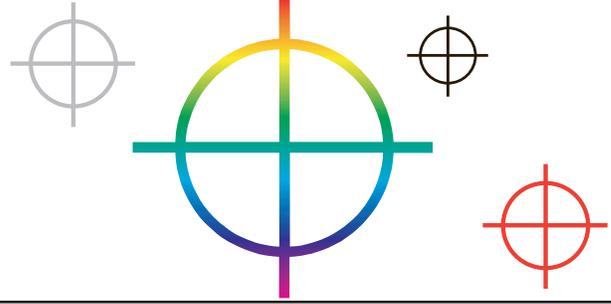




Labelmart

GRAPHIC SPECIFICATIONS



Flexographic Printing | Plating and Press Issues

These preferences are meant only as a guide for designers and art providers to help reduce prepress and press production time and costs.

File Preferences for Flexographic Printing:

- We accept all Macintosh files for the following preferred programs:

Adobe Illustrator CS, 10, 9.0, 8.0, 6.0
Quark Xpress 6.0, 5.0, 4.1, 3.3
Adobe Photoshop CS, 7.0, 6.0, 5.0
Adobe InDesign CS

Files created and submitted in the following Mac programs/formats may incur additional manipulation or conversion charges and/or delays:

Adobe Pagemaker 6.5
Macromedia Freehand 8.0
Adobe Acrobat PDF
Adobe In-Design 2.0

- We can support files created in Corel Draw if they are saved as or imported into Adobe Illustrator for Macintosh.
- We can support files created using programs in Windows/Dos PC platform if they do not contain fonts and are saved as an ai, eps, tiff (when appropriate), or a file in the Mac program equivalent of Illustrator, Quark, or Photoshop.

There can be many problems when converting files from PC to Mac.

Font issues are among the primary problems.

There are many common PC fonts which do not have a Mac font counterpart.

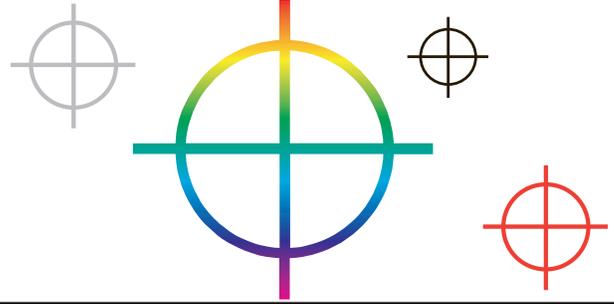
Expect increased costs and delays when submitting any PC files.

- Always include all fonts, imported eps or tiff files, digital die-lines and any other files that will be necessary for file output.
- Please send files on CD or send files (under 10MB) via e-mail attachment to:
artwork@cmsitechnologies.com



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GRAPHIC SPECIFICATIONS



Flexographic Printing | **Plating and Press Issues**

Please follow these guidelines when submitting digital art for processing:

- Fonts should be 4 point size or greater (Serif fonts in a reverse must be 6 pt. or greater.)
 - Text should be created in Illustrator and converted to paths whenever possible with object output resolution set to 800 dpi (dots per inch) or greater. Text set in Quark Xpress is also acceptable. **Fonts must be included.**
 - **Text set in Photoshop should be avoided as it will be defined as pixels and will appear bitmapped or rough when output.
- Placed photographic elements and non-vector art illustrations should be saved as **300 dpi at 100%**. - Photos and illustrations should be sized and rotated in their native programs to avoid distortion.
- Lines or rules which print must be .3 point or greater.
 - Reverse lines must be .5 pt. or greater.
 - Dark color lines which print to form borders between colors should be .75 pt. or greater.
 - Reverse lines which knock out to form borders between colors must be 1.5 pt. or greater.
- Vector elements should have object output resolution (device flatness) at 800 dpi or greater.
 - Objects output under 800 dpi may appear rough and round edges will appear segmented or unprecise.
- Photos, vignettes, and screens should hold a **minimum dot of 2%** in all colors (Except where art or photo allows a zero dot or clean break.)
 - Whites will appear as gray when you add 2% of CMYK. Due to press dot gain, 2% will print as 4% to 8%.
 - Vignettes and pictures that have soft transitions to white (zero dot) or light colors, will appear rough on the printed piece due to "hard line break off"
 - (The photopolymer printing plate used in flexographic printing can only hold a minimum dot of 2%. Dots under 2% are washed off of the plate leaving a "hard" edge.)
- File colors should be defined properly and should be used consistently throughout file art.
 - Do not create multiple color swatches for the same color.
 - Flexographic printing will utilize Pantone spot colors whenever possible.
- Allow exactly **1/8" of total bleed** over die size or **1/16"** on all sides -
 - Dieline must always be centered to art. Always include the dieline in the art and indicate if it does not represent the finished actual die cut.