Artwork Requirements

Artwork

- For a quality print, we require no less than 300dpi.
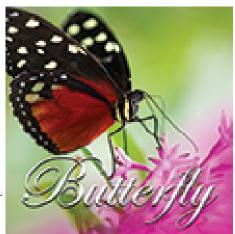

✔ Artwork supplied at 300dpi.
This is high resolution artwork & produces a crisp printed result.

✘ This is low resolution artwork & produces a fuzzy, pixelated printed result.
This resolution is typical for website artwork and not suitable for printing.

We take no responsibility for lesser quality due to low resolution files supplied.

- Artwork should be CMYK as RGB files will print discoloured.
- We require 2mm bleed all around. This means that anything touching the trim edge of your artwork requires bleed over the edge of your artwork by 2mm. We also recommend you keep a clean area of 2mm inside from the trim edge to be sure that nothing important will be lost during the print process.
- Label artwork with bleed

✘ Image outside of inner bleed (safe zone) May print outside label edge.

✔ Graphic inside safe zone, no risk of printing outside of label.

✔ Inner bleed 2mm inside label edge. Text & graphics that cannot be cut off must be within this line.

Outer bleed 2mm outside label edge, graphic and background to print past label edge.

Edge of label

Part of graphic intentionally bleeds over label edge & will be cut off. ✔

Text outside of inner bleed (safe zone) May print outside label edge. ✘

- Artwork that requires bleed needs to be checked that the label allows for bleed. Refer to die drawings for red & green label edges.
- All fonts must be outlined, and additional files embedded to retain the look of your artwork.
- Only supply artwork one up. (Do not layup your files.)
- The formats you can supply your artwork in are: PDF, EPS, TIF, JPEG, Illustrator, Photoshop, InDesign. (Anything else may include an additional charge, please contact us about this.)
- If your job requires a specific colour, please quote PMS colour. (We do our best to colour match however, there are limitations depending on the print method.)
- Supply your file in it's original/native format. (The program it was created in.)
- If your artwork is black, please use 100% black, and not four colour blacks.
- Please be aware compression settings may affect your print quality
- Flatten all transparency effects. If you don't, although appearing fine on screen, there will be problems during the printing process.

Proofs

- As a policy, we do not print without a signed off proof.
- On request a printed proof can be supplied. (Unavailable in some print methods)