



These guidelines outline the best practices for creating print-ready files.

As always, please contact us if you have any questions or need support. We're happy to help!

Acceptable File Formats

Preferred:

.AI (Adobe Illustrator)
.PDF (High-res, print ready)



Also Accepted:

.PSD (Photoshop)
.EPS



Tip: Images should be 300 DPI or higher. Logos and line art should be vector or at least 800 DPI.

Naming Your Files

- Each design should be in its own file.
- Use clear names like:
 - BodyLotion_8oz_Vanilla.eps

Good file naming:



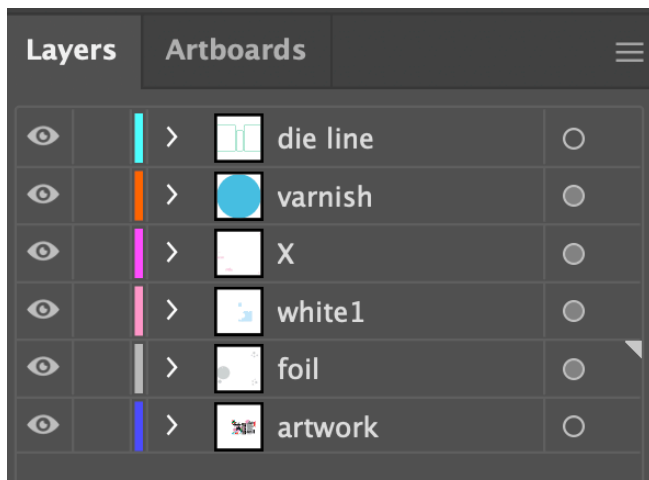
Bad file naming:



Layers

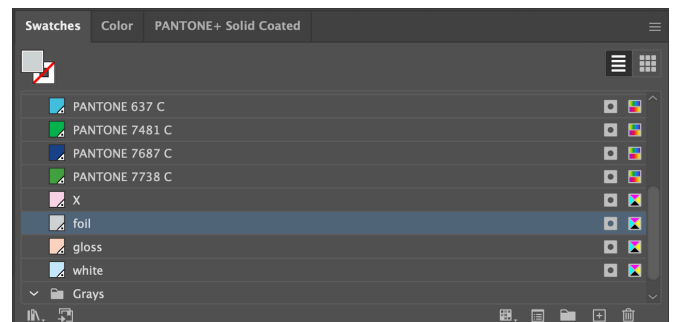
Organize your layers so we can process your artwork easily:

- Die line
- Special treatments (foil, varnish, white)
- Artwork



Colors & Special Treatments

- Use Pantone C or CMYK colors
- Clearly label special finishes:
 - White
 - Gloss
 - Matte



Fonts

- Outline all fonts before sending files.
- Minimum sizes:
 - Positive text: 4 pt.
 - Reverse text: 6 pt. bold
 - Trademark/register/copyright:
 - Positive text: 5 pt.
 - Reverse text: 5 pt. bold



Not outlined



Outlined

Line Thickness

- Positive: .005" (.3603 pt.)
- Reverse:
 - With machine direction: .139" (1 pt.)
 - Against machine direction: .01695" (1.25 pt.)

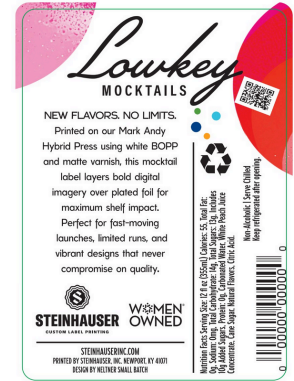
UPC & 2D Barcodes

- Leave 1/8" clear space around the barcode.
- Best practice for location and orientation:
 - To minimize barcode scanning issues, position the bars parallel to the direction of the printed web, not perpendicular to it (except for shrink).
 - UPCs should be 80% or bigger for ANSI certification.

