

Pre-Production Specification Digital Artwork Files.

Please ensure the specifications below are followed for all Digital Artwork files supplied to Alexir Packaging Ltd. (APL). If the following specifications are not followed then Alexir's customer will be informed of the problem and of any possible solution Alexir can offer. Failure to follow the specification may result in additional charges and possible production delays.

Artworks can be supplied to APL via the following methods:

A) Via our website – www.alexir.co.uk

Scroll down to the bottom of the home page and click on Client login

Username: Upload Password: AlexIr

Then please following the instruction on screen

If digital information is transferred via this method an approved proof / printout must be supplied via post / courier the same or following day.

A) On disc. When supplied on disc an approved proof / printout of the disc content must be provided.

Profiles.

All artworks must be produced to the correct Alexir supplied profile. This can be supplied to you in a number of formats but as a default an Illustrator file will be supplied (read on further for specific details on profile and artwork formats).

The APL profile must not be altered in any way (including apertures and cut outs) with out first obtaining approval from APL as this could incur additional die and make ready costs.

File Names.

The widespread use of Windows based servers and workflows restrict the freedom that OSX allows in the naming of files. To facilitate transfer from disc or client login to our server all files must have a recognized file extension and be not more than 31 characters long. Additionally the following characters should be avoided: \/:*?"<>| plus avoiding unnecessary spaces will also help.

Alexir Partnership

Tel: +44 (0) 1732 866681

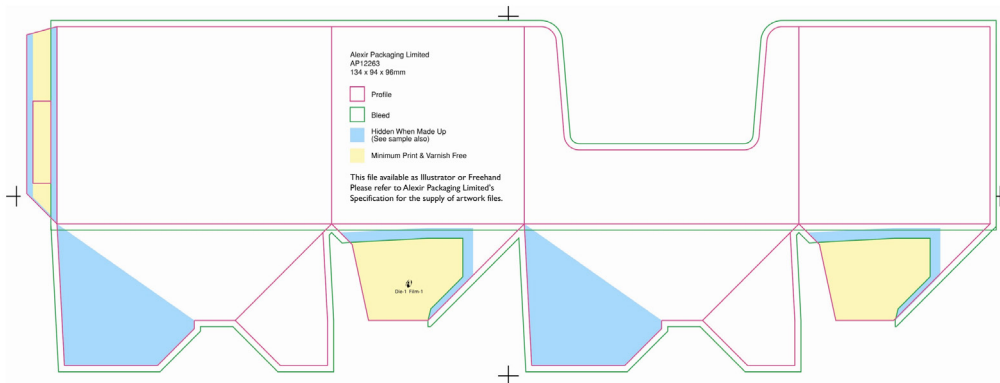
Email: enquiries@alexir.co.uk

Enterprise Way, Edenbridge
Kent, TN8 6HF

www.alexir.co.uk

Profiles & Artwork formats.

The format of the supplied Illustrator APL profile is as the picture below. If the profile you are working to does NOT follow this format please contact APL for the supply of the correct profile before you proceed with preparing the artwork.



Please note this profile already includes layers for background, foreground, cutter guide etc, and also shows bleed areas, print free areas and hidden areas (when carton is made up).

Common best before end box text areas etc, can also be added in if the information has been supplied to us.

Please supply your artwork to us using the layers already prepared

Illustrator (up to CS6) – Our standard profile & artwork format.

Quark XPress (up to 8) and InDesign CS6 – As these programs are not ideally suited to carton design we prefer them not to be used. However if they are to be used it must be by prior agreement with APL and we will then supply to you the relevant profile placed in a document as we require it used.

ArtPro – Artpro files can not be accepted by APL.

Films – No longer accepted by APL.

The supplied profile will be centred on a page with 10mm all round and register marks at the centres of all sides will be included. Background colours and pictures etc should bleed beyond the trim by 3mm. Conversely important 'live' matter should not come within 3mm of the trim.

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General.

Artwork should be prepared in accordance with good practice and must follow the APL specification.

Designers should avoid where possible printed keylines around, and following the shape of, apertures as this may cause problems with register during the cut and crease process.

