



Digital Artwork Specifications

- Press + Finishing
 - HP WS6800
 - Max of seven colors of any configuration (Cyan, Magenta, Yellow, Black, Orange, Violet, Green, and White) *
 - Dot gain on press is simulated by LUT curves (projects which will eventually be printed flexo can benefit from simulated dot gain)
 - Special colors can be mixed and used in place of one of the extended gamut colors; additional time and cost will apply
 - ABG Finishing Unit
 - 2 Flexo Stations and a Die Station
 - 1st Flexo Station UV Only (can print UV inks, coatings, or cold foil)
 - 2nd Flexo Station UV/Water-based
 - Die Station (Flexo Dies max 18" around)
 - Lamination and cold foil
 - Web Width: 7.9" (200mm) - 13.4" (340mm)
- Substrate
 - Thickness (Of Substrate)
 - .5 mil - 16pt Board
- Max Print Area
 - Width: 12.5"
 - Length: 38.6"
- Type & Line Size
 - Minimum type size (in comparison to Helvetica typeface)
 - Positive: 4 point regular (minimize horizontal scaling and condensed type)
 - Reverse: 6 point bold (no condensed or horizontally scaled type)
- Minimum line size
 - Positive: .005" (.3603 point)
 - Reverse:
 - with machine direction: .0139" (1 point)
 - against machine direction: .01695" (1.25 point)
- Trademark™/ Register ®/ Copyright ©
 - Minimum positive text/ 5-point regular
 - Minimum reverse text/ 5 point bold
- Plate Breaks (ABG ONLY: plate breaks are required for all flexographic flat plates)
 - Standard size: 1/8"
- Incorporate a clear space on the top and bottom of package no less than 1/16" to accommodate plate break.
- Reinsertion
 - We have the capability to print on either the HP Indigo or the ABG and re-insert for multiple passes*
 - Please consult with Steinhauser regarding multi-pass projects—our experienced staff can assist in front-end file preparation for a successful reinsertion project

Digital FAQ's and Best Practices

File Formats

Our primary preferred file type is .AI (Adobe Illustrator native format). We also accept .PDF, .PSD (Photoshop native), and EPS. If you need help arriving at the correct format, contact us and we'll try to assist. We can often work with other file formats too, but feel free to send us a sample file in advance to save time when you order. Note – if using Photoshop to design your labels, please read the Special Note under the Resolution section on this page, which explains the challenges associated with textual content built in Photoshop.

Color

For best results, all files should be designed and submitted in CMYK mode (not RGB) – otherwise automatic conversion will occur when we send the files to press and significant color shifts can occur.

Fonts

All Fonts should be outlined.

File Naming

Each individual label design should be in its own file and named appropriately to indicate which label it applies to, e.g. "Body Lotion 8oz Vanilla.eps" – or similar convention that clearly differentiates between designs.

Bleeds

Bleeds should be included (1/16" or 0.063" on all sides) where appropriate. A bleed is where the background design or color carries beyond the edge of the label, a critical component to allow for minor shifts during the cutting process.

Clear Space

Clear Space of at least 1/16" should be allowed inside the finished size – no significant elements (type, images etc) should encroach into this space, except for background colors/patterns which should be extended to provide the "bleed" mentioned above.

Resolution

For best results, files should be created at 300 DPI resolution. Note - higher resolutions than 300 DPI do not produce better printed results, but lower resolutions can be disappointing when printed.

Special note: it's important to understand that Photoshop is designed for editing photos, not text. While it can be used for textual content, the printed output can be questionable due to the way Photoshop treats fonts (known as "rasterizing") which can pixelate the content noticeably. Conversely, Illustrator works in "vector" format and preserves the sharpness and quality of the fonts regardless of how much zooming is done. So, for commercial print purposes, whenever textual content is involved (like labels) Illustrator will almost always achieve a better result. It is certainly possible to use Photoshop for some elements of the design, but the results should be imported into Illustrator if possible - which is the best platform for overall design tasks.

Embedded Images

Please make sure all placed graphics and images if embedded, are supplied to us as support files.

Note - Embedded images should also be sized at 300 DPI (at intended image size when printed) – anything higher has no effect on the finished result and should be avoided to keep files to a manageable size.

Proofing

Please check all artwork for spelling or typing mistakes – we do NOT proofread artwork.