



PRIME LABEL & SCREEN ELECTRONIC FILE RECOMMENDATIONS

Starting Out (Include disk, directory of disk and color lasers)

- Before beginning your project, it's recommended that sample files, representative of the project, be sent to Prime for evaluation. i.e., design considerations and job flow from design to press.
- We would prefer that all projects be assembled in a current Macintosh program if possible.
- The following is a listing of current applications that may be utilized.

Illustrator
Indesign
Quark
Photoshop
Freehand

Sending Files

- Files may be sent on disk or e-mail depending on size. If sending files by e-mail files must be under 10 mb. In either case include a hard copy of label to be produced. For multi colored projects a color laser is desirable. For e-mailed files a hard copy may be faxed.
E-Mail files to Artwork@Primels.com
- Preferred media
Floppy and CD's
Zip
5.25 Syquest
Jazz
Others may be utilized with previous notification.
- To our FTP server. Contact your Customer Service Rep. for further information.
- All disks must be clearly identified with your company name so they may be returned upon completion of project. Include a directory of disk contents.
- Send copies of original files to be processed. Never send originals.
- Include copies of all screen and printer fonts used for the project. These fonts will only be used for your project. This is recommended to minimize font conflicts when processing files.

Design

- Non-bleed image must be no closer than 1/16" from trim.
- Bleed image must extend 1/8" beyond trim.
- Thumb tabs must be a minimum of a 1/2" in size and have a minimum of 1/16" bleed beyond trim.
- Images and type in tabs must be no closer than 1/16" from final trim.
- Limit reverse images to one color background when possible.
- Avoid reverse type out of multiple colors.
- Avoid screen tints less than 5% as they are difficult to maintain throughout the printing process.
- Indicate any spot varnish, glue tabs, foil, and clear areas.
- Do not trap files. Prime will produce traps as needed.
- Include a dieline to size of final trim on the artwork.
- Positive printing strokes should not be less than .5pt.
- Reverse strokes should be no less than 1.5pt .



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Design (continued)

- Group elements such as logos or type with drop shadows for ease of positioning.
- TM's and ® should be no less than 1/16".
- Upc's should be placed at 100%. The absolute minimum is 80%.
- Supply any upc code number that needs to be created.
- Picture boxes containing tiff files must have a background fill of white.
- For flexible packaging a layout must be included. Indicate size, eye marks, machine direction, and seal areas. Any other package requirements such as hang holes or no print zones should also be noted.

Text

- When a specific font attribute is desired, i.e. bold, condensed, italic the specific font must be used. Do not apply font attributes from within an application as they will not image correctly to film.
- Use only type 1 Postscript fonts. Non-Postscript fonts will print incorrectly when imaging to film.
- Include a copy of hyphenation, justification, or kerning tables that may have been used. This will minimize type reflow.
- Avoid reverse type from screen percentages less than 70% to allow for greater legibility.
- Avoid reversing thin type, serif type.
- Reverse type must be no less than 6pt. bold as it tends to fill in when printed.
- Reverse rules must be no less than 1.5pt. as it tends to fill in when printed.
- Positive printing type should be no less than 5pt. regular.
- Positive printing rules should be no less than .5pt.

Color

- Matching Pantone colors is not always achievable with process colors. Less than 60% of all Pantone colors can be reasonably matched using process colors. We recommend using the Pantone Process Color Simulator to determine whether an acceptable match may be achievable.
- Match colors must be indicated separately from 4 color process.
- Remove all unnecessary colors from all color pallets of each application used to create the final file to be imaged to film.

Graphics and Scans

- Include a copy of all supporting graphics.
- Insure that graphics are linked to the final file to be imaged to film.
- If any scans or graphics are for position only, mark it on the hard copy proofs and check the same are suppressed in the final file.
- All scans must be 300dpi or higher for high resolution output to film.
- All ct images must be saved as tiff or eps and in cmyk mode.
- Consideration should be given to printing graphic intensive files, since they can greatly increase the processing time.

Upc's

- Prime will generate upc's, however you must provide the first 11 numbers of each upc including the first check digit.



PROOFING OPTIONS

The following is a list of options available for proofing along with their recommended applications. Prime Label will determine what type of proof will be required for print reproduction unless otherwise requested. We will make every effort to provide you with the most cost effective and color accurate proof possible for your specific needs.

All proofs will include a die line representative of the final shape of your label allowing for the print to die relationship.

Black & White Laser (faxable)
Tektronix Color Laser
Digital Chroma
Matchprint Plus
Color Key
Digital Press
Electronic PDF via E-Maill

Black & White Laser (faxable) - Typically used for 1 color labels. Internal

Tektronix Color Laser - Shows color break, content, and position of content only. Recommended for linework labels only. PMS colors will be matched to a Pantone certified PMS book or a customer supplied color sample at press. Not for color accuracy. Internal

Digital Chroma - A completely digital color accurate CMYK proof. Recommended for high quality 4/C photographic reproduction. PMS colors will be manufactured from 4/c process. At press PMS colors may used to replace areas of "fake" 4/c. This proof will be used as a target for final print production. PMS colors will be matched to a Pantone certified PMS book. Internal

Matchprint Plus - A multiple color proof combining CMYK and closely matched PMS colors. Recommended for high quality 4/C photographic reproduction and when screened PMS colors are utilized. Examples would be a duotone made of PMS colors or vignettes printed from PMS colors. This proof will be used as a target for final print production. PMS colors will be matched to a Pantone certified PMS book. Shows press trap. Contract

Color Key - Colored film acetates layered one on top of the other. Shows color break, content, position of content and press trap. Contract

Digital Press- A digitally reproduced CMYK and die cut proof on pressure sensitive material. High quality photographic reproduction. PMS colors will be matched to a Pantone certified PMS book No die purchase required. Excellent for prototypes, trade show samples, photoshoots. Internal

Electronic PDF via E-Mail - Shows color break, content, and position of content only. Recommended for linework labels only. PMS colors will be matched to a Pantone certified PMS book or a customer supplied color sample at press. Not for color accuracy. Internal