



Acceptable File Formats

- Adobe Illustrator (All Versions)
- Adobe PDF
- Esko Normalized PDF
- Adobe InDesign (All Versions)
- Adobe Photoshop (All Versions)

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, reducing the flexibility to make last minute type changes.

Type and Rules

- Reverse type minimum requirements
 - 7 pt bold sans serif type
 - 8 pt bold serif type
 - 9 pt roman sans serif type
 - 10 pt roman serif type
- Positive type minimum requirements
 - 6 pt sans 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 ppi. When using applications such as Adobe Illustrator, please make sure Document Raster Effects is also set for 300 ppi. Supply layered Photoshop files when available.

Bleed

- .125" bleed required for square cut labels
- .25" bleed required for 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.
- All new dies must be approved and quoted before ordering.
- It is highly recommended that all new dies are tested by sending cut samples to packing lines.
- It is the responsibility of the client to confirm all specifications of supplied dielines (height, width, lap, cut height, lay flat, etc.).

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%
 - UPC Codes should be in a vertical position (ladder) for shrink sleeves
- DWS Printing can create your UPC Codes. Please provide a number system character (prefix number) along with 10 digit UPC Code.



Colors

- Remove any unused colors from supplied files
- All PMS Colors should be used from the PANTONE+ Solid Coated Library
 - **Offset and Flexo** - Additional charges may apply for PMS Colors
 - **Digital** - PMS Colors will be converted to Expanded Color Gamut
- Any custom or special colors should be indicated as such
- Drawdowns can be provided upon request and are recommended for any custom colors.
- Files should not contain RGB – all RGB colors will be converted to CMYK
- Do not save files using color management
- 100% Black should be set to overprint
- Rich Black should be as follows
 - **Offset** – 60C 40M 40Y 100K
 - **Flexo** – 30C 100K
 - **Digital** – Not necessary

- **White Overall/Spot** – When white ink is to be used, a color should be created, placed on a separate layer and set to overprint. DWS can assist in file set-up or provide the actual creation of white layers. Possible charges may apply.
- **Spot Varnish/Coating** – In the event that a Spot Varnish/Coating is used, a color should be created, placed on a separate layer and set to overprint. DWS can assist in file set-up or provide the actual creation of spot varnish layers. Possible charges may apply.

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%

While DWS will make every effort to guide clients through any potential issues or noncompliance such as improperly created UPC bar codes, Nutritional Facts Panel sizing and declaration statements, it is ultimately the Client's responsibility to confirm accuracy and compliance.

This document is intended to be a guideline for acceptable file formats for optimal printing. Specifications and requirements will be updated if/when necessary.

Any file submission which does not meet these guidelines will be designated as nonconforming. DWS will not be responsible for the print quality of those specific elements of a design that does not follow these guidelines. DWS will print as approved.