

Step Three: Artwork Guidelines:

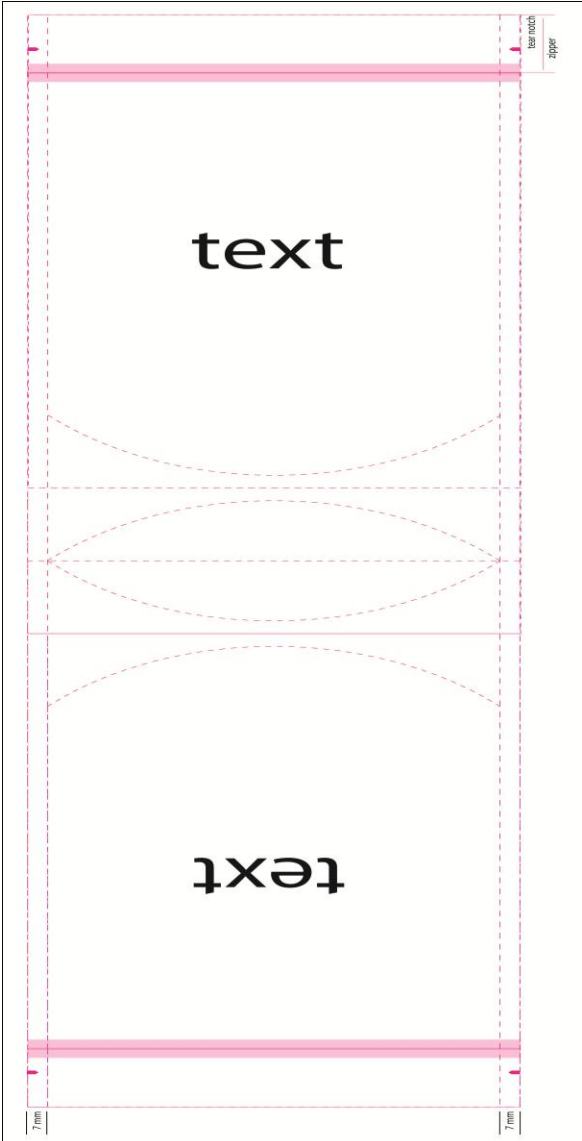


We print edge to edge, so if you have a 6 x 9.5 x 3.25 Stand Up Pouch...your workable space (or real estate) is 6 x 9.5 on the front or face of the pouch and 6 x 9.5 on the back.

The Bottom Gusset can be printed (but registered print (like a bar code) or picture depends on each project...ask your packaging professional)...we recommend keeping the bottom gusset a solid color, or clear.

Finally...make sure you have a 2mm border on the left and right margins of your pouch (front and back) of a consistent color. We run these on high speed lines and the pouch film will want to drift ever so slightly...trying to match up a print

