



FLEXTEC CORPORATION
Prepress Guidelines
13 September 2011

This document is supplied in two parts, Chapter 1 is a brief overview, Chapter 2 contains in-depth detail.

Chapter 1: Artwork Specifications Overview File Format

We can accept Apple Macintosh or IBM (Sometimes referred to as PC) Platform files, except as listed below, under Application Support listing.

Application Support Current Version Information for Software we support is available at www.flextec.net

PDF. If submitting a PDF File, all requirements apply. All Fonts used in the creation of the PDF must be included. The PDF is still subject to editing. If you think you have a Press Ready PDF, please call. We will be glad to review your file.

Photoshop, IBM or Mac. Files should be sent with layers intact. No typesetting should be done in Photoshop unless it is a graphical element. Files should be submitted at 300 ppi (dpi). [See Chapter 2, Section 1.](#)

Illustrator, IBM or Mac. Any placed or embedded elements must also be supplied separately. *Outlined Fonts can not be accepted.* [See Chapter 2, Section 1.](#)

Quark Xpress, Macintosh Only. Please be sure to include any plugins you have used.

InDesign, IBM or Mac.

Freehand, Macintosh Only.

The following is not intended to be a complete list, but are some of the Applications we do not support; Corel Draw, Microsoft Word, Microsoft Publisher, Paint Shop, Coral Xara.

File Formats

We will support only mainstream file formats, i.e.; TIFF, EPS, and Native File Formats from Applications listed under Application Support. **We do not support the jpg (jpeg) file format.** At the current time we are unable to support PDF files submitted as Editable Artwork. If you submit a PDF File, you must submit all Fonts used. [See Chapter 2, Section 4 for details.](#)

Physical Size

Labels are cut using rotary dies. These dies are not adjustable. You must work within the required size selected. Bleed is required for all files. [Please review Chapter 2, Section 2.](#) If you are not purchasing a die for your artwork, contact your Sales Person for a determination of available sizes for your project. [See Chapter 2, Section 2.](#)

Fonts

Please include all fonts used in submitted artwork. You must include Printer and Screen fonts. TrueType Fonts are acceptable. Open Type Fonts (OTF) are acceptable. Suitcase Fonts are our normal format. **Files with outlined fonts can not be accepted.** Fonts reversed out of a Four Color Process element should be no smaller than 10 points unless reviewed and approved by FLEXTEC Prepress Department. Fonts reversed out of a Spot Color may be as small as 6 points generally, however it depends on the actual font used. Type/Fonts smaller than 6 points should not be built from Four Color Process unless reviewed and approved by FLEXTEC Prepress Department. Please DO NOT use Font Attributes, use the Correct Font.

Colors

Please indicate specific Pantone Colors from the Pantone Matching System, unless a custom color is required. If you require a Custom Spot Color, please supply a sample for matching purposes. If a Custom Color is required as a Four Color Process build, we would appreciate a sample, even if it is from your color printer. [See Chapter 2 Section 3.](#)

Scans

Scans placed in your artwork should not be any higher in resolution than 300 ppi (dpi), and never more than 150% of intended physical size. [See Chapter 2, Section 1.](#)

File Submission

Files may be submitted in any of the following ways;

CD or DVD

~~ZIP Disk (either 100 MB or 250 MB)~~ We no longer accept ZIP Disk's.

FTP (Site is 72.16.132.210 and you need to arrange access; User Name and Password) [See Chapter 2, Section 5.](#)

E-Mail attachment (Ask your salesperson) (limited to 10 MB by ISP)

Files submitted by electronic means should also be accompanied by either faxed, or mailed hard copy, to include color separations.

Proofing

We normally proof by PDF. A Hard Copy Color Proof is available on request. A Customer is required to sign for approval on the supplied proof and return that Proof to us prior to Printing. Please be aware of the fact that PDF's are not reliable for color approval due to various monitor calibrations. Also, do not expect a PDF to print at the proper size. We prepare our PDF files for video viewing only, and they will probably not print at the correct size on your personal printer.

