



# Hibiscus Plc

THE PRINTING PLANT

Hibiscus Plc.  
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**E-mail may be used for electronic transfer of files up to 10MB in size and should be sent to: [studio@hibiscus-plc.com](mailto:studio@hibiscus-plc.com)**

## ARTWORK SPECIFICATIONS FOR FLEXO PRINTING

### SOFTWARE COMPATIBILITY:

Mac: The preferred file formats are Adobe Illustrator, QuarkXPress and Photoshop.

PC: Macintosh is the preferred platform, however the following PC file formats are acceptable: QuarkXPress, Adobe Illustrator and Photoshop.

If artwork is setup in CorelDraw! format please follow these instructions carefully: Export files as Illustrator 3.0 files - extension ".ai". Use the convert text to curves option. Remove all bitmaps before exporting and send bitmap files separately along with laser printouts showing correct positioning. Also indicate the scale of the placed bitmap.

### DISKS:

CDs and DVDs are acceptable. We may be able to convert other disk types, but please check with us before sending. Always send a copy of your files, do not send us your original files.

### ORIGINAL ART/SCANS:

Please include placed graphics and photographs on your disk. Scan resolution should be a minimum of 300 dpi at final scale. File types should preferably be .tif or .jpg for photographs requiring printing to 4-colour and outline .eps or .ai files for graphics requiring printing in Pantone colours.

### TYPE SPECS:

5 pt. minimum. (6 pt if reverse type). Avoid process builds on type less than 12 pt.

### FONTS:

Include all fonts used in your artwork on disk. Where Postscript fonts have been used include both printer and screen fonts. We recommend Sanserif fonts for small type (6 to 9 pt.)

### SCREENS/TINTS/GRADIENTS:

Screens may range from 100% to a minimum of 3%. Any values that run below 3% may not reproduce correctly and will deteriorate the quality of your print job.

### IMAGE AREA:

Maintain a minimum of 3mm unprinted margin between artwork and label edge unless it is an intentional bleed. If artwork continues to edge of label, 3mm bleed must be included.

### COLOR SPECIFICATIONS:

Please specify required Pantone numbers on spot color artwork.

### COLOR SEPARATIONS:

Before sending your disk to us for output, please ensure that you print out ALL (Pantone and 4-colour) separations to your laser and check that separation shows the intended artwork.

### TRAPPING:

Black: Set to overprint all colors.

Colors: All traps on spot colour jobs should be set to a minimum of 0.5mm.

Remember to spread the lighter color into the darker color.

### LINES/RULES:

Minimum setting 0.5pt. When printing negative (reverse) lines/rules 1pt is the minimum recommended.

### BLEED:

Standard 3mm beyond the dieline or cropmarks.

### BARCODES:

Barcodes can be placed on artwork by ourselves if supplied with the correct EAN number. If placed by yourself you must take into account that we cannot guarantee scanability at anything below 80% scale.

### DIES:

Be sure to contact one of our Customer Service representatives for a listing of the available die shapes and sizes which are stocked in-house. NOTE: Custom dies can also be created for you. Prices vary.

### PROOFS:

Please submit an **accurate** color print (or matchprint) or, if possible, an example of a pre-printed label from which we can match colours.

### PDFS:

When supplying PDFs for print, it must be taken into account that they will be placed within QuarkXpress templates for output (so as to allow for uneven horizontal/vertical scaling and addition of special print bearers). Any document which prints to the label edge must contain printable bleed and cut marks where possible. All text must be outlined and the document must also be set as CMYK for output, not RGB.

### QUESTIONS/ADDITIONAL INFO?:

For any further help or assistance please contact us at: [studio@hibiscus-plc.com](mailto:studio@hibiscus-plc.com) or telephone us at: +44 (0) 113 203 1945.