PAPER CUP ARTWORK SPECIFICATIONS

for FLEXOGRAPHIC PRINT

The following specifications should be taken into account when creating artwork for paper cups. Artwork that do not meet the below specifications may be altered to make it suitable for the print reproduction process.

FILE FORMAT

- We prefer Adobe Illustrator AI or EPS format.
- Please avoid page layout applications i.e. InDesign, etc.
- Adobe Acrobat PDF format is acceptable ONLY if it is saved in Native format with no compression and "Illustrator Editing Capabilities" ticked on.

IMAGES

- Colour and Greyscale images should be supplied 300dpi to 600dpi resolution (higher better).
- Images should be Linked into the master document as well as supplied along with the artwork.
- Acceptable image formats include: PSD, TIF, EPS, BMP & JPG.
- Please keep Working Layers in Photoshop & Tiff images - do not Flatten.
- Rasta images are printed at 110dpi.

TEXT

- Please convert Text to Outlines/Paths or supply the font in TrueType/OpenType format (TTF/OTF) only.
- As a guide, the minimum Text sizes for any regular roman typeface, e.g. Arial Regular is:
    – 4.5 points for text being a part of a logo.
    – 5 points for regular text.
    – 6 points for text reversed out of a background.
- Please ensure Trademark symbols (®, ©, ™) are visible.

COLOURS

- The maximum number of print colours is 6.
- Our inks are matched to Pantone Solid Coated/Uncoated and CMYK Process colours. Please specify correct colours.
- Fluoro and Metallic colours will be substituted for mock variations.
- To achieve consistency of colour reproduction please supply industry standard colour proofs or any related print material.

LINE THICKNESS

- Our minimum Line/Stroke thickness are as follows:
    – 0.35pt (0.125mm) when made from a 100% solid colour.
    – 0.45pt (0.16mm) when reversed out of 100% solid colour.
    – 0.80pt (0.28mm) when made from a percentage of colour.
- Please reserve Strokes where possible - do not Outline Paths.

MINIMUM DOT, TRAPPING & COLOUR PERCENTAGES

- The Minimum Dot is 3%. Colour percentages between 0%-2.99% will not print. This mainly affects highlight areas of Rasta images. This range may be leveled to 3%. If you attempt to adjust, please apply as a separate "Adjustment Layer' in Photoshop.
- Trapping of 0.1–0.25mm will be applied where colours intersect.
- All colour percentages are printed at 110dpi.
- We cannot guarantee that specific screen values will be achieved on the production print.

DISCLAIMER: We take no responsibility for the legal compliance of the artwork, the responsibility falls with the customer. Specifications in this document may be subject to revision without prior notice.

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FOOD CONTAINER

DIE CUT
Artwork within this area will be seen on the finished cup.

BLEED
Please contain or mask artwork within this area.
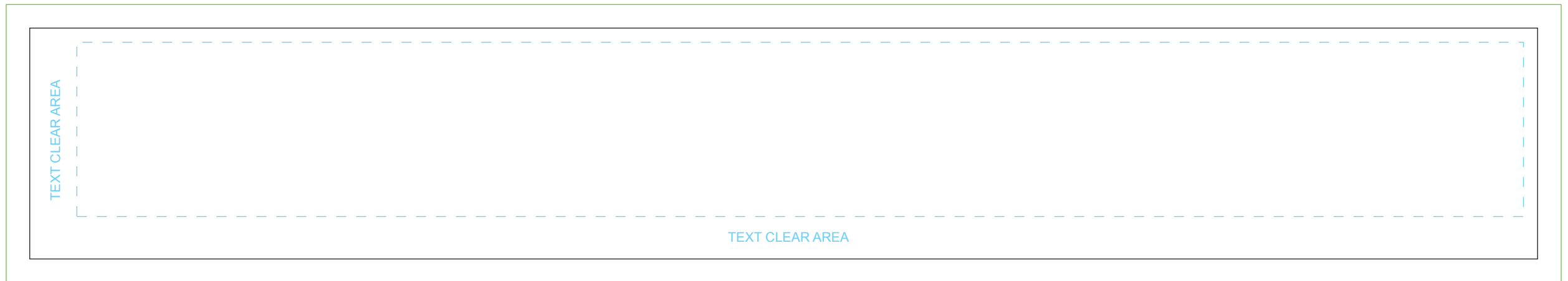
TEXT CLEAR AREA
Keep text and logos away from this area. All other artwork is acceptable.

JOIN
Artwork in this area meet up to create a join.

Food 1 - FC08 (8oz/280mL)
320mm x 49mm +5mm Bleed

TEXT CLEAR AREA

TEXT CLEAR AREA

Scale: 1:1