Bar Codes/UPC's

We electronically create ANSI verified UPC's and most other bar codes here at FLEXTEC. You may save the expense of acquiring bar codes from other vendors. If you can supply us with the numbers we supply the bar codes free of charge. All bar codes printed by the FLEXTEC Corporation are scanned to pass the ANSI verification process and you can be supplied with grading reports upon request.

Traps and Dot Gain Adjustment

We prefer to receive untrapped art. We come across some unusual situations that dictate trapping by hand but the majority of our jobs are trapped with an AutoTrap workflow.

While the state of the art printing presses in use at our company dictate smaller reductions in dot gain than that routinely required in other printing processes, we are the best judges of what is required for our equipment.

We have Fingerprinted our presses so we can deliver Zero Dot Gain Plates to the presses and normally no human intervention is required.

Technical Support

Our Electronic Prepress department is available anytime to assist you with solutions, and/or advice. Please feel free to contact us. We are working on this project together. Let's talk about it and make everything easier on all of us. Please call 719-532-1840 or 800-808-0970.

Chapter 2: In-Depth Artwork Specifications

Section 1: Application Data

Photoshop

Typesetting in Photoshop is not desirable. Photoshop creates Raster Elements, to include Type. If you do set type in Photoshop, please verify that it meets our requirements for Type built from Process. (You would find that on Page 2.) **In any event, Black Type built from Process is not acceptable.** All Black type should be set to Overprint. Knockouts are not acceptable. For a given Font Size, many fonts actually vary in height, and certainly in stroke weight. Bolder fonts will be more successful. Any misregistration on press causes type to be blurry and not legible. You are better off using another application such as Adobe Illustrator for your type.

When you supply a Photoshop file, any layers used should be left intact. Rarely does a label live out it's life without changes. This may necessitate you supplying an extra file. If you are saving the Photoshop file as an EPS or TIF for placement in another application, you should also send us the .PSD native Photoshop file.

Illustrator

Adobe Illustrator is our favorite graphics application here at FLEXTEC. If you are sending us an Illustrator file, and your delivery method will be thru e-mail, you may want to forego the .EPS format. The .EPS file will be much larger than your native file. All Black type should be set to Overprint. Knockouts are not acceptable.

Scans and Placed File Resolution

We receive a lot of images placed in compositions that are scanned in undesirable formats. Any scans supplied should be performed at 1.5 to 2 times the intended resolution for printing(our standard is 145 lpi and 2450 dpi, so scans should be supplied at a minimum of 225 lpi and for optimal results at 300 lpi). When we receive scans at 72 dpi (yes, we do receive those, far more often than you would believe) image quality certainly suffers. Please make sure the scan is not bigger than required. I have received continuous tone images that were placed at a size of 2 by 3 inches. The supplied file was 9 by 13 inches, and 22 megabytes. Just by reducing the size in a graphics application, as a percentage of the original size, does not reduce the file size on disk. We do not print labels one at a time, instead we will probably create plate images 4 across the web, and 2 around the cylinder, giving us 8 images on a plate. When we try to image film in this manner that little 22 meg file you sent just became in excess of 176 megabytes, taxing our computers, and requiring excessive imaging time.

Another situation we experience very often is that a scan is adjusted to look good on screen without paying attention to dot or screen values. Your monitor is calibrated, right? Very often we are left with highlights with a 1 or 2 percent dot. That is not a problem until we need to reduce the image for dot gain. Once we do the reduction, most of the time the low end dots disappear, and once they are gone, are not going to show up again with dot gain. When a dot is required to be that small it is usually from someone trying to achieve a lighter color, and perhaps you would be better off selecting a similar color, rather than making the image lighter by reducing the size of the dots.

Please use the Photoshop filters sparingly. Those filters have ruined some very nice images. Just because it looks OK on your 65 or 72 dpi monitor does not mean it is going to look good at 2450 dpi and 145 lpi in print.