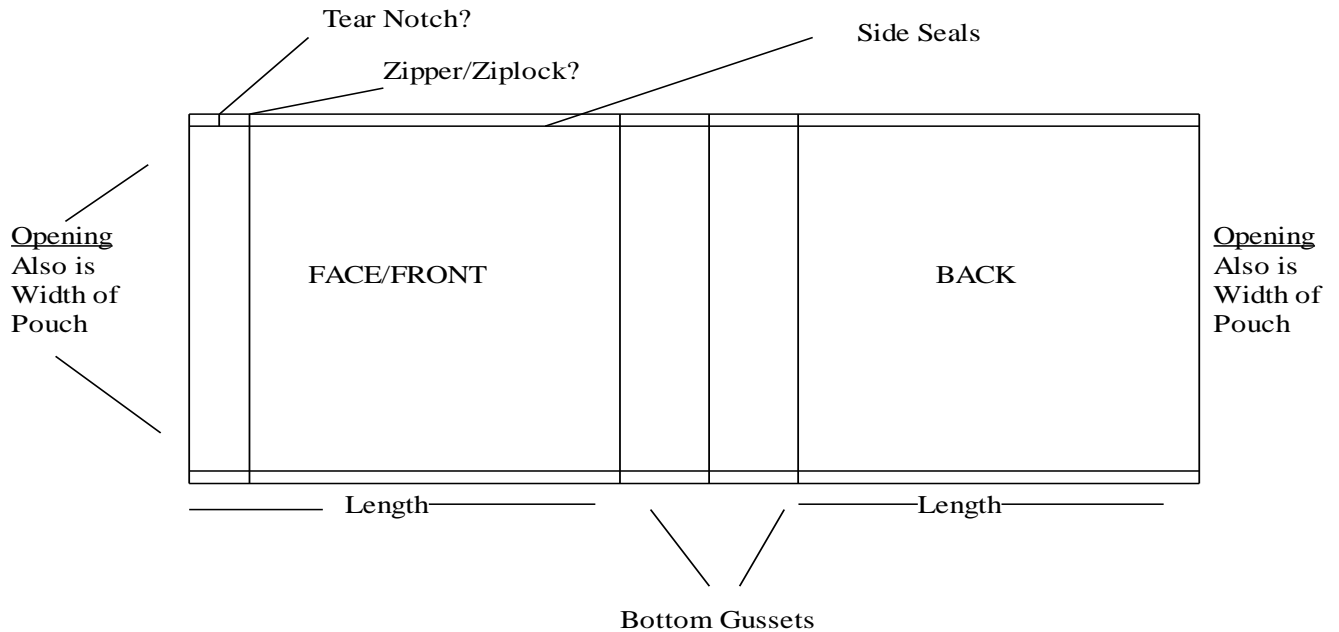
"to the very edge" is impossible for anyone. Having the 2mm (which is very small) will give us just enough room to make sure your printing looks awesome every time (just a little trick we learned over our 25 years). Below on the left is a template for a Stand Up Pouch with a ROUND bottom gusset and the one on the right is with a K STYLE bottom gusset. Round is generally used for smaller sizes, lighter products...K style for larger sizes and heavier products. We make both...and can sample both to help you determine what works best for your product.



**ROUND BOTTOM GUSSET STYLE**

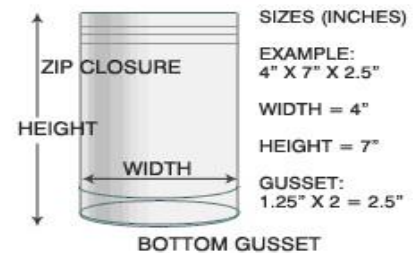


**K Style BOTTOM GUSSET STYLE**



1. First Dimension: Opening or Width
2. Second Dimension: Length or Height
3. Third: Bottom Gusset...Note, the gusset is made up of one half on the bottom of the face and one half on the bottom of the back. Added together is the Total Bottom Gusset. Simply Put...the Total OPEN AREA of the bottom is the total Bottom Gusset

NOTE: Dimensions are **Outside Dimensions** 4 x 7 x 2.5 and include side seals, zippers, etc.



Info:

The following specification has been designed to assist with rotogravure printing prepress and to minimize time loss/additional costing.

1. Printing process: - rotogravure. Maximum 8 colours, including over lacquers, coatings etc.
2. Print tolerances. – 0.1mm to 0.2mm spreads and tucks.  
i.e. to counteract shift due to print process or materials.  
Avoid using two or more colors to form too thin or small text, dots, lines, dashes, etc
3. Leave clear track for registration mark.
4. Barcode: reduce to 85% as a minimum scale.

5. One Rule Of Thumb: Provide 2mm on the left and right borders of a consistent color...this could be a color from your artwork, clear, white, whatever. We run these on extremely high speed lines and the printing will want to “shift” ever so slightly. Having this consistent 2mm border allows us the ability to make sure the printing looks sharp every time.

