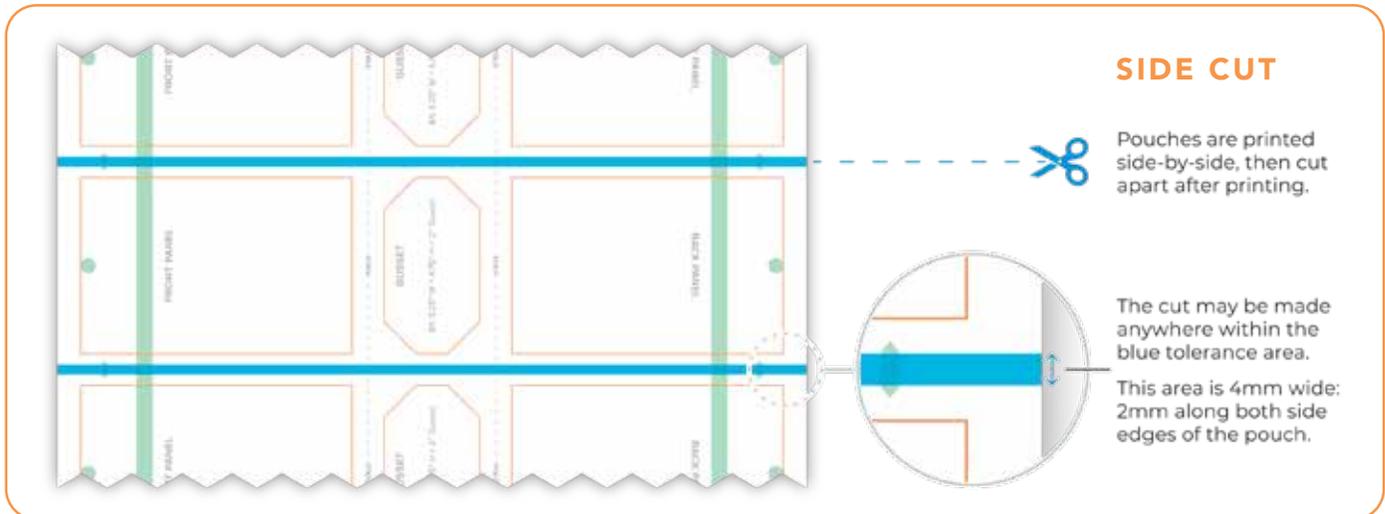




## ARTWORK SPECIFICATIONS

Please read through all the specifications to ensure a fast and easy ordering process.



## COLOR

### PRINTING BLACK

We recommend any black areas in your artwork be 100% black. NOT "rich black" or "registration black"

### SELECTING COLORS FOR YOUR ARTWORK

If you are trying to match a Pantone® color, please refer to the Pantone® Bridging Swatchbook. Choose a color from the CMYK column. This is the best representation of the color we are able to print.

### COLOR MATCHING

To maintain our very fast production time, we are not able to accommodate press checks or color matching. However, if you need to review color before printing a large order, you can order 1 pouch from our website as a press proof.

### COLOR MODE

Make sure your file is set up in CMYK color mode. If your file is set up in RGB we suggest you convert the file to CMYK. If you don't, our pre-press software will convert your file and it may have varying results and result in substantial color shifts.

If you are working in Canva®, you will only be able to change the color mode if you have the paid version.

## QUALITY CONTROL

### MANUFACTURING TOLERANCES

We work very hard to keep our tolerances as low as possible, however there will be some variations in your pouches. This is due to the imperfect nature of the manufacturing process.

See pg3 for specific tolerance guidelines.

### USING LIGHT COLOR IN YOUR ARTWORK

When using light colors in your artwork, we recommend ink coverage of at least 20% to ensure visibility. For example, if you want to print a light gray on your pouch, we recommend creating an ink swatch that is at least 20% black. If less than 20% it may not show up or be very subtle when printed.

Objects on screen may appear darker than what will print. When you receive your digital proof, you may receive a warning indicating "low ink coverage" when using low percentages of ink.

### CREATING BACKGROUND PATTERNS IN YOUR ARTWORK

Some imagery may not be visible when printed if they are placed on similarly colored background.

