



Design and File Preparation for Rotogravure Printing



A great deal of time and effort goes into creating the perfect design for your packaging.

By taking the time to understand the capabilities of our equipment and by clearly communicating your expectations, you can greatly reduce delays and production costs.

We are passionate about finding new packaging solutions for our clients and offer them flexibility by enabling them to feel in control with the end product.

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File Information

Press ready pdf created from illustrator is the preferred format to produce quality printed output.

Please include the Ai (Adobe Illustrator) file(s) with the accompanying images and fonts.

If files cannot be provided in this manner we would like all files saved as a "High Quality PDF" format with fonts embedded or as a vector .eps.

If customer files have artwork that is linked, imbedded or placed, please include those files along with the final file for printing.

Images

TIFF: The most popular Bitmap file format in prepress.

EPS: Flexible file format that can contain both Bitmap and Vector data.

Bitmap EPS files can be quite large.

JPEG: Is mainly used for internet graphics and not recommended for print. EVERY time an image is opened, edited and saved again as a JPEG it loses quality.

Colour space CMYK

Please ensure that any materials supplied for printing do not breach relevant copyright law.

White text on images

Text reversed out of images can cause misregistration on the press. We need to apply a stroke of black or a complementary colour to the white text.

Resolution

Files need to be saved at actual physical size and at 300ppi. This refers to the number of pixels per inch. Less than 300ppi and your artwork might print blurred or fuzzy.



Fonts

Only supply fonts if the license allows the font to be used by both the designer and the print house.

If fonts are not included by choice, all text must be converted to outlines. Outlined fonts cannot be altered, text editing function is lost after fonts are converted into outlines.

Outlining fonts avoids issues such as cross platform, text reflow or altered characters.

It is good practice to keep an editable copy of your document before you convert text to outlines encase changes are required.

Embedded fonts

The correct font is on the designer's computer and will be embedded into the pdf and it is not necessary to supply the font to the printer.

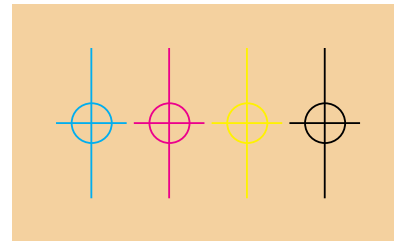
When styling a font, making the text bold or italicised, use the Bold or Italic font file. Using the menu to style fonts makes the change to the screen and when the file is processed text may revert back to the original font.

Type

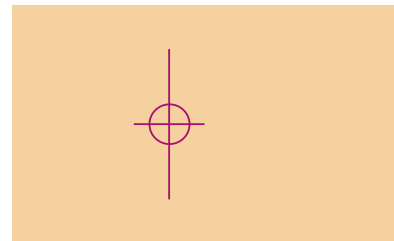
For best results small text should be created from one solid colour. Slight misregistration on the press can affect the legibility of text that is created using more than one colour.

Reversed text

Text that reverses out of a dark coloured background should never reverse out of more than 1 colour.



Due to movement on the press, text reversed out of 4 colour process will have blurred edges.



As a spot colour has only 1 plate there is no risk of misregistration on the press.

Text should always be created in a vector format using Adobe Illustrator. Text created in Adobe Photoshop or any raster based program will have jagged, rastered edges. Vector based graphics and text will have smooth edges.

Colours

A maximum of 8 cylinder heads provides 8 spot colours. Additional colours may be achieved by overlapping combinations of CMYK (Cyan, Magenta, Yellow, and Black). CMYK or 4 colour process is most effective for reproducing photographic or painted artwork. Pantone colours provide a specific colour match. They are universal and consistent from production run to production run. Use a pantone colour for text to maintain optimal legibility.

White

Prints as a colour and therefore will use one of the print cylinders. Artwork is typically designed so that all colours within the design are backed with white. This allows colours to print true to their nature and gives them more depth and definition than if they were printed without a white backing.

Sometimes pouches are produced with areas that have an absence of white. On transparent material without a white backing a viewing window can be created to display the finished product. On foil material without a white backing, colours appear metallic.

Small text and thin lines should be created using one spot or Pantone colour.

Barcode

Barcodes eliminate the possibility of human error.

The occurrence of errors for manually entered data is significantly higher than that of barcodes. A barcode scan is fast and reliable, and takes infinitely less time than entering data by hand.

If a product can't be located then you can't use it, price it, sell it or maintain up to date stock control.

Types of barcode

In retail packaging the most common barcodes are EAN 13 and EAN 8.



FPO
For Position Only

Quiet Zones

The empty space either side of the barcode.

Left side: minimum 3.63 mm

Right side: minimum 2.3 mm

Bottom: minimum 1 mm

Colour

A black barcode on a white background is ideal.

As most bar code scanners utilize infrared light, avoid using inks with large quantities of red or orange pigments.

EAN 13 barcodes appear on retail products sold worldwide.

EAN 8 used on retail products too small to display a full size EAN -13.

The standard font used is OCR-B, Helvetica may be used but a serif font is not recommended.

Truncation

Height measured from the base of the shorter lines to the top of the barcode.

Height: not less than 2/3 height of the standard barcode.

Barcodes should be no smaller than 80% and no larger than 120%; percentage must be in multiples of 5.

Food Allergen Labelling Guidance

EU Food Information for Consumers Regulation No. 1169/2011 March 2015

Review date 1 July 2016

For additional information Food Standards Agency www.food.gov.uk

Alternative formats contact: foodintoleranceenquiries@foodstandards.gsi.gov.uk

Minimum font size

Where labelling surface area is greater than 80cm² the x-height of the font should be a least 1.2mm.

Where labelling surface area is less than 80cm² the x-height of the font should be a least 0.9mm.



14 Most common allergens recognised across Europe should be in Bold font.

- Cereals
- Crustaceans
- Egg
- Fish
- Peanuts
- Soybeans
- Milk
- Nuts
- Celery
- Mustard
- Sesame seeds
- Sulphur dioxide
- Lupin
- Molluscs

Glossary

Dynamic range

The total range of tones in an image, from lightest to darkest.

Kerning

Adjustment of the space between two letters in a piece of text.


Preflighting

Is an important step in checking that a job can be completed without disruption and the final outcome is a success.


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I am here to help with all print enquiries.
Please contact me if you have any queries
concerning your project.