



## Acceptable File Formats

1. Adobe Illustrator (All Versions)
2. QuarkXpress (Version 7-9)
3. Adobe InDesign (All Versions)
4. Adobe Photoshop (All Versions)
5. Adobe PDF

## Fonts

Printer fonts and screen fonts must be supplied with all files. If fonts cannot be supplied then all fonts must be converted to outline, thus reducing the flexibility to make last minute type changes.

## Type and Rules

- Reverse type minimum requirements
  - 7 pt bold san serif type
  - 8 pt bold serif type
  - 9 pt roman san serif type
  - 10 pt roman serif type
- Positive type minimum requirements
  - 6 pt san serif or serif type
- Reverse rules minimum requirements
  - .5 pt rule
- Positive Rules minimum requirements
  - .25 pt rule (hairline setting is not .25 pt)

## Line Art

All vector artwork should have a resolution of 2400 dpi. Simplifying paths and total amount of points will help ensure proper file processing.

## Raster Art

All continuous tone and raster files should have a resolution of 300 dpi. When using applications such as Adobe Illustrator, please make sure Document Raster Effects is also set for 300 dpi. Supply layered Photoshop files when available.

## Bleed

- .125" bleed required for square cut labels
- .25" bleed for all die cut labels

## Safety

All copy and frame design must be a minimum of .125" from trim and lap.

## Dies

Dielines can be supplied for artwork from any existing dies.

For all new dies, dielines must be approved prior to ordering dies. All new dies must be quoted and approved before ordering.

It is highly recommended that all new dies are tested by sending cut samples to packing lines.

## UPC Specifications

- Minimum Size 80%
- Printer Compensation: - .006" (-15 Microns)
- Bar Width Adjustment: - .004" (-10 Microns)
- Quiet area must be followed for printability
  - 80% .0625"
  - 90% .09375"
  - 100% .125"
- Minimum percentage of reflectance: 31.6%

DWS Printing can create your UPC Codes. Please provide a number system character (prefix number) along with 10 digit UPC Code.

## Printing Information

- Up to 8 color Offset Printing
- Up to 10 color Flexographic Printing
- 200 Line Screen
- Minimum printing dot 1%
- Maximum printing dot 99%
- Maximum density 320%

