eARTHPACK
GUIDELINES
POST PRINT & HOT STAMPING

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.

Post printing and hot stamping are executed on bags after they are manufactured. There are limitations to these processes, generally including:
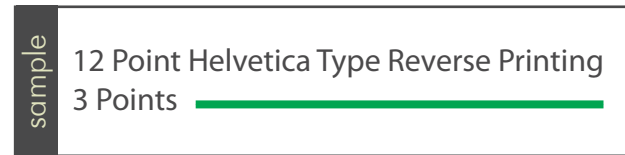
• Screens, borders and heavy coverage areas will likely distort when post printed over the folds of a bag.
• Logos must be positioned at least 1" below the handle/patch.
• Specifications to center top to bottom may be adjusted to "center best" when true center will cause image quality problems due to 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.

Line Width & Type Size:
• Minimum positive printing line width: Two (2) point
• Minimum positive printing type size: Ten (10) point

sample

10 Point Helvetica Type Positive Printing
2 Points ————————————

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

sample

12 Point Helvetica Type Reverse Printing
3 Points ————————————

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.

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.
• Halftones are not recommended for hot stamp or silkscreen.

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

Proofing:
A confirmed PDF proof will be provided via e-mail for signature approval. This proof must be signed and returned before an order can be processed.

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.