



THE LABEL COMPANY

1511 E. Edinger Ave. • Santa Ana, CA 92705

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ELECTRONIC PRE-PRESS GUIDELINES

for Flexographic Printing

• Software

Macintosh*:

- Adobe Illustrator® CS3 • Macromedia Freehand® MX
- Adobe Photoshop® CS3 • Adobe InDesign® CS3 • QuarkXpress® 6.5

Preferred 2 files: Illustrator Outlined + Live Fonts
2nd Choice: Illustrator Outlined

Windows*:

Same as Macintosh with the following exceptions:

- Corel® files must be exported as an Adobe Illustrator file
- Windows typefaces/fonts are not available on the Mac Operating System. When using files created in Freehand®, Illustrator® or Corel®, please convert all type to outlines, curves, or paths.

• Fonts & Graphics** Required

We prefer to get all text OUTLINED, to avoid font issues.

Also please supply us with a live fonts file so that we can make small changes to your text if necessary.

Include all used screen and printer fonts (Suitcase and Postscript fonts) (Type 1 fonts are preferred over True Type fonts).

Outline all fonts to avoid font issues.

Include all placed files (EPS files and their originals, TIFFs and Photoshop documents. Do not embed/rasterize placed images into document). Scanned images for 4 color process printing must be at a minimum resolution of 300 ppi. Scanned line art and type must be at a minimum of 1200 ppi.

Send only when electronic art is not available.

- Mechanicals with crop-to-size

• Media

We can accept files supplied on the following media:

- CD • DVD

Files can also be sent via email or ftp.

- E-Mail file(s) to the Sales Representative and cc: preflight@thelabelcompany.com

When sending via email or ftp please compress the file(s) using one of the following software utilities (if possible):

- Mac: Stuffit® Deluxe (.sit) • Compact Pro® (Self-Extracting)
- PC: Zipit® (Self Extracting)

- ftp information:

<http://www.thelabelcompany.com>

Click on the "FTP Upload" link

User Name: guest

Password: userid

• Graphic Design Guidelines:

Minimum Standards: For best results, do not go below these recommendations:

Rules: Positive: 0.4 point

Reversed: 0.5 point

Type: Positive: 4 point

Reversed: 5 point

Print to die position: 1/16" in from edge of die

Bleed: 1/16" out from edge of die

Screen: 1% to 100%

We cannot print less than 1% of any color in blends, pastel colors, gradients, & scanned art or photos.

Line Screen: 133 - 175 lpi maximum

- Helpful reminders for art departments on color separation issues:

1. Before sending the file: If the job is going to print with Pantone® or spot colors, make sure that no other colors besides the necessary Pantone® colors are used in the document. We suggest printing color separations of the file on a laser printer to ensure that there aren't any unexpected colors. If we encounter an unusual situation, extra charges for artwork can be incurred.

2. Be sure to convert any scanned color image to CMYK before saving it.

3. Always send used fonts (screen and printer fonts).

4. Always send a pdf and a printout (hard copy) of the artwork layout.

* Files created outside of the software guidelines listed above may require a substantial amount of additional work depending on the complexity of the file.

** While some labels require Photoshop images, there can be some problems if used unnecessarily. Text created in Photoshop will look somewhat jagged (rastered); therefore, text should be created in a vector based program such as Illustrator or Freehand.

Please contact your Sales or Customer Service Representative immediately when files are sent via e-mail or ftp.