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## **Electronic File Preparation**

Electronic files may include die lines and imagery (high & low resolution).

- ◆ We prefer to accept files in Adobe® Illustrator®, all versions and CS formats.
- ◆ Portable Document Format (Hi Res PDF) files are also acceptable, but not preferred.
- ◆ Artwork should be the exact imprint size desired, positioned correctly on the die line, with all fonts outlined, and properly color separated.
- ◆ The best and highest quality imprints are made from VECTOR ART or high resolution RASTER IMAGES. VECTOR ART is made up of paths which are defined by points, lines and curves and represented by mathematical equations. RASTER IMAGE is a collection of pixels or dots arranged in a rectangular grid known as a bitmap. Good resolution is 300 dpi at 100% desired imprint size. Scaling a raster image to a larger size results in a loss of quality as the pixel squares get bigger and create jaggy edges on the image.
- ◆ Scanned Images - Photos and graphic files should be 300 dpi at 100% size. Line art should be 1200 dpi. Art cannot be smaller than the desired size, and scans will only look as good as art provided.
- ◆ Fonts - All fonts must be converted to outlines/curves/paths.
- ◆ Bleeds - Artwork must extend at least 1/16" beyond the die line on each side that bleeds.
- ◆ UPC codes shall be supplied or shown as FPO. Specs: Bar Width Reduction .001". Magnification 80%-100%. Truncate if absolutely necessary. We recommend UPC codes print in black with white background.
- ◆ Screens - A screen is defined as a dot structure of graded density. If required, our graphic team will adjust the screen effect for best imprinting quality.
- ◆ White is used to back up artwork on clear film. Include layer as white printer.
- ◆ Registered Matte Varnish (if applicable) shall be included as a print layer. Registration tolerance +/- .0625".
- ◆ Overprint all type 14pt or smaller printing on any lighter colored background.
- ◆ Reverse type min. 7pt
- ◆ Die Cut Lines - Unique die cut lines must be set up in Illustrator on a separate layer from graphics. Tolerances - Die cutting tolerances +/- .0625".

### *Electronic Die-lines sent via e-mail or FTP:*

- ◆ Please use an appropriate professional level FTP application such as Dropbox.
- ◆ All files smaller than 8MB may be emailed.

## **Pouch Artwork Do's and Don'ts**

### **Do's**

#### **Do provide your artwork in Adobe Illustrator for Macintosh format**

*Why:* Our software is optimized to work with Adobe Illustrator for Mac.

Other file formats may have to be converted to Illustrator format at additional charge.

#### **Do include a full size color printout (or PDF) of your design along with your art files**

*Why:* Images, text, and other elements sometimes “disappear” or change position if we open your files in a version of software different than the one used to create it. A “hard” color print or PDF shows us what your design is supposed to look like so we can compare it to the application files and correct any problems.

#### **Do outline all fonts with your files**

*Why:* We probably don't have all of your fonts in our collection

#### **Do save all photographic images as 4-color process (CMYK) in the TIFF format or EPS format, with at least 300 d.p.i. resolution**

*Why:* TIFF files produce sharper printed images than other formats, and 300 dots per inch is the minimum suggested image resolution for professional quality printing. CMYK (and not RGB) is required to print photographic type images.

#### **Do clearly indicate all PMS/spot colors used in your design**

*Why:* We need to know the PMS number of each spot color in your design so it is printed with the correct inks.

### **Don'ts**

#### **Don't flatten the layers in your Photoshop images**

*Why:* We need to access the layers within your Photoshop images for proper separation into each printing plate.

#### **Don't use Photoshop to create text or simple shapes (exception: text logos that use special Photoshop filters)**

*Why:* Photoshop **rasterizes** text and images (rather than using a **vector** system), causing regular text and line art to appear blurry when printed. To work around this, create your text and other autoshapes using Adobe Illustrator's tools instead.

#### **Don't use the text “style” menu to add bold, italics, etc.**

*Why:* Text with styles applied from the menu toolbar commands print blurry on high resolution presses. Instead, use the actual font (ie: rather than applying a bold style to an **Arial** font, use the **Arial Bold** font).

#### **Don't convert “spot color” designs or elements to “4 color process”**

*Why:* Only complex images like photographs, paintings, and complex drawings with more than 4 colors should be saved in the 4 color process (CMYK) format. Other objects (text, autoshapes, and simple background colors) should be saved as PMS (spot) colors so they print sharply. This means that your design may have some elements that print 4 color process (cyan, magenta, yellow, and black) and other elements that print using PMS colors.