We receive a wide variety of file formats. I consider Tagged Image File Format (TIFF) or Encapsulated Postscript (EPS) the only acceptable formats. These graphics should be supplied in CMYK format. We are trying to supply you with the highest quality image possible on your printed product and appreciate your help in supplying the highest quality data possible.

JPG (JPEG) is not an appropriate format and cannot be accepted. (Please review Chapter 2, Section 4.)

Section 2: Physical Size and Die Cuts

Labels are cut using rotary dies. These dies are not adjustable. You must work within the required size selected. If you are not purchasing a die for your artwork, contact your Sales Person for a determination of available sizes for your project. We need 0.125 in. (1/8 inch) bleed, the bleed actually being 0.0625 in. (1/16 inch) at each side of the label. The reason for 1/16 inch bleed on each edge is that dies have a standard spacing of 1/8 inch (0.125 in.) between cavities. When we bleed art at the correct distance we have edge to edge color to die cut. Standard dies have a 1/8 inch (0.125 in.) Corner Radius.

Section 3: Colors

We work within the Pantone Matching System. Please indicate specific Pantone Colors from the Pantone Matching System, unless a custom color is required. If you require a Custom Spot Color, please supply a sample for matching purposes. If a Custom Color is required as a Four Color Process build, we would appreciate a sample, even if it is from your color printer. If you build a Custom color, please identify if it is supposed to print as a Four Color Process Build or a Spot Color.

Section 4: JPEG Files

Occasionally customers supply Joint Photographic Experts Group (JPEG) images. This is not a suitable format for mechanical printing processes. The JPEG file format was developed to display photographs and other continuous tone images in Hypertext Markup Language for the World Wide Web and is a lossy algorithm where it throws away and/or substitutes color data for like colors to decrease file size. This file format reproduces inferior results and can not be accepted.

Section 5: FTP Transfers

FLEXTEC Corporation has an in-house FTP Server. Arrangements must be made for its use. Customers are issued an Individual User Name and Password by Company.

What is FTP?

An acronym for the File Transfer Protocol (FTP) which is based on TCP/IP and enables the fetching and storing of files between hosts on the Internet.

What is TCP/IP

An acronym for Transmission Control Protocol based on the Internet Protocol (TCP/IP). This is an Internet protocol that provides for the reliable delivery of streams of data from one host to another.

IP

An acronym for the Internet Protocol (IP)-the basic protocol of the Internet. It enables the unreliable delivery of individual packets from one host to another. It makes no guarantees about whether or not the packet will be delivered, how long it will take, or if multiple packets will arrive in the order they were sent. Protocols built on top of IP add the notions of connection and reliability.

Anonymous FTP

Anonymous FTP is the ability to upload and/or download files from a server without having a login username and password. Obviously, for security reasons, we only allow access to specific directories.

How do you use FTP

Please note that it is highly recommended that you use file compression of some sort to eliminate potential errors. File compression creates a "wrapper" around files. Consider it mandatory when transferring Font files.

Software (FTP Clients)

There are many FTP Client software titles available. The only titles that have been tested, and thereby allowing us to assist you with setup and use, are Fetch for the Macintosh, and CuteFTP for the IBM platform. Microsoft Explorer has been tested on both platforms and works fine.

Usage

From Microsoft Explorer (either platform) On the "Address:" line (URL) in your web browser, enter 72.16.132.210 and this will open a window, allowing you to enter the user name and password. The server software associates your information with the folder established for your company. From here, drag and drop the wrapped file.

From Fetch Host: 72.16.132.210 User ID: Your assigned User Name Password: Your assigned Password Directory: Server software puts you into the correct directory based on User Name and Password.

From FTP Host Address: 72.16.132.210 User ID: Your assigned User Name Password: Your assigned Password Directory: Server software puts you into the correct directory based on User Name and Password.

It is advisable for customers to send e-mail advising that files have been sent to the FTP site.

We are available at the IP Address: 72.16.132.210 or FTP.FLEXTEC.NET