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*In order to ensure timelines are met, please follow the Farnell Artwork Preparation Guide for every job. Delivery of finished product is 4-6 weeks from the date the art files are received and accepted by the Farnell Pre-Production Department. If you have questions related to artwork preparation, production information or lead times please contact your Farnell Customer Service Representative (CSR).*

## FILE TRANSFERS

There are many options available to deliver files, such as the use of email, FTP, DVD, CD, USB Flash Drive, or Internet file transfer services (such as Dropbox, LeapFILE, WeTransfer).

Digital methods are preferred. When sending your files via email keep attachment size under 10MB.

If you wish to use our secure FTP to transfer your files, contact your Farnell CSR for FTP login information.

## SUPPORTED SOFTWARE

Adobe Illustrator and Adobe Photoshop are the preferred software (up to and including version CC).

Our prepress work-flow uses Adobe Illustrator and Adobe Photoshop. Other graphics software such as Corel Draw, Adobe InDesign, Adobe/Macromedia Freehand, etc. may be usable with some manipulation, but this usually involves converting or rebuilding your artwork in Illustrator. This practice can create unforeseen delays and additional artwork costs.

## SUPPLIED FILES

Ensure the folder containing your digital artwork includes:

- Adobe Illustrator document (.ai)
- All supporting files used within the design (refer to *Images* and *Fonts* sections for more information).
- A final PDF (.pdf) document output from the final approved .ai file (this is used for prepress quality control purposes).
- A text document outlining any other special instructions and/or considerations (if applicable).

Please advise upon delivery of your digital artwork if an existing colour proof or sample packaging is to be used as a colour target, otherwise, colour will be based solely upon the digital artwork received. If applicable, please send colour target(s) or sample(s) to your Farnell CSR at the address above.

## IMAGES

Photoshop documents (layered/un-flattened) are the preferred file type for raster-based images. Images must be “linked” not “embedded” within your Illustrator file. Ensure copies of all original image files are provided (.psd, .tiff, .eps, etc.).

Full colour images should be CMYK, not RGB. Using RGB images in your design may produce unexpected results after the images are converted to CMYK for process printing.

High resolution images are to be a minimum of 300 pixels/inch.

## FONTS

Please provide all font files that will be required for output, or ensure all type is converted to outlines before sending your files. OTF (Open Type Format) font files are preferred.

Please be advised that converting your text to outlines can make text changes and/or design adjustments very difficult and could result in additional costs.

**Note:** Farnell Packaging is not responsible for any additional costs that may be incurred due to last minute changes. If changes are required, a new file may be requested or a review of the original artwork/plate quotation may be required.

## DIELINES

A dieline is a blank template at 100% scale illustrating all critical manufacturing information (including, but not limited to, all dimensions, safe print areas, non-print areas, folds, cuts, serrations, etc.).

To avoid delays and/or potentially costly errors, artwork is to be supplied within the limitations of a dieline that ensures compliance for both the end user and Farnell Packaging.

If you are not familiar with dielines and/or our manufacturing process, we will be happy to assist you. Please contact your Farnell CSR to have a custom dieline created to your exact specifications.

## COLOURS

Eight colour stations are available for printing which include white ink and/or special varnish/lacquer (if applicable).

Process (CMYK) and Opaltone® (CMYK + RGB — offering expanded gamut) options are available.

Due to the glossy finish of polyethylene and most other extruded films please refer to the Pantone® Solid Coated guide book when designing or targeting with spot colours.

## WHITE SEPARATION

When printing on a clear substrate, artwork should (usually) be backed by white ink to ensure the print/design does not appear translucent and/or detract from the desired final appearance. If white ink is required, please ensure a separate layer is created for the white plate within your Illustrator art file.

A minimum hold-back of 0.010” (0.25 mm) is required from all knockout areas and edges.

## OVERPRINT VARNISH AND LACQUER

Some products may require an overprint varnish or lacquer to protect the packaging and/or the product within. If either are required, please ensure a separate layer is created for the varnish/lacquer within your Illustrator art file.

Varnish/lacquer should exceed all print and image areas by approximately 0.125” (3 mm).

## DROP SHADOWS AND GRADIENTS

Drop shadows must be created with the fewest number of colours possible.

Best = 1 colour

Acceptable = 2 colours

Not Recommended = 3 colours

Gradients must not fade to 0% due to the printing limitations of flexography. Fading to 0% will produce an undesirable “hard line” effect when printed. Minimum is a 1% tint, however, 3% is the preferable/recommended minimum.

## TYPE SIZE AND LINE WEIGHTS

Although we may have the ability to exceed these limitations slightly when necessary, Farnell Packaging is not responsible for the print quality of graphics that do not meet our minimum specifications. See below:

Minimum text size, *positive print, sans-serif*: 6.0 pt

Minimum text size, *reverse print, sans-serif*: 8.0 pt

Minimum text size, *positive print, serif*: 8.0 pt

Minimum text size, *reverse print, serif*: 10.0 pt

Minimum line weight, *positive print*: 0.5 pt

Minimum line weight, *reverse print*: 1.0 pt

## UPC CODES

UPC codes are required to be a minimum of 100% size, non-truncated and placed with bars running in press direction. UPC's should print in darkest colour (black preferred).

The Line Width Reduction (LWR) is 2.5 (0.0025).

Any UPC that does not meet these minimum requirements will either need to be altered (at the customer's expense), or if the UPC is to remain as a “non-complying” UPC, a deviation form must be signed by the customer prior to beginning of any prepress work.

## PRODUCTION MARKS

To ensure the highest degree of quality and repeatability, Farnell Packaging requires each printed item to include a series of printer marks and run targets. These marks are added during the prepress stage and are shown on prepress proofs to ensure the customer is agreeable with their location on the final product.

Marks such as eyemarks, microdots, registration marks, screen scales, etc. may need to be added to accommodate either the end user or the printer's requirements. These marks can often be integrated into the packaging so as to not have a negative impact on the final product (such as placing in a lip, under a fold, etc.).

If the design does not allow for the placement of the required printer marks, extra material (trim) may be required in order to have an area to print these marks.

**Note:** If trim is required, there may be an additional cost for the extra material. The trim can be removed during the manufacturing process and will not appear on the final product.

## THE APPROVAL PROCESS

The Farnell Pre-Production Team will review the artwork files within 48 business hours of their arrival to ensure all necessary requirements have been met and that the art is fully usable. If required, a new/revised art file may be requested. If the art file poses no issues, and costing has been approved by the customer to proceed, prepress work will commence.

Your artwork will be processed to prepare it for the flexographic printing process. A digital prepress proof (.pdf) will be created and sent via email for your review/approval. If required, a full size paper proof can be provided for your review. Digital proofs and/or paper proofs are for finalizing your design and layout and must be approved prior to continuing to the colour approval and/or production stages.

For designs printed with spot colours, Pantone® colours should be specified in your artwork, and we will ensure the colours are matched to the Pantone® standard. If the design is process print (CMYK or Opaltone®) a colour-target proof will be generated and sent to you for final colour approval.

After all prepress proofs have been approved the job will be considered approved for production. Printing plates will be produced and the job scheduled for printing and/or converting.