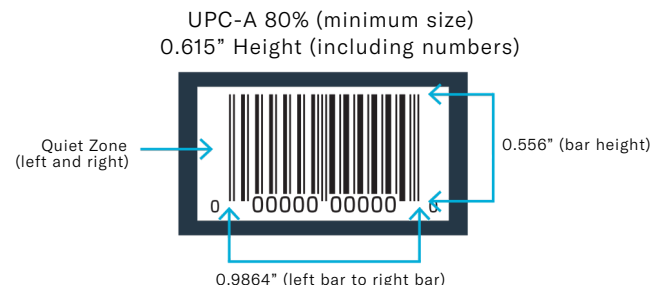
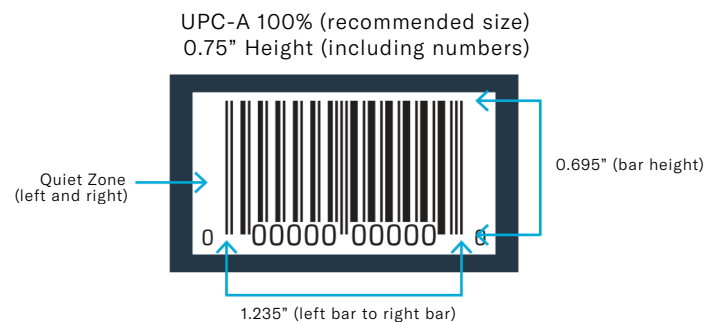
Note: Steinhauser can generate and place barcodes with appropriate BWR.



Correct positioning



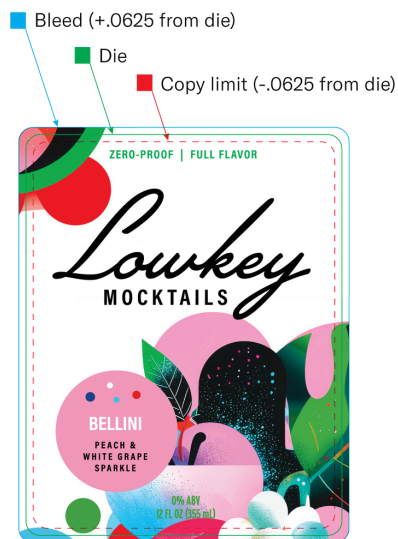
Incorrect positioning



Bleed & Copy Limit

- Bleed: Extend background 1/16" beyond the edge of the die.
- Copy limit: Keep text and important graphics 1/16" inside the die.

Tip: No significant elements (type, images, etc.) should encroach into this space, except for the background colors/patterns, which should be extended to provide the “bleed” mentioned above.

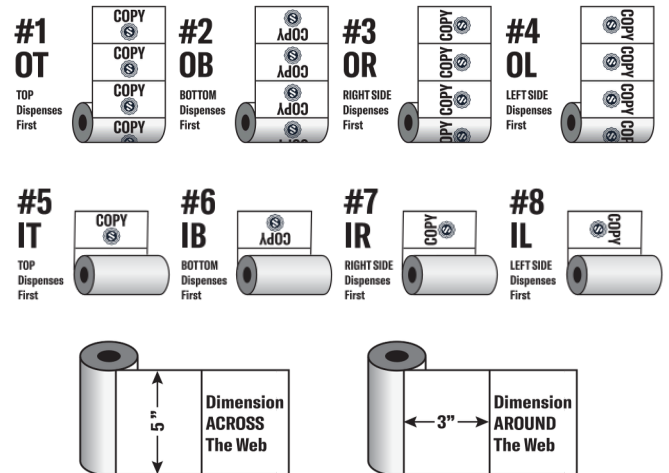


Images

- Embedded images:
 - Images or links can be embedded or provided to Steinhauser.
- Image resolution (DPI):
 - Embedded and placed images should be 300 DPI.
 - Logos and line work should be vector graphics, or at least 800 DPI.

Unwind Direction

- It's vital to identify your unwind direction before we prepare your art files. Be sure to verify the unwind needed with your applicator before sending final art.



Art File Checklist

- ☐ Correct file format
- ☐ Layers organized
- ☐ Ensure files are properly named
- ☐ Colors converted to Pantone C or CMYK
- ☐ Fonts outlined
- ☐ Double check font size and line thickness
- ☐ Barcodes sized and positioned correctly
- ☐ Bleeds included
- ☐ Linked images included

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