



## ARTWORK REQUIREMENTS

In order to process work effectively from production through printing, please follow these requirements when sending your art to us. This will reduce both the chance of delays and/or additional art charges.

We accept both Macintosh and Windows formats of art built from any of these professional graphics design applications:

Adobe Illustrator • Photoshop • InDesign

Files may be saved in these formats:

EPS • TIFF • PSD • AI • PDF

Files may be sent to us on a CD or emailed to:

- [wcrown@highpointpackaging.com](mailto:wcrown@highpointpackaging.com)
- [dkolb@highpointpackaging.com](mailto:dkolb@highpointpackaging.com)
- [jgrimley@highpointpackaging.com](mailto:jgrimley@highpointpackaging.com)

Other points to consider:

**TRAPPING** Due to the nature of flexography printing, most jobs must have some type of trapping. The appropriate size of trap will be determined and implemented by our art department. Therefore, vector art is preferred to assure proper trapping.

**FONTS** All fonts MUST be converted to outlines or paths. If it is absolutely necessary to include fonts in your art, the complete font set must be sent with the art.

**REPEAT SIZE** Our cylinder repeat size is 18.1" on an .067" plate. When figuring out a step and repeat pattern for gift wrap, these sizes may be used: 1 element = 18.1" 2 elements = 9.05" 3 elements = 6.0333"

**MAXIMUM WIDTHS** Determined by press - Average Maximum: 54".

**COLORS** When building art, spot colors are preferred. With flexo printing, it is much easier to match spot colors than CMYK mixed colors. Mixed colors have a tendency to shift due to press gain, while spot colors print more solid and bright. CMYK mixed colors are mainly used when a 4 color process image is being printed. The maximum number of colors for any given design is 8.

**COLOR MATCHING** All art must be sent with a color proof for reference of size and position only. If there is a previous printed piece on any media, or any other color samples, please include for color matching.

**IMAGES** When 4 color process images are supplied, they must be in CMYK format at 100% size and at a resolution of no more than 300 dpi. Please crop and rotate your images in Photoshop rather than in your layout application to optimize the image quality and processing time. If a Photoshop image is supplied, please send both a flattened and an editable layered version, if available. Most images usually have to be broken apart for production. PLEASE NOTE: You must include all link files with job. DO NOT embed any images.

Scheduled production of your job will begin upon receiving your signed Art Approval Form or an approval sent via email.

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Art Department Phone: 972-866-0880 ext 231