For example: if you are trying to create a subtle pattern in a background color, the color difference should be at least 20% apart to be able to see it. For a black on black pattern, if the background is 100%, the pattern within the black should be a maximum of 80% black to be able to be seen.

Please note: The contrast between colors may appear greater on screen than when printed. When you receive your digital proof, you may receive a warning indicating "low ink coverage" when using low percentage of ink, like in this example.

## PROOFS

### DIGITAL PROOF EMAIL

Once your order is placed you will receive a proof email. Please review your proof carefully. You will have the option to "ACCEPT" or "REJECT" this proof.

**If you do nothing, in 12 hours your order will automatically move into production.**



**THE PACKAGING LAB**  
CUSTOM PACKAGING MADE SIMPLE

## ARTWORK SPECIFICATIONS, cont'd

Please read through all the specifications to ensure a fast and easy ordering process.

### FILE FORMATTING

#### CONVERT ALL TEXT TO OUTLINES

This will eliminate the need for fonts.

In Adobe Illustrator:  
SELECT > OBJECT > ALL TEXT OBJECTS then  
TYPE > CREATE OUTLINES

#### EMBED ALL IMAGE FILES

In Adobe Illustrator:  
WINDOW > LINKS > Click on the image > Choose "Embed Image(s)"

#### FILE RESOLUTION 300dpi

Make sure that all placed images in your artwork are 300dpi. This will give the best results when printing your artwork. If there are any images below 300dpi, you will receive a warning on the proof. It will not prevent us from producing your order unless you reject the proof emailed to you.

#### PRINTER'S MARKS & UNUSED LAYERS

Before saving your final artwork file, remove all printer's marks from the file: crop marks, die lines, color bars, registration marks, etc.

Please note: if you see it on the final high resolution PDF, it WILL print.

Turn off or remove all unused layers in your art file. This will help keep your file size down and allow easier processing of your order.

### TEMPLATE GUIDE

#### TEMPLATES FOR ARTWORK

Download the template for the size pouch you are ordering from the RESOURCES menu on our website. You can set up your artwork to our specifications on this template.

Please Note: do not modify the size or the orientation of the template. If modified, your artwork will be rejected and will delay your order.

#### SAFE AREA

Keep all important text inside the SAFE AREA of your pouch. This will ensure that important text or artwork will not be trimmed off the pouch or get too close to the edge of the pouch.

#### TEAR NOTCH

Located at the top of the pouch and used to help with tearing open the sealed pouch. (See template for location)

### NEED MORE INFORMATION?

#### GRAPHICS@THEPKGLAB.COM

Email us at the above email address with any questions you have with file set up. We are happy to help.

#### FINAL FILE TYPE

Please submit a high resolution PDF file. (PDF/x-1a:2001). We cannot print from an AI, JPG, JPEG, PNG, etc.

#### TEST BAR CODES & QR CODES

If you are using bar codes or QR codes, please test them before placing your order. We do NOT test bar codes or QR codes. We will print what is in the file.

#### CREATING A WINDOW ON YOUR POUCH

Please download the instructional PDF on how to create a window on your pouch from the ARTWORK SPECIFICATIONS page on our website.

#### CREATING METALLIC EFFECT ON YOUR POUCH

Please download the instructional PDF on how to create metallic effects on your pouch from the ARTWORK SPECIFICATIONS page on our website.

#### NEED HELP FORMATTING YOUR ARTWORK?

If you need help formatting your artwork, we can help.

We offer design services as well as file formatting services. Visit our DESIGN HELP page for more information.

#### ZIPPER

If your pouch is not a single use package, the zipper will allow for closure. (See template for location)

#### HANG HOLE

Hang holes are an option on almost all of our pouches. We offer 2 styles: round or euro. (See template for location)