6. True color indicators/color standards, must be supplied (PMS number or color sample).

7. Artwork to be supplied as: (1)Adobe Illustrator : `_.ai/_.eps` + (2)Adobe Photoshop : `_.psd`

(1) Adobe Illustrator: `_.ai/_.eps` (or FREEHAND, CorelDraw, etc.)

a) Create sophisticated vector graphics and text in Illustrator.

b) Place the Photoshop images (`.psd`, `.eps`, `.tif`, `.bmp`, etc) in Illustrator (links).

c) Create outlines for all text objects in Illustrator.

(2) Adobe Photoshop : `_.psd`

a) Create and enhance images in Photoshop.

b) Create layers in any image and manage them in Photoshop.

c) Place the Photoshop images (`.psd`, `.eps`, `.tif`, `.bmp`, etc) in Illustrator (links).

d) Please attach all the `_.psd` files with all layers created in Photoshop.

Do Not Flatten Images (Keep All Original Layers) & Save as a `_.psd` file.

(Even if you have placed the images in Illustrator and save as a `_.ai` file)

e) The `_.psd` files with all layers are very important to rotogravure printing prepress.

f) The resolution of photographic image files must be no less than 350dpi.

g) Create the images with CMYK channels (RGB channels are not good for separation.)

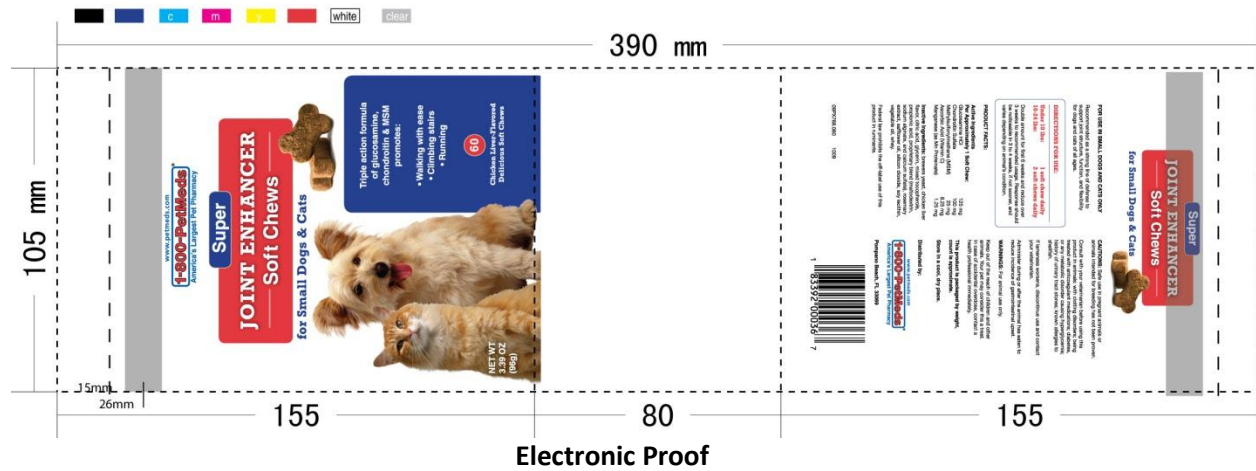
h) Create the SPOT COLOR channels with PMS No. if you would like to use PMS colors.

8. Identify & show coverage of each color, specially the “PMS colors”, “white color” & “transparent”.

9. We can provide an FTP site to upload your artwork. NOTE: If you like, you can send a CD of your artwork for comparison. Using the FTP site is much quicker.

NOTE: We will provide an Electronic Proof back of your artwork...showing the dimensions, gussets, ziplocks, tear notches, and any other feature you requested. This Electronic Proof will also call out the particular PMS colors you requested...and/or list CMYK colors as well.

NOTE: If you want a Hard Proof...where we take your artwork and print a full scale version and send that to you for approval...we can do this (with a twist). This will be printed on film (not paper) which will give you a much better representation of your colors on film (since you are ultimately buying a pouch made from film, not paper). It does take some time...1 week or so and Air shipping...and it does add time to your project as we will now take your project out of our production schedule pending your approval. This is up to you.



Film Proof (we can send to you)