Introduction

All4Labels UK Hull aims to delight our clients with the quality of our printed product and service. Whilst we will do everything we can to ensure that you receive a quality product, we need your help too.

The quality and consistency of our print critically depends on the quality and consistency of the incoming artwork file that we receive from our clients or appointed agencies.

This document has been written to detail the file-build specifications of incoming artwork files and includes directions on how file content should be managed to ensure colour consistency when required across product ranges.

What will happen if my files do not comply with these specifications?

Ultimately there is a risk that the printed product will disappoint you and this is something that we clearly wish to avoid.

If we discover that there is a technical shortcoming in the way the file is built when evaluated against these specifications, All4Labels UK Hull reserve the right to either:

- Return the file to the sender in order to address the identified issues. This may have an impact on the delivery date of your printed product.
- Address the identified issues in house, which may incur a fee and may have an impact on the delivery date of your printed product.

The File Format

Files should be delivered to All4Labels UK Hull as a High Resolution PDF.

Please make sure there is only one artwork on each PDF document, we cannot process PDF's that have more than one page.

Cutter and Trim Box

The cutter should always be named "Cutter" [Note upper and lower case].
The cutter colour should be set to overprint as a Spot Colour.
There needs to be a Trim box set to the dimensions of the cutter within the application (Illustrator etc).

All text must be at least **2mm** away from edge of cutter.

Bleed

A minimum bleed of **1.5mm** should be built in to the file.

Barcode

The barcode size should be 100% but subject to the technical limitations of the print process 80% magnification factors can be used.
The BWR needs to be **30 microns**. Failure to employ BWR can lead to scan failures.
For more detailed information on barcodes please refer to our **"Barcode Guidelines"** document.

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Text and Fonts

Text that is set within the artwork should be live fonts, "pathing" or "vectoring" the text should be avoided as this will render any future, (client-initiated), text amendments to be disproportionately complex and costly. The fonts used should be embedded within the High Resolution PDF.

Our minimum point size for positive and negative text is **5 point***.

If you are required to prepare material with a smaller font, please consult with our Studio.

*If artwork is supplied with pathed/vectored text which is smaller than our minimum point size, our preflight software will not pick this up which could result in text not being readable when printed.

Colours

All artworks must be supplied in 4 colour process (Cyan, Magenta, Yellow & Black).

If there is a previous label or sample that needs to be matched for colour this must be supplied before approval of artwork so we can make sure we can match on our press.

If there is a specific Pantone colour that needs to be matched, please inform your Customer Service Representative, we will then produce a GMG for Colour approval prior to printing.

If an artwork is supplied with a Pantone in it with no specific instruction to match our software will convert it automatically to four colour process (CMYK) when printed.

When using the "White" in your application (C 0%, M 0%, Y 0%, K 0%), make sure the elements using this colour are set to knockout and not overprint. *If elements in this colour are set to overprint they will not print.*

All printed white should be named "Printed White". [Note upper and lower case].

Colour Targets and Colour Proofing

If you have colour requirements that cannot be accurately described by a Pantone Colour Reference we can match this for you, we will need you to send a swatch, roll-out or sample of your target colour so that development work can proceed. If you would wish to send us full colour proofs, for example from an Epson proofing system, we would ask you to contact our Studio to agree specifications and for us to send you a Colour Profiling Package which would include a MX4 file and Proof Images. There will be a charge for any development work mentioned above, for more information on costs please consult with our Studio.

Embellishment

If you require any embellishment on your artwork the file needs to be clearly marked up where the embellishment will need to be.

The embellishments including gold and silver foils and spot varnishes should be named as follows:
Gold Foil
Silver Foil
Spot Varnish
Spot Varnish 2

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Pictures and Images

Image resolution should be **300 dpi**.
Whilst we can accept images at a lower resolution, they will result in a lower quality print outcome.

Line Thickness

The minimum line thickness is **0.2mm.**

This minimum line thickness also includes any small symbols, for example: ® ™ ©.
If you are required to prepare material below this minimum, please consult with our Studio.