The artwork should be a maximum of six colours. If more than six colours are required this must be discussed and agreed with APL prior to creating the artwork. Black (or key colour) element of pictures can be replaced by other dark colours if this helps with the design and keeps the number of colours down to six. If this option is required it must be discussed with APL prior to sending the Digital Files to us.

If special varnishes or patterned matt & gloss varnish are required these must be discussed since their requirements may impact on the amount of printed ink colours that can be used.

Artwork files should be supplied in NATIVE format (NOT as eps or pdf) Illustrator CS6 (or below), or in cases agreed in advance with APL Quark XPress 8 (or below) and InDesign CS6 (or below). Please DO NOT embed images.

Colour Naming.

A consistent colour naming convention should be used ensuring pantone colours are all “c”, “cv” or “cvc”. Also if colours are to be matched to uncoated colours or swatches etc this must be clearly marked on the artwork and accompanying print out.

Text.

Where text remains editable all necessary fonts must be supplied. If fonts are not being supplied then all text must be outlined and all empty text boxes removed. In such cases the font usage dialogue boxes should be zero. With regard to minimum font sizes much will be depend on the style and weight of the font(s) used and the colour of the type or background but as a general guide positive text = 4 point & negative text = 6 point.

Bleed.

Allow 3mm over cut edges (see also earlier note). The use of white masks to hide over extended bleed areas must be avoided.

Barcodes.

100% codes are preferred, anything below 80% is not recommended by APL. Bar Width Reduction = 20 microns (0.02mm).

Minimum recommended line thickness.

If positive lines = 0.10mm & if negative lines (subject to background colour mix) = 0.20mm.

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Images.

In order to achieve acceptable printed results the final 'as printed' resolution should be not less than 300 pixels per inch. Except for Hexachrome, monochrome or duotone working pictures should be supplied as CMYK (with additional spot colour channels as appropriate) with UCR (Under Colour Removal) to give a maximum ink coverage in shadow areas of 350%. GCR (Grey Component Replacement) should be avoided. Hexachrome pictures should be supplied as RGB if APL is undertaking the conversion. All pictures supplied should allow for dot gain on press. Bitmap elements should have a minimum final resolution of 800 pixels per inch. None of these elements should be embedded in the layout program and must be supplied with the artwork. The use of compression should be avoided wherever possible especially JPEG encoding of eps files.

Trapping & Overdraw.

Trapping can be left for APL to apply but it should be made clear whether the artwork is trapped or not and if there are any areas of overprint etc, which are deliberate. Where trapping is being carried out by the designer this should be discussed with APL with regard to print sequence and specific trapping requirements. However, in general allow sufficient overdraw between colours for printing on recycled boards, ideally aim for 0.375 point, 0.132mm, unless advised otherwise, please discuss if any doubts (see also earlier note).

Foil Blocking or Embossing.

Should these be required on the design they must be clearly indicated on separate layers on the artwork as well as being highlighted on the supplied print out.

Contacts for Further Pre-Press Information.

If you require any further information, please do not hesitate to contact either of the following at Alexir Packaging. If you wish to discuss a new artwork in detail, please send a PDF file so that we can view it.

Telephone No - 01732 866681 **Fax No** - 01732 867980

Keith Bubb - Origination Manager - Email: kbubb@alexir.co.uk - Extension 2013

Graeme Parr - Mac Operator - Email: g.parr@alexir.co.uk - Extension 2014

Andy Crack - Print Manager - Email: a crack@alexir.co.uk - Extension 2040

Mark Burgess - Mac Operator - Email: mburgess@alexir.co.uk - Extension 2015

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Imposition and Die Cutting.

Unless specifically requested otherwise jobs will be laid down on the print sheet in the most efficient and cost effective manner. This will inevitably mean rotating, interlocking and overlapping of one item onto another. This overlapping will generally be by 2mm and only on to glue flaps, dust flaps and or tucks.

The alternative method of having gulley, or gutters, between items will have an impact on production and cost. The illustration below shows one carton bleeding over to adjacent cartons on to glue flaps and skillet flaps as indicated.



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