

## Important print process information

### **PRINT PROCESSES**

#### **Digital Inkjet**

- Good full colour photographic reproduction
- More economical for short runs
- Allows for variable data & multiple kinds
- PMS colour matching is difficult & cannot be guaranteed
- Possible resolution issue for solid & spot colours
- Uses modern printing technologies to spray drops of ink onto products.

#### **Pad Print**

- More accurate PMS colour matching
- Vibrant & solid spot colours
- Very good print resolution
- More suited to smaller imagery under 100mm square
- Excellent versatility in achieving print on varied shapes & surfaces  
Suits short or long runs
- Uses silicon/rubber pads of differing shapes & hardness to transfer ink onto products

#### **Screen Print**

- More accurate PMS colour matching
- Vibrant solid & spot colours
- More economical for longer runs
- Lower print resolution for full colour photographic reproduction images but this issue is not apparent when item is viewed from 1m+ distance.
- Uses rubber squeegee to push ink through a nylon mesh onto products

#### **Digital Paper Inserts**

- More economical for short runs. (under 1500pcs)
- PMS colour matching is difficult & cannot be guaranteed.
- Allows for variable data.
- Good full colour photographic reproduction.
- Some movement may occur in cutting process.
- Uses modern printing technologies to spray drops of ink onto products

#### **Offset Paper Inserts**

- More economical for longer runs (1500pcs or over)
- PMS colour matching is possible.
- No variable data possible.
- Good full colour photographic reproduction.
- Available for all shapes. Guarantees registration in cutting process.
- Uses metal plates transferring ink onto rollers to transfer ink onto products.

#### **Dye Sublimation Print**

- Good full colour photographic reproduction
- More economical for large runs
- Vibrant colour
- Good resolution for fabric & similar substrates
- Uses heat & pressure to transfer ink into pores/substrate of products

#### **Plastisol transfer Print**

- PMS colour matching is possible
- Up to 6 colours can be applied
- Provides a solid slightly raised surface to image
- Best for block/solid artworks
- Uses both screen print & heat/pressure to transfer ink onto products.

## Pad/Screen Print Artwork File requirements:

All art should be supplied at 1:1 scale, print ready.  
Artwork supplied either over or under sized is subject to being automatically scaled to suit the product.  
Errors due to incorrectly supplied files will be reprinted at the clients expense.  
Art should be supplied in AI, PDF or EPS formats.  
Text should be outlined & images embedded.  
CMYK colour scheme.  
please include font info & PMS colours where applicable/possible.

## Digital Inkjet Artwork File Requirements

### Preferred File Formats

#### Inserts

PDF(High Resolution)  
Illustrator (AI, EPS - Vector)

#### Digitally printed products

PDF(High Resolution)  
Illustrator (AI, EPS - Vector)  
JPEG (High Resolution / with print limitations)  
Bitmap (High Resolution / with print limitations)  
Corel Draw (CDR - Vector)

### Technical Information

If your artwork is full colour / four colour process please supply file in CMYK. If using spot colours please supply file in Pantone PMS Coated colours. Please ensure your file is supplied with full editing capabilities, with all linked elements embedded.

The same file should be supplied as an additional .pdf file for visual proofing (objects and type can sometimes change appearance once opened with different software).

Please allow (Text, Graphics, Logos, etc) 2.5mm from edge of cut for cutting shift - unless image/artwork is bleeding past the cut line, then allow a further 2.5mm bleed. No need to add overprint to your artwork.

### Variable Data

If you require variable data text, then a spreadsheet will need to be supplied with data in one column per field and on one page only. Please include the font required or a default font will be chosen for you.

If you require variable data images then please supply each image as separate pdf's, with crop marks only (not embedded, exclude colour bars etc) and please ensure that the image is centred on the page.

### Fonts

Preferred font formats are Open Type Font (OTF) and True Type Font (TTF)  
Other fonts accepted, please ensure font is outlined & identify the font in your order.  
Failure to outline fonts may cause type issues that could affect the outcome of your job.