#### SIDE CUT

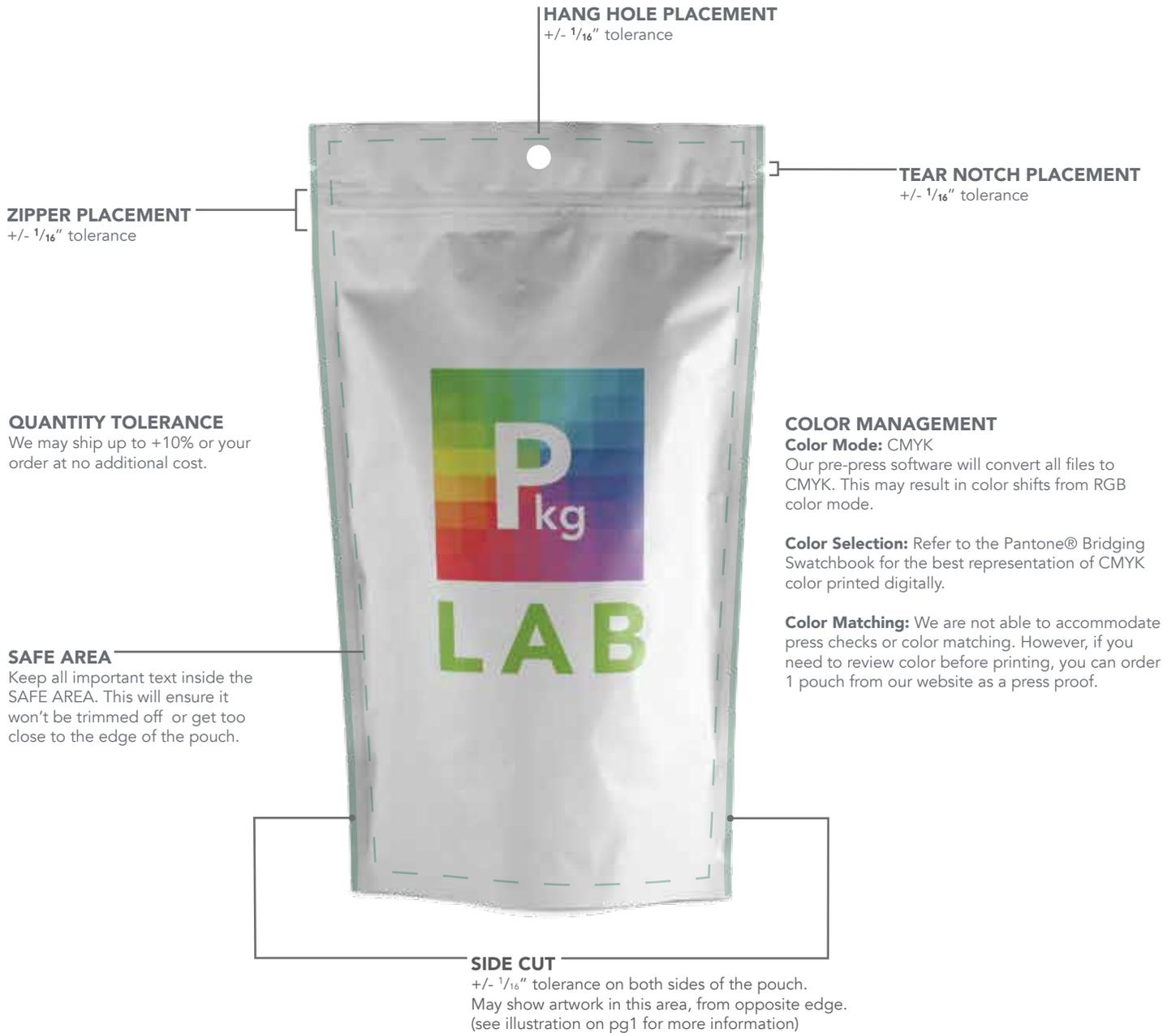
To allow for our side cut, please make sure the artwork on both sides of your pouch matches. If not, some of your pouches could be cut slightly off the edge on either side. This is normal and is part of our cut tolerance. (see illustration on pg1 for more information)



## MANUFACTURING TOLERANCE GUIDE FOR POUCHES

See our templates for placement in reference to your artwork. (download templates from the die line page of our website)

We work very hard to keep our tolerances as low as possible, however there will be some variations in your pouches. This is due to the imperfect nature of the manufacturing process.



### DO YOU NEED HELP FORMATTING YOUR ARTWORK?

We offer design services as well as file formatting services. Visit our [DESIGN HELP](#) page for more information.