

# **Alexir Packaging Limited**

## **Specification for the Supply of Artwork Files**

**January 2019**



# General

## Print Ready Files

Quotations for jobs, unless otherwise stated, assume receipt of print ready files in Illustrator, ArtPro\*\* or ESKO Deskpack\*\*. Files should, ideally, be trapped\* and ready for print in all respects other than the addition of Alexir's codes.

Images should be supplied to a resolution not less than 300 ppi at the size used and should be linked not embedded. Images must view correctly and should not be RGB.

Artwork should be prepared using the profile supplied by Alexir (see later) and must include the register marks supplied with it. The profile layer will not print so please ensure all work is kept off the non-printing layers.

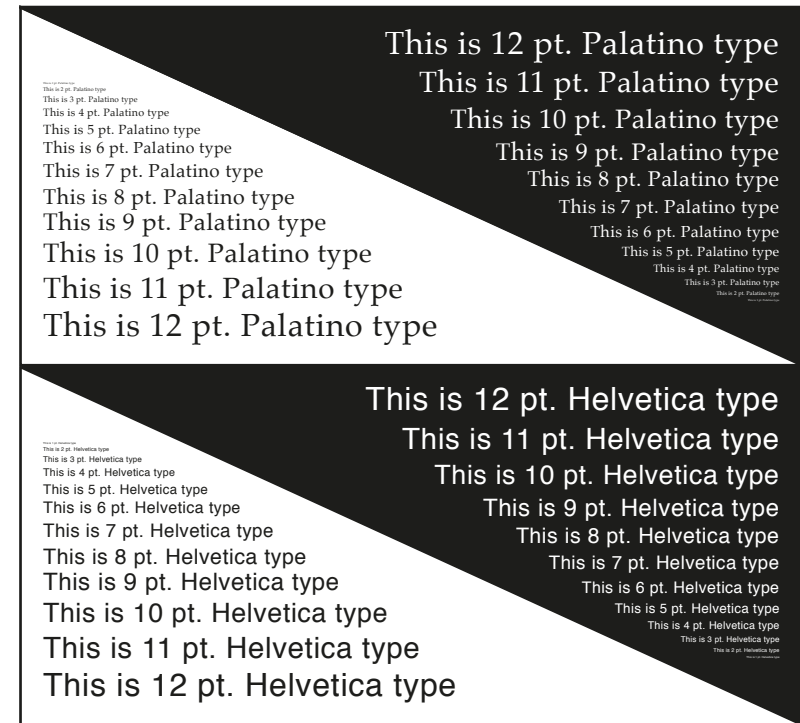
Varnishes should be clearly identified and appear on dedicated layers as should such items as Embossing/Debossing, Foil Blocking, Braille etc.

All text should be outlined and should not fall below the sizes recommended or relevant codes of practice such as FIR. The nature of the substrate and inks being used will have a detrimental effect upon type reversed out of coloured backgrounds.

Text should be a minimum of 4 point as a single colour on a white background rising to 6 point for text in two colours and assuming a sans serif font. See diagram.

Likewise keylines should not be less than 0.25 point if in a single colour on a white background or 0.5 point if in two colours.

Keylines reversed from a single colour background should be not less than 0.5 point and 0.75 point if the background is in two colours.



Trapping should be 0.375 point or 0.133mm unless otherwise agreed.

The general print sequence will be:

Unit 1	Black
Unit 2	Cyan
Unit 3	Magenta
Unit 4	Yellow
Unit 5	Special 1
Unit 6	Special 2

## Print Ready Files Continued

Different sequences will be required for some jobs, if there is any doubt please contact Alexir. This is particularly true where metallics are involved.

In all cases the files should be accompanied by a contract quality proof output to FOGRA 39L ISO v2. Where spot colours are used Alexir will require swatches for colour matching. Where spectral data is supplied Alexir require the acceptable Delta E value(s).

Any specific need to match previous printed items or other items in a range must be advised in advance and suitable copy and or swatches provided for consideration and colour matching well in advance of the print date.

Alexir operate two Komori LSX 640 presses each with 6 printing units and a coater. The presses use low migration UV inks and have inter deck drying capability. The company has achieved ISO and BPIF 12647 Technical Compliance.

Where matt and gloss varnish effects are required one print unit will be used for matt varnish leaving five colours only for the design.

Files should be provided without embedded profiles or curves and any corrective curve required for dot gain will be applied at platemaking stage.

Files should be supplied via our WeTransfer site which will

# Finishing

## 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 opposite shows one carton bleeding over to adjacent cartons on to glue flaps and skillet flaps as indicated.



# Artwork Files



## Non Print Ready Artwork

By prior agreement, and subject to price approval, Alexir can carry out repro tasks to non print ready artwork (as defined earlier).

The artwork should be supplied in Illustrator together with supporting images which should be linked and not embedded. The files should be accompanied by a pdf or printout showing clearly the colour intentions of the design. Trapping will be carried out on the file but where colours are intended to overprint to achieve specific results this must be carried out by the designer. Alexir will only assume overprinting of black and only then if it aids printing.

# Artwork Considerations

## Barcodes

Barcodes must be a minimum 80% magnification and with a 20 micron (0.02mm) bar width reduction.

Verification of barcodes cannot be carried out below 80%, so if artwork is supplied, and to be used, with a lower magnification Alexir must be indemnified against failure, by the end user, to read the code.

