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FX. 425.990.8582  
FTP: [HTTP://DROPBOX.YOUSENDIT.COM/PBI-FTP](http://dropbox.yousendit.com/PBI-FTP)

## PRE-PRESS GUIDELINES FOR SUPPLYING ELECTRONIC-ART REVERSE PRINTING ~ ROTOGRAVURE (TOTES)

### PBI SOFTWARE PROGRAMS ON THE MAC PLATFORM:

- Adobe Acrobat CS5
- Adobe Illustrator CS5 (preferred)
- Adobe Distiller CS5
- Adobe Photoshop CS5
- Adobe InDesign CS5
- Suitcase Fusion 2

### PBI PRINTING TOLERANCES:

- Screen/Tint Values: 80% - 20%
- Minimum line: 0.425 pt. (0.15mm)
- Bleeds: 20mm
- Gloss or Matte substrate option only
- Trapping: 0.3mm
- Max Colors: 8
- Minimum DPI: 350



### FILE INFORMATION

PBi prefers to have all files in their native programs with the accompanying images and fonts saved in an Ai (Adobe Illustrator) format. If files cannot be provided in this manner we would like all files saved as a "High Quality PDF" format with fonts embedded or as a vector .eps. If customer files have artwork that is linked, imbedded or placed, please include those files along with the final file for printing. Always send a copy of your files for printing. **NEVER** send your original. We request that any new art must include a color accurate sample for color matching, unless the art is supplied as Pantone colors. If a color accurate sample is not submitted for all CMYK areas, we will require your approval of our paper proofs as your color accurate sample.

### FONTS

If fonts are not included by choice, all text must be converted to outlines. (Outlined fonts cannot be changed or edited, text editing function is lost after fonts are created into outlines. If fonts are not provided or converted to outlines, the closest matching font will be substituted for your artwork. If we are forced to substitute a font we will send a PDF copy for your approval to sign off on. Upon your approval, the job will proceed. Remember to include both screen and printer fonts.

### ART SERVICES

If press quality artwork is not supplied to PBI, PBI's Graphic Designer can create or recreate art and/or logos. Your PBI sales representative can provide you with rates and an estimate for the work being requested.

### PLACED RASTER ART

Placed raster files are normally saved as .psd, .eps or .tif formats. Press quality requires a file resolution of 350 dpi or greater. (Low resolution files would be .jpeg, .pict, .png) PBI cannot convert low resolution files to high resolution files without sacrificing press quality. All files that are **NOT** provided at press quality resolution will require a customer's agreement in writing to accept a final printed product below press quality standards.

- Raster art should be made to correct size and resolution for the printed product.
- Provide original file whenever possible.
- If you have a Photoshop file with layers, do not flatten or merge layers.

### ACCEPTED MEDIA TYPE

PBi accepts CDs, DVDs and electronic transferred art. If you are sending your files via FTP, compressing files will allow you to send a file more quickly. The software application "Stuff-it" (for Mac) and "Zip" (for PC) allow you to compress and uncompress files. When sending art on disk please provide any special instructions and please include only the files that are pertinent to the job.

Please let us know if you have any questions.



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## FREQUENTLY ASKED QUESTIONS

### **WHAT DOES THE LEAD-TIME OF A CUSTOM PRINTED PROJECT ENTAIL?**

PBI's lead-time for new bags/ pouches is 10-12 weeks from paper proof approval. The engraving of cylinders and tear-sample color approval process is included within the 10-12 week lead-time. It takes about 2 to 2.5 weeks to receive a tear-sample after paper proof approval.

**NOTES:** Air shipping can be used to expedite delivery and typically reduces the 10-12 week lead time by 3 weeks  
Lead-time for new roll-stock is 8-10 weeks from paper proof approval

### **HOW MANY COLORS CAN I USE WHEN BUILDING THE ARTWORK?**

Typically 8 colors is the maximum number of colors that can be used for most custom projects (this includes custom printed promotional tote bags). 7 colors is the maximum for printing on kraft paper, rice paper, and tins. 12 colors is the maximum for printing on Jute. This includes spot and process colors.

### **IS IT BETTER TO BUILD ARTWORK USING PROCESS COLORS OR PANTONE COLORS?**

It is always better to use Pantone colors if possible. Pantone colors provide a specific color match, and are used universally around the world. They are more consistent from production run to production run and are also used to help prevent banding/ striping for the ink.

The Four-Color Process or "CMYK," uses 4 cylinders to print overlapping colors in order to create complex images such as photos or illustrations. Any color can be created by overlapping combinations of CMYK (Cyan, Magenta, Yellow, and Black). Process colors (CMYK) should only be used when there aren't enough cylinders available for the number of colors used in the artwork (Example: photographic images). PBI will consolidate and/or add colors as needed to make the best of the artwork. PBI will work to keep the colors to the least possible number to minimize the number of required cylinders.

### **WHERE CAN A PROFESSIONAL GRADE COLOR ACCURATE PROOF BE OBTAINED?**

This proof is created through special "rip" software, and can be obtained through most print shops or service bureaus. PBI's manufacturing plant can use these types of proofs as color matches for process areas in place of formal printed tear-samples. This type of proof will provide our manufacturing plant an excellent color match target, and can be used in conjunction with Pantone Chips.

