

## Art/Printer Specifications for Fredman Bag

### FORMAT

- Preferably digital artwork in Adobe Illustrator (Photoshop for CT images)
- We will also accept Freehand & Quark, please inquire for any other formats

### UPC

- Size: 100% preferred, 90% min
- BWR: .004"
- Direction: Machine direction preferred, bearer box to be used if against machine direction
- Color: Darkest color printing, reference reflective values chart

### COPY

- Minimum positive: 4pt
- Minimum reverse: 6pt bold

### GRAPHICS

- Colors: Maximum 8 colors. Do not screen any metallic colors, do not use fluorescent colors. If any color contains both a screen and a solid we may be required to treat them as two separate colors.
- Minimum positive rule size: .5pt (.007")
- Minimum reverse rule size: 1.44pt (.020")
- Trapping: .015" preferred, .007" minimum (use only when necessary) or split rule/keyline/trapline. .030" for white cutback.
- Graphics that reverse out with dropshadows, dropshadow will butt-fit.
- Screen %: For process or vignette images a minimum dot is required for complete print coverage to avoid break-offs in plates.
- Screen resolution: Range is 65 lines per inch (lpi) to 120 lpi, exact value determined based on graphics (combinations of solids and screens in same color or gradations in dark colors may require a lesser screen resolution).

### LAYOUT

- Side-seals: Minimum .25" no print area required between graphics and seal
- Header seal (no reinforcement): Minimum .25" no print area required for placement of seal
- Header seal (with reinforcement): Minimum .5" no print area required for placement of seal
- Zipper: Minimum .625" no print area required for placement of zipper
- Web Edge: Minimum .25" no print area required between graphics and web edge **\*\*\*NOTE: End user may require more for sealing**
- Continuous print: Only achievable in certain circumstances, contact Fredman Bag for details

### EYESPOTS

- On ALL items - UNLESS approved by Fredman Bag Pre-Press otherwise.
- Size: 0.25" X 0.75"
- Color: 1-Color, Darkest Color (unless otherwise required by customer – i.e. 2 color eyespot)
- Position: 0.25" from web edge in lip, centered in the impression - ideally; however, if this would extended the plate +5" or the bag does not have a lip, we ask to place it elsewhere (i.e. 0.25" from the fold, 0.25" from the bag opening, etc.). Any uncertainty on where to put it if the ideal location or any of these suggested locations is not available or causes concerns, please Fredman Bag Pre-Press.
- Microdots in Relations to Eyespot on Plates - Microdots should be located near art - not near eyespot.

### DENSITY BARS

- On ALL items that have screens, for ALL colors that have screens.
- Size: 3/16", NO SMALLER
- Shape: Circles
- Percentages: Colors w/Screens - 30% & 100%, & a Gray Patch - 25% C, 19% M, & 19 Y
- Position: In the body of the bag, center of the web, ideally. Easy for bags with gussets; a more creative approach will need to be taken if we need to incorporate them into the art. We ask that you work with us and our customer when it comes to these scenarios. Otherwise, if a creative solution for placement is not an option, we would like them stacked near the UPC if possible. We certainly would like to avoid at all cost putting them on the front of the bag unless a creative approach is approved by us and our customer.

\*Any exceptions to the above must be approved by Fredman Bag Pre-Press.