Artwork supplied either over or under sized is subject to being automatically be scaled to suit the product.  
Errors due to incorrectly supplied files will be reprinted at the clients expense.

## Art File Requirements for: Banners, flags, standees, posters, Pop-up-wall kits etc.

If your artwork does not comply with these specifications, W&S Plastics have the right to charge extra for artwork fees and/or require extra days to process the artworks.

### Colour mode:

The artwork should be saved in CMYK, W&S Plastics will not take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colours. Colour shift or errors due to incorrectly supplied files will be reprinted at the clients expense. (Do not use RGB or Pantone colours unless pre-arranged for custom jobs.)

### File formats:

Customers must create artwork using appropriate software: Adobe Creative Suite (CS6 & above) is the preferred software. Customers artwork must be supplied in the appropriate format: .JPG and .PDF (Multi-page files are not acceptable).

### Art proportion:

Customers` artwork should be supplied at 1:1 scale (print ready). Scaled artwork must be proportional with the final product and W&S Plastics must be informed of the scaling.

### Text format:

All fonts used in the artwork must be converted to outlines. Failure to outline fonts may cause type issues that could affect the outcome of your job.

### Bleed:

PDF Artwork must include bleed on all sides. Ensure bleed area is defined in PDF presets.

### Product templates:

Accurate artwork templates of various specialist products are available on request.

It is important not to make any changes to your template.

### Diecut Specification:

Artwork to be diecut must include an **individual layer** of pink outlines in Artwork to indicate the die cut.

(Note: Diecut outlines must be simplified for cutting, no complex shapes.)

### Ink & Colour Specifications:

Minimum ink coverage of CMYK should not be less than 10%.

Due to CMYK printing limitation, any "Pastel" or "Spot " colour will not appear as an exact replication.

For the best printing outcome, Rich Black (C:40%, M:40%, Y:40%, K:100%) is recommended instead of 100% Black.

PMS Colour match service is available upon request.

PDF Artwork must be provided with a flat PMS colour

(Gradients or transparencies cannot be colour matched)

## **Dye Sublimation Art File Requirements i.e. Stubby Coolers, neoprene flyers, wine coolers etc.**

Art should be provided in Ai, PDF or EPS formats.

Art is subject to resizing to fit desired product.

Errors due to incorrectly supplied files will be reprinted at the clients expense.

220mm x 120mm is the total artwork area size (blank + 5mm bleed on all edges).

210mm x 110mm is the actual blank cooler size & where artwork will be cut.

Keep important text, logos & images within 190mm x 100mm.

## **PMS Colour Matching**

The Pantone Matching System (PMS) is a colour system that acts as a GUIDE only for colour matching. PMS books are printed offset (lithographic) and clearly state in the introduction that the colours indicated would only be achieved using this print process on the same papers used in the book. Variables to colour accuracy include:

the printing process used

material being printed

ink density

the age of the PMS book (should be replaced every 12 months)

and most importantly, viewing conditions.

Viewing colours under different lighting systems seems to be one of the most important factors in colour matching. Lighting in offices, studios, workplaces and even natural light can have a marked effect on the accuracy of colours. Technically, colours should be matched by the manufacturer in a light booth with a “natural” fluorescent light source, with the customer or end user using the same source.

Obviously this is not practical in most situations, which causes further frustrations from a colour matching perspective.

### **Full Colour Matching**

Most full colour printing is generated from electronic files and is viewed on-screen or via a hard copy digital print-out. These print-outs are not a true indication of the finished result and can only be used as a guide. The same restrictions with PMS colour matching apply and the attempt to print spot PMS colours using CMYK is not normally successful. Different printing processes will deliver varying resolutions which again will impact on the final result.

Naturally, all effort is made to match your desired PMS colours as closely as possible.

## **File size & Supply method**

Email: Maximum 5MB for individual document.

Hightail: Drag & drop file transfer service.

Dropbox: Contact us & we shall make a file request so you may upload.

## **Artwork layout service**

Graphic Design Services and artwork amendments are charged at an hourly rate, please contact us for a quote.