### **WHAT IS THE DIFFERENCE BETWEEN A PROOF, A DRAW-DOWN, AND A TEAR SAMPLE?**

**PROOF** – This is a full scale copy of the artwork printed on professional proofing paper or film, which may or may not be color accurate. It is used primarily for copy and placement approval.

**DRAW-DOWNS-** Color samples of spot (Pantone) colors or special match colors that are used to demonstrate how colors will appear on different substrates, including polyester and various papers.

**TEAR SAMPLES-** Color accurate samples of the artwork printed on the actual substrate that will be used in formal production (polyester film/ natural kraft paper, etc). Printed polyester tear samples are most common (this is the outer layer of the majority of laminated products PBI produces). For a fee, PBI can provide tear samples with various details such as a floodcote of surface printed matte print, or even registered matte print (to show the areas of shiny polyester as well as the areas of matte).

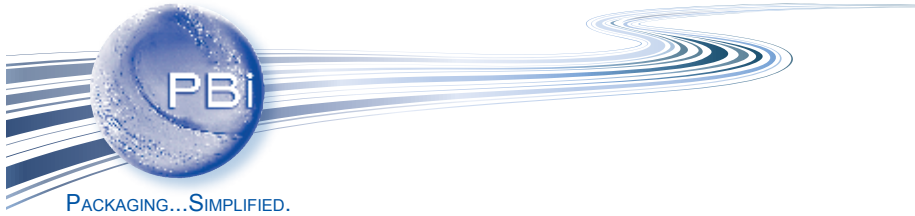
### **WHAT DOES THE WORD "REGISTERED" MEAN?**

The word "registered" is a printing term which refers to the alignment of the cylinders. Print that is in register is created so that the finished text/ image is clear and crisp. Printing that is out of register typically will look blurry, and for process areas, can also lead to colors being wrong.

Sometimes, the word registered is use when referring to "matte" or "white." This means that the matte or white is partially printed on the bag/ pouch as opposed to being a floodcote of matte or white (100% matte or 100% white print).

### **HOW WILL THE COLOR BE AFFECTED BY ADDING A LAYER OF SURFACE PRINTED MATTE PRINT?**

Colors will become denser (less vivid) when matte is added. The effect of the matte can vary drastically depending on color used. For example, if matte is added to black, the color will appear a dark gray as opposed to a true black.



## FREQUENTLY ASKED QUESTIONS (CONTINUED)

### **IS IT BETTER TO USE A REGISTERED WHITE LAYER OR A METALLIC INK IN ORDER TO ACHIEVE A METALLIC LOOK?**

A registered white layer can be used to create a metallic look. Any areas that are not backed in white will allow the metallization of the structure to show through.

Metallic inks can also be used on non metallic structures as well as foil/ metallized structures where a very particular metallized color is desired. Allowing the foil layer or metallized layer of a lamination to dictate the overall metallized look of a color can be challenging if there is a very precise color in mind. Some customers have preferred to select a Pantone ink that is metallized to offer more control over the final product.

### **WHAT IS THE COLOR MATCH TOLERANCE AND HOW IS THIS MEASURED FROM PRODUCTION RUN TO PRODUCTION RUN?**

PBi specifies a Delta E tolerance of +/- 3.

**NOTE:** Delta-E is used to mathematically describe the variance between two like colors. PBi takes Delta-E measurements using a Konica Minolta Color Reader CR-10, and also reviews samples in a light box under natural outdoor light setting (industry standard). These are the conditions under which PBi's manufacturing plants will verify color accuracy.

### **WHAT IS THE FUNCTION OF WHITE IN THE ARTWORK? DOES WHITE COUNT AS A COLOR?**

White prints as a color and therefore will use one of the allotted printing cylinders. Artwork is typically designed so that all colors within the design are backed with white. This allows colors to print true to their nature and gives them more depth and definition than if they were printed without a white backing.

As noted above, sometimes structures are produced with areas that have an absence of white. This will allow the bag/pouch structure to show through. You will see this with a clear structure when there is a desire for a window to see the finished product being packaged. As noted previously, this is seen with metallic structures when the desire is for the colors to look metallic.

### **WHAT'S INCLUDED IN PBI'S PREPRESS CHARGES?**

#### **PREPRESS CHARGES:**

PBi's prepress package includes the following:

- 1 paper proof for verification of copy and artwork placement.
- 1 paper mock-up for side gusseted bag projects.
- 1 set of ink draw downs (when applicable for special match colors) – a "set" is defined as the number of Pantone or special match colors used in the artwork (not to exceed 8 colors).
- Initial set of Rotogravure cylinders or Flexographic plates.
- UPS Next Day charges for one shipment of proofs to one location.

#### **ADDITIONAL COSTS:**

- Art design and production work will be billed out at a rate of \$125.00 per hour. A formal quote will be provided and must be approved by the customer prior to design work occurring.
- Additional Paper Proofs or Formed Paper Proofs will be billed at \$50.00 per proof plus shipping charges.
- Additional Ink Drawdown will be billed at \$50.00 for each additional ink drawdown plus shipping charge.
- Press Proof / Tear Sample (actual production sample on printed PET) will be billed at \$250.00 per printed sample plus shipping charge.