



Labels For Industry
30+ Years - Veteran Owned

PRE-PRESS SPECIFICATIONS

Preferred Software: Our workflow is Mac based. For optimum label composition we recommend creating artwork in Adobe Illustrator and Adobe Photoshop (for photo only). These programs are best suited to Flexographic and Screen label artwork creation and prepress production. Page layout programs such as InDesign are supported; however, they are not recommended for label development.

Electronic Artwork Submission

Electronic artwork can be e-mailed to graphics@rdprint.com. Please include a PDF of your file so that we can compare it to the source file, ensuring that what you send arrives correctly and completely.

Please include the following information when supplying files:

- A PDF version for comparison to the source file.
- A list of Pantone colors used in the file.
- The label size measurements, including corner radius, when applicable.
- The original file of any placed images in the illustration (scans, imported artwork, placed artwork, linked files, EPS files, raster art and TIFFs must be included).
- The printer and screen version of each font used. If the file has been created in a vector program (i.e. Illustrator), you may convert all the fonts to outlines or paths. This also applies to fonts that have been used in any placed EPS images.

Note: We cannot edit text once converted to outlines or paths.

Art Specifications

Die cut edge - Copy and graphics should be no less than 1/16" inside the die cut edge; this includes inside borders. All bleed images must extend (bleed) 1/16" outside the die cut. Bleed borders must be a minimum of 1/16" thick with an additional 1/16" bleed outside the die cut. It is not recommended to bleed a butt cut label.

Rule line/type size - Rule lines in positive print should be at least .5 point; in reverse print at least .75 point. Minimum type size in positive print is 4 point in both serif and sans serif fonts; in reverse print, 8 point for serif fonts and 6 point for sans serif fonts is the minimum - anything lower may fill in when printed. Extra light and extra bold fonts smaller than 8 point in positive or reverse print are not recommended. Text too bold will fill in and too light will break up.

Screens - Spot color screen value can range from no less than 3% to no more than 90%; graduated screen (vignettes) value can range from 3% to 100%; four color process screen value no less than 3% and anything above 90% will probably print as 100%.

Scans - Images for four color process and continuous tone printing must be a minimum of 300 dpi at final size. Line art and type should be scanned at 1200 dpi for best quality of printing. If working with a color image, convert it to CMYK before saving.

Trapping - Please DO NOT apply trapping. Our department will determine and apply all necessary trapping.

It is important to us that your projects go smoothly. If you need additional information, our staff is available to answer your prepress questions.

PRE-PRESS CHECK LIST:

Preferred Adobe Illustrator native file or hi-res PDF

All RGB files converted to CMYK.

All fonts/support files included.

All art files at 300 dpi minimum

All spot colors set up as PMS if possible.

Die Line must be included in the art file

REMINDERS:

Please contact us if you have any questions about files before submitting artwork. If you need a die line or have a specific question please don't hesitate to ask. We are here to help you, help us print the best possible product for your needs.

Image mode and resolution are extremely important to ensure correct color and clarity. All image based files need to have a resolution of 300 dpi at actual size. All RGB images will be converted to CMYK which can cause color shifts.

Artwork bleed needs to be extended beyond the specified die specs-cut size (1/8" (0.125) in order to print your label project efficiently and correctly.

Color Matching Custom Labels

When matching colors to an existing or past label, we recommend a sample of your customer's label in order to print your label project efficiently and correctly.

Matching label colors based on monitor screen colors or laser/ink-jet printers is never recommended.

Spot Colors vs 4-color process color builds - most digital and flexographic labels are printed 4-color process. The ink color is build using overlapping percentage of the 4 colors cyan, magenta, yellow and black. Spot colors are mixed in advance and are not built out of 4-color process. For example if you order a reflex blue and 185 red label job, we would use those specific color matches and not build those colors out of 4-color process.

Press Proofs - press proofs to match colors WILL cost additional. This is because the operator must ink and load the substrate onto the press to provide a true representation of how your label job's color will look. It may be worthwhile to order a press proof if your customer is launching a new label line or for longer run jobs.

Please check your design and spelling before sending art to us. Corrections or modifications made after the proofing stage will incur extra time and expense since the entire pre-press process would be repeated to incorporate changes.

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We specialize in pressure sensitive labels, film cosmetic web pouches, in-house graphic design and plate making excellence.