

# EARTHPACK GUIDELINES

## Accepted Programs & File Formats:

### Preferred Programs:

- Adobe Illustrator for CS5 or earlier – Saved as .ai, .eps or .pdf. Files must contain original vector art with fonts outlined and high quality images embedded.
- CD for Mac.

### Accepted Programs:

- High resolution PDF – 600dpi or higher.
- In some cases Adobe Photoshop may be accepted, but is not recommended. If proceeding with this program, please save in EPS format. Send all fonts and image source files with a confirmed PDF/hard copy indicating correct output.

### Submitting Artwork:

- Email: Please send your art files to your account executive or to [art@earthpack.com](mailto:art@earthpack.com). A confirmation will be provided upon receipt.
- For large files exceeding 7 mb we recommend using our file sharing website. Here's how:
  1. Go to [Earthpack.WeTransfer.com](http://Earthpack.WeTransfer.com)
  2. Select the files you wish to upload.
  3. Be sure to reference your Earthpack Sales Order # in the message field.
  4. Click on Transfer.
  5. You will receive an e-mail confirmation once your files are received.

## Vector Art vs. Raster Images

The best and highest quality imprints are made from vector art but raster images are accepted per the below guidelines.

**VECTOR ART** is made up of paths which are defined by points, lines and curves and represented by mathematical equations. Vector art can be scaled to any size and retain its proportions, sharpness and detail at no loss in quality.

Note: A scanned image (e.g. .jpg, .gif, .bmp, .tiff, .psd, .pdf) or art created in a photo/paint program is not vector art, it is a raster image.

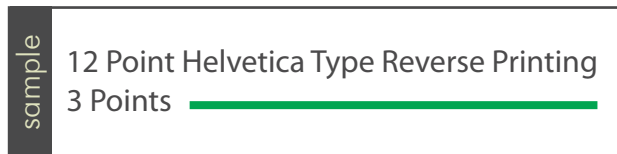
**RASTER IMAGE** is a collection of pixels or dots arranged in a rectangular grid known as a bitmap. Scaling a raster image to a larger size results in a loss of quality as the pixel squares get bigger and create jaggy edges on the image. In addition, placing, linking, embedding, or copying these images into a drawing program does not convert them into vector art and will not meet our art requirements. If raster images are the only available art, they must be at least 600 dpi at actual print size.

## Line Width & Type Size:

- Minimum positive printing line width: Two (2) point
- Minimum positive printing type size: Ten (10) point

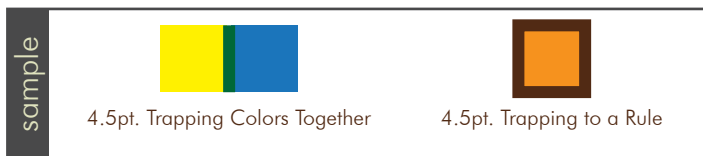


- Minimum reverse printing line width: Three (3) point
- Minimum reverse printing type size: Twelve (12) point



## Trap:

When two or more colors need to appear like they touch, an overprint of 1/16" (or 4.5 points) must be used to prevent gaps in the printing. When trapping colors to a rule the overprinting outline must be at least 4.5 points in width to trap the colors. As a general rule this register tolerance precludes the use of two overprinting colors to create a third color, whether with solids or screens. If attempted this would need a third color such as black to outline the shape.



## Ink Color Matching & Proofing:

We use PMS colors specified, or can custom match submitted materials. When using PMS, specify colors from the uncoated "U" section or coated "C" section as appropriate for the bag type. PMS ink color standards and formulations are per our ink supplier's current PMS swatch book. Please specify the PMSU shade that best matches color(s) previously printed on coated paper, (may be a different PMS #). There are many PMSC colors that cannot be matched on uncoated papers and paper colors/shades other than white. PMS colors can be matched – a \$150.00 charge per color will apply.

