

EARTHPACK

GUIDELINES

PAPER BAGS - MILL RUN

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. 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
 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.

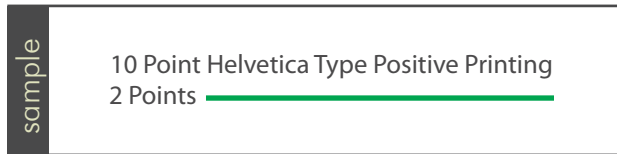
VECTOR ART is made up of paths which are defined by points, lines and curves and represented by mathematical equations. Vector art can be scaled to any size and retain its proportions, sharpness and detail at no loss in quality.

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.

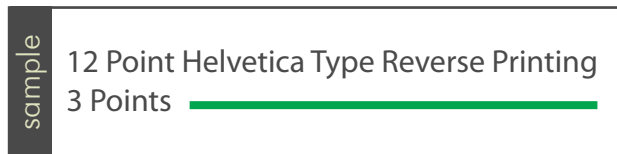
RASTER IMAGE is a collection of pixels or dots arranged in a rectangular grid known as a bitmap. Scaling a raster image to a larger size results in a loss of quality as the pixel squares get bigger and create jaggy edges on the image. In addition, placing, linking, embedding, or copying these images 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



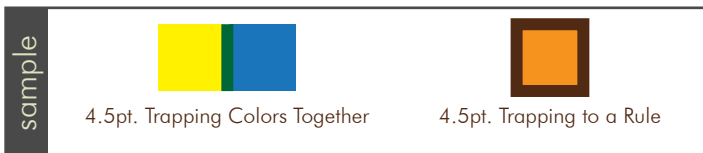
- Minimum reverse printing line width: Three (3) point
- Minimum reverse printing type size: Twelve (12) point



These guidelines are subject to review with serif type faces, and with designs including areas of broad solid coverage along with small type in the same color. In these situations type/line may need to be larger and/or bolder.

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 PMS matches on the actual paper, 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 our full coverage 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.

Gusset Artwork:

Due to movement in printing and bag conversion (folding), all artwork should be kept 1/4" from the edge of the bag. The front of the bag should bleed 1/4" into the gusset.

Web Movement:

Copy/print may shift in the converting process up to 3/16". Stopping art directly on edges is not recommended – reference Gusset Artwork section above.

Bleed:

Provide a 1/2" of artwork beyond the printed area of mechanical artwork.