Identification on Artwork

When possible please add a unique code to the artwork, the code can be placed at the bottom/side of artwork close to cutter (minimum 2mm from the edge) in 5 point text, this is so the label is easy to identify when printed.

All multipage labels (piggyback and revealabel) **must** have an identification code on the base and the mount label following the above guidelines, for more detail regarding codes please consult with our Studio.

How do I get my Artwork Files to you?

Artwork can be uploaded by using the following link: **https://www.mailbigfile.com/allforlabelsukhull/** Simply select the recipient in the drop down menu, add the files you want to upload, enter your e-mail address and click **"Send All Files"**.

What happens after I have sent the File?

We will complete a pre-flight of the file and alert you only if issues have been identified with the content where we will agree the course of action to address them.

Our quality management system requires that we submit either Epson proofs or Low Resolution PDFs (depending on the nature of the project) to you for final approval. We would be grateful for your attention to this and please ensure that your approvals are in a written form, (via email for example), or via the return on signed Epson proofs when they have been sent for your approval of colour and content.

Do you need to speak to someone?

We welcome questions and suggestions as to how we can continuously improve.

If you wish to contact us with regard to anything related to Artwork Files, Colour Targets or Colour Proofs please do not hesitate to do so on the below email:

studio.hull@all4labels.com

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CARTONS ONLY

Carton Specific Details:

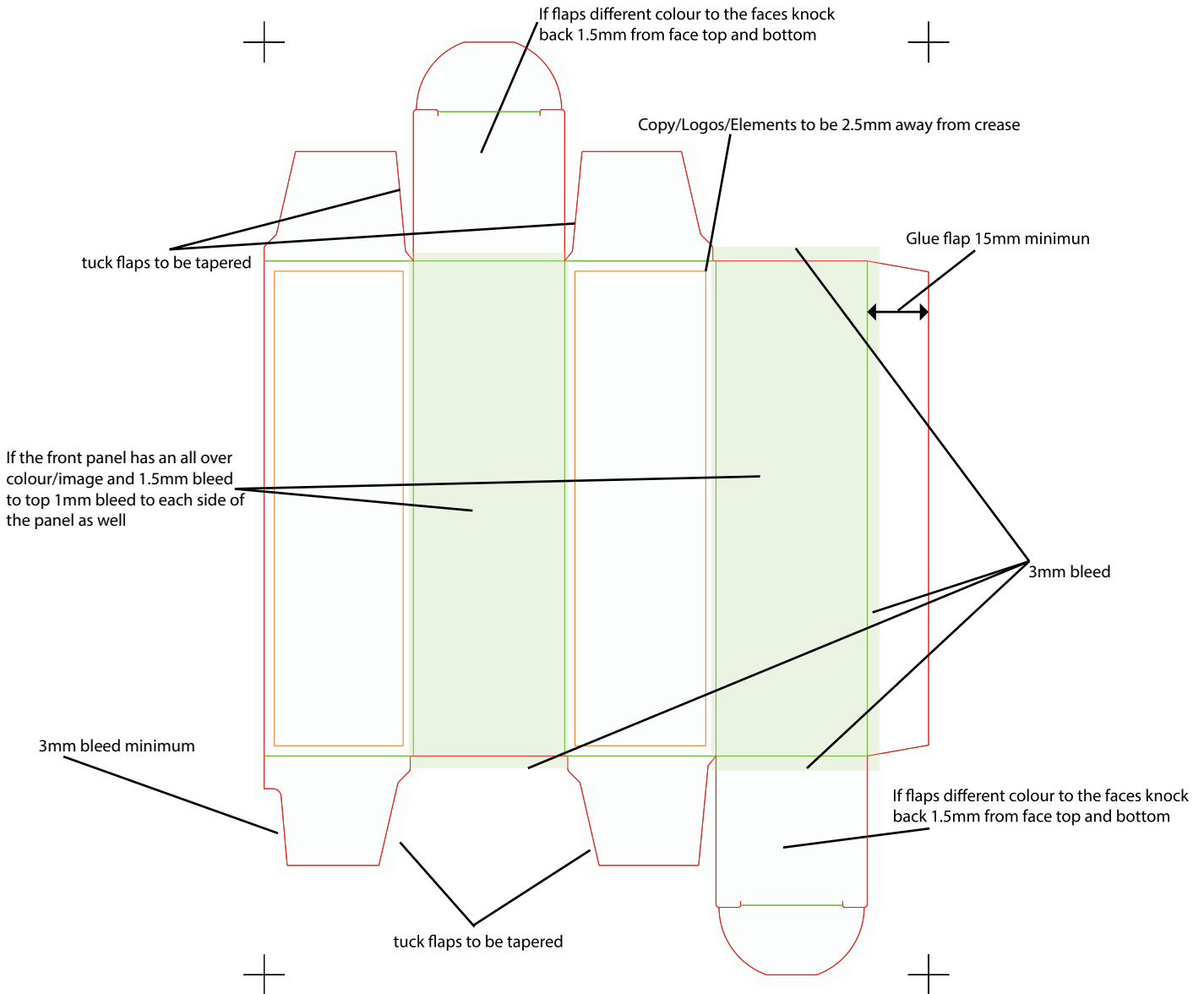There must be a minimum of 3mm bleed all around the carton.