We send ink drawdowns for all paper bag PMS matches, as well as for custom matches to colors other than PMS. Drawdowns must be approved and returned before an order can be processed.

## Metallic Inks:

With our commitment to environmentally friendly water based inks and limiting the non-recoverable waste generated in our plant, we have limited metallic options per our supplier's current swatch book. Maximum coverage is 50%, with an up charge. No custom metallic matches are available. Ask your account executive about non-metallic matches to metallic colors, available without an up charge - the more sustainable ink alternative.

## Proofing:

All paper bags are proofed, usually as a hand-folded color bag printed with an inkjet printer on the actual paper type. The hand-folded bag is to be viewed for logo size & positioning only. Colors on the proof are an approximation, the ink drawdowns will show the true ink colors used on press. The proofs do not show actual screens. When there are screens, a conventional dylux blue line will be burned from a negative for

approval of the screens. Alternative proofs may be furnished when tight register and/or complicated trapping of multiple colors are involved. Bag proofs must be approved and returned before an order can be processed.

### **Screens & Halftones:**

The line screen used in our process ranges between 45 and 55. The coarse screen is not apparent from typical viewing distance and ensures cleanest possible dot reproduction. Due to the differences between how wide web flexo and offset litho reproduce screens and halftones, we request the opportunity to review the design elements to provide specific production art direction as early in the planning process as possible. Halftones must have strong contrast, as must steps between manually selected screen values of the same color. Subtle tone variations will not reproduce. Please have your artist contact us before going very far with a design using halftones and screens. We're happy to supply printed bag samples with halftones upon request.

### **Post Print & Hot Stamping:**

Post printing and hot stamping are executed on bags after they are manufactured. There are limitations to these processes, generally including:

- Screens, borders and heavy coverage areas will likely distort when post printed over the folds of a bag.
- Logos must be positioned at least 1" below the handle/patch.
- Specifications to center top to bottom may be adjusted to "center best" when true center will cause image quality problems due to folds, patches, handles, etc.
- Exact registration between two or more colors can not be maintained. Variation from perfect registration may range depending on the product and process.

### **Metallic Inks:**

With our commitment to environmentally friendly water based inks and limiting the non-recoverable waste generated in our plant, we offer only three metallic inks: Gold 872, Silver 877 and Copper 876. Maximum coverage is 50%, with an up charge. No custom metallic matches are available. Ask your account executive about non-metallic matches to metallic colors, available without an up charge - the more sustainable ink alternative.

### **In Line Flexo:**

- Precious metals kraft, gloss, laminated bags and boxes cannot be post printed – hot stamping only.
- Colors must be separated by at least 1/2" to allow for color movement.
- Please note that some color overlapping may occur.
- More than 1 spot color imprinting is not available on some products.
- For best results, halftones should range from 20% to 40%. Our standard halftone printing is 35LPI, at a 45-degree angle. Artwork containing halftones must be pre-approved.

### **Foil Hot Stamping:**

- A movement of about 1/32" to 1/16" per color will occur.
- Designs with tighter registration must be pre-approved.
- More than 1 spot color imprinting is not available on some products.
- Logos containing fine detail and small reverses will fill in when hot stamped. Enlarge these areas or consider post printing for a better result.
- Halftones are not recommended for hot stamping

**Important Notes:**

Artwork with a border, large coverage and/or fine print is not recommended, as it may not produce a good quality imprint. Positive images are preferred. Boxed artwork exceeding 5" x 5" will need approval.

Our imprinting processes operate in a post-production environment, in which imprinting takes place on a product which is already constructed. In some cases folds and creases produced in manufacturing the bags result in some restrictions that may impact certain artwork's printability and available imprint area. Also, artwork position on post-printed products may vary slightly from product to product due to manual feeding.

We strive to produce the highest quality in our printing and hot stamping. Changes will be suggested when necessary to achieve a quality job within the capabilities of our processes and the materials available.