# PackZen

# Pre Press Guidelines

We accent the following file formats:
- Adobe CS4 and lower:
  - Illustrator
  - InDesign
  - Photoshop

### Preferred Vector Formatted Files - (.EPS)

Vectors are created line art made from points which can be scaled indefinitely without degrading quality. Vectored art is the most adaptable and the ONLY format that can be spot color separated.

Photoshop Files (must be layered) and scanned images MUST have a resolution of at least 300 dpi. Scanned in pixel based imagery should be saved in .tif, .psd or .esp format. We cannot accept images in RGB color. Files should be set up in either CMYK or if using Pantone colors should be indicated.

### Art files require bleeds:

It is required that all insert files have at least an additional 1/8" bleed built into the file.
Flexo requires overlays to have bleed on only the top and bottom, never the right or left.
All files must be built to trim specifications.

Files should be submitted as Print Ready. Submitting incomplete files for this workflow may result in additional cost and time needed to process the electronic files for press. Manipulation of artwork files (changes, corrections, etc.) will be charged at $125.00 per hour.

Providing native application files (ex: InDesign), supporting high resolution files (Photoshop, Illustrator files), and fonts, will allow Univenture, Inc. to perform last minute corrections, file reprocessing, or problem solving.

If there are clear areas in a poly product's art, indicate the areas with a marked spot color or indicated with a note. White should also be indicated using a marked spot color. Univenture most often uses a indicated spot green (100% Cyan and 100% Yellow) to show where white is used in a file.

We require that fonts (Type 1 Postscript preferred) are provided with the submitted artwork. Fonts that have been converted to paths or outlined (The letter characters then become graphic shapes and do not require the fonts to be downloaded) are acceptable. Upon the need for changes however, the font will be required if Univenture, Inc is making any changes or corrections. If fonts are not provided upon the request, files requiring changes will need to be resubmitted as print ready.

Do not use any type smaller than 6 points for positive print. Use 8 point and larger for reverse or knock out type. If it can be helped, avoid reversing type from four color process. If this is not possible, outline the revers type with black or dark color at least .010" thick to help remain uncontaminated by misregistration on press. The same goes for four color images with defined edges.

Gradations or vignettes can never fade to white for Flexo. The fade must fade out to at least 2% of that color to avoid breaks in the gradation. Try to carry the color to the edge of the art or hide with graphic elements.

In Flexo printing, separate process black from line copy (type, rules, etc.). When using both process graphics and solid black elements on the same side, results will generally be better if the solid black elements can be printed on a separate station from the black used in process color. In this way, the process color can be adjusted on the press for optimum results without compromising the print quality of the solid black elements.

All files that are submitted for printing must be done so using the Univenture, Inc templates to be accepted.

For quality printing, Univenture or its affiliates hold the right to refuse art or submit suggestions for the art to achieve the best printing.

We can receive attached files via email (≤ 10MB). These files should be Zipped (PC) or Stuffed (Mac) to avoid corruption during transfer.

Art may also be received through our FTP site:

http://www.univenture.com/FTPUploader/

Use Fetch or other FTP programs to copy files to incoming folder. Please email us when copying to our FTP site so we may retrieve the files as soon as possible.

Note: FTP file transfer is limited to the amount of disk space available. If you have files over 100MB in size, we recommend sending a disk. The file transfer rate for 100MB is about one (1) hour.