All text/logos/elements to be at least 2.5mm away from creases.

If the top/bottom flaps are going to be a different colour to the faces of the carton please knock back the colour by 1.5mm from face/top/bottom.

If the front panel has an all over colour/image please add 1.5mm bleed to the top and bottom and 1mm bleed to each side of the panel.

All tuck flaps need to be tapered on the cutter.

The glue flap must be a minimum of 15mm wide.

If flaps different colour to the faces knock back 1.5mm from face top and bottom

Copy/Logos/Elements to be 2.5mm away from crease

Glue flap 15mm minimun

tuck flaps to be tapered

If the front panel has an all over colour/image and 1.5mm bleed to top 1mm bleed to each side of the panel as well

3mm bleed

3mm bleed minimum

If flaps different colour to the faces knock back 1.5mm from face top and bottom

tuck flaps to be tapered

PRE-PRESS SPEC SHEET

Printing Process:	Digital
Printing Substrate:	Various; Please speak with your CSR for more information
Maximum number of colours we can print:	5 - (Cyan, Magenta, Yellow, Black & Printed White)
Pantone colours or Special Colours*:	Please speak with your CSR for more information
White needed on artwork?	To be in a spot colour named Printed White
Colour Proofing:	Please speak with your CSR for our MX4 Details
Embellishment:	Gold Foil Silver Foil Spot Varnish Spot Varnish 2

Minimum Printing Dot (File) %:	Not Applicable
Minimum Dot When Printed %:	Not Applicable
Maximum Printing Dot %:	Not Applicable

What file formats we accept:	PDF - 1 artwork per PDF, we cannot accept mutli page PDF's

Cutter:	To be in a spot colour named Cutter and set to Overprint
Trim Box:	To be set to correct dimensions of cutter within application

Pictures & Images:	Pictures & Images: 300dpi & embedded with Hi Res PDF
Grip/Trap size (mm):	Not Applicable
Pullback/Trap on Supporting White:	0.1mm
Bleed (mm):	1.5mm
Clearance of Text, to Cuts & Folds (mm):	Clearance of Text, to Cuts & Folds (mm): 2mm

Text:	To be live text to allow our Preflight to check point size. Text must be 2mm away from cutter edge.
Minimum Positive Font Size (pt):	5 Point
Minimum Negative Font Size (pt):	5 Point
Minimum Positive Keyline Thickness (mm):	0.2mm
Minimum Negative Keyline Thickness (mm):	0.2mm
Minimum Barcode Magnification %:	80%
Barcode BWR (Bar Width Reduction) (Microns):	30 Microns

If an artwork is supplied with a Pantone in it with no specific instruction to match our software will convert it automatically to our closest match using the four colour process (CMYK) when printed.

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ISSUED BY: Julie Fields