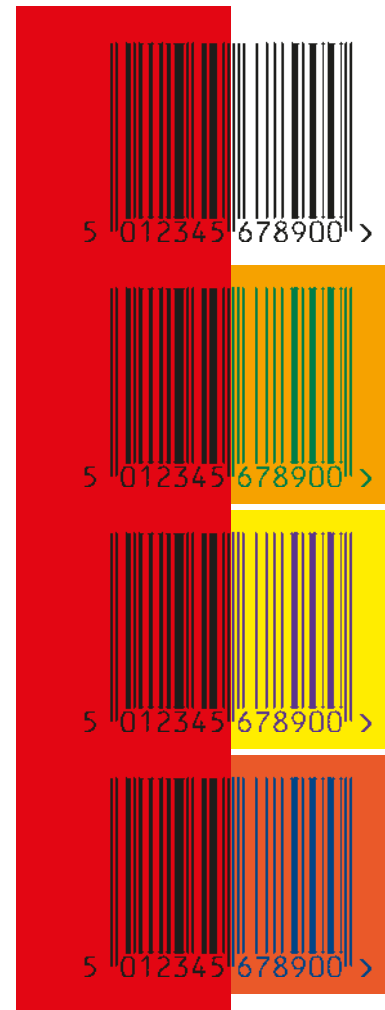
Scanners use red light to read barcodes and therefore only certain colour combinations can be used. In all cases the barcode must print in a single, solid, colour. See diagram.

Further information on barcode types, sizes, placement and uses can be obtained from:

GSI UK  
Staple Court  
11 Staple Buildings  
London WC1V 7QH  
[www.gsl.uk.org](http://www.gsl.uk.org)

Alexir will make very endeavour to verify the suitability of barcodes during preflight checks. However, any costs incurred after preflight as result of barcode failure will be charged to the artwork/repro house.

### 3 Scannable



### 7 Non-scannable



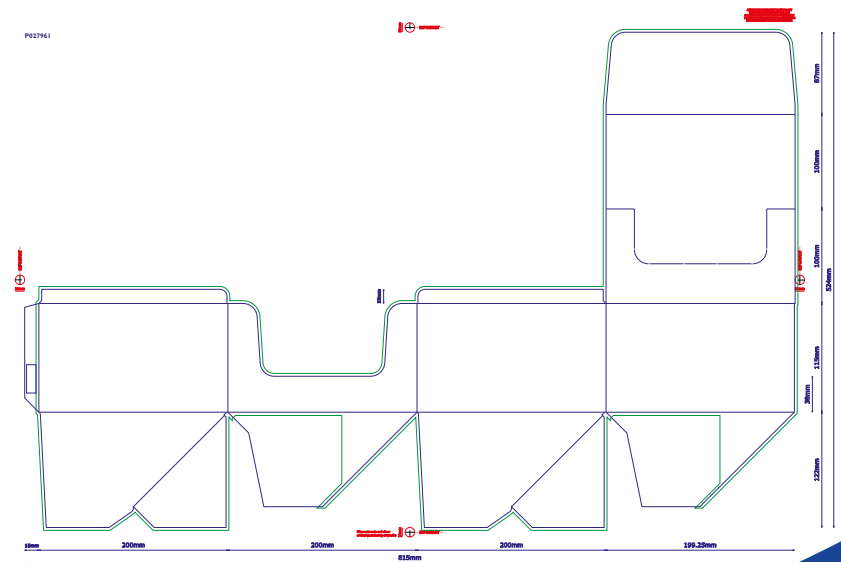
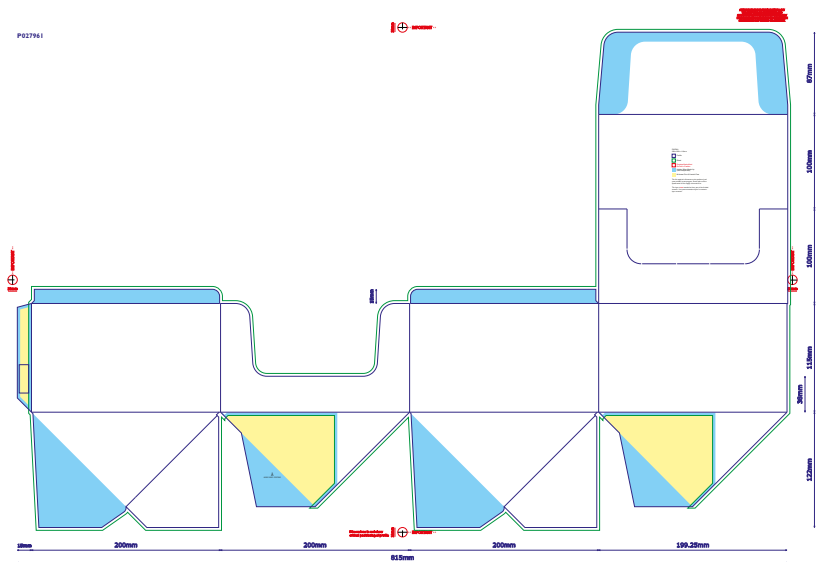
## Profiles

Profiles supplied by Alexir will come as a locked pdf and an Illustrator file. The Illustrator file is for preparation of artwork and the pdf for guidance.

Where Alexir are supplied with the date stamp area size and position it will be included on the profile as may be the panel/text orientation. However this information is not generated by Alexir and can only be included if provided by the packing plant etc.

Any alteration to profiles or apertures must be notified to, and agreed by, Alexir prior to embarking upon production.

All artworks, proofs, digital and analogue, must have the CAD/Profile reference included.





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