



**Farnell Packaging Artwork Preparation Guidelines**  
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In order for us to ensure your timelines are met, please follow the Farnell Specifications for every job. Delivery of final product is usually 4-6 weeks from the date files are received and accepted by Farnell Packaging Pre-Production Department.

**Transfer Media:**

Email, CD, DVD or FTP Site available

**Applications:**

Supplied artwork is preferred in the following formats.

Adobe Illustrator: Up to version CS2  
Adobe Photoshop: Up to version CS2

\*Other available formats are as follows.

Freehand: Up to version MX  
Quark XPress: Up to version 6.0  
Adobe InDesign  
Adobe Image Ready  
Corel Draw Macintosh: Up to version 11  
Corel Draw IBM: Up to version 11  
Acrobat: Up to version 7  
Acrobat Distiller: Up to version 7

**Artwork Specifications:**

All jobs received must include a customer-approved dieline showing all non-print and copy-safe area (in particular, client seal areas and tolerances).

Maximum number of colours: 8 (Including White and/or Varnish if required)

## **Image Files**

High Res images to be supplied at 300 dpi.

Layered PhotoShop files are recommended to ensure correct Flexo colourwork can be performed. Image files should be linked and not embedded to ensure proper colour reproduction and efficiency for production.

## **Type size and Line Weights**

Minimum text size Positive: 6pt (non serif)

Minimum text size Reverse: 10pt (non serif)

Minimum line weight Positive: ½" pt

Minimum line weight Reverse: 1 pt

## **White Separation**

In cases where white is required (such as for item printed on clear film), create a separate layer for the white plate. The white plate should have a holdback from all knockout areas and art edges of 0.010".

\*\* generally **trap for labels is .010"** for but have gone down as far as .007" in some cases due to the requirements of the art.

## **Varnish / Overlacquer Separation**

In cases where a varnish or lacquer is required, create a separate layer for the varnish / lacquer plate. This plate should exceed all print and image edges by 3mm or 0.125".

## **UPC Codes**

Minimum UPC size is 100%, non-truncated, placed with bars running in press direction. Any UPC Code that does not meet the minimum requirements will need to have a deviation formed signed prior to completion of Prepress. LWR of 2.5 (0.0025) is required.

## **Drop Shadows and Gradients**

Drop shadows must be created with the least amount of colours possible.

Best = 1 Colour

Acceptable = 2 Colours

Not Recommended = 3 or more colours

Gradients must finish with a minimum dot of 3% and cannot fade completely to white to create a 'white space' that may create a 'Hard Line' effect that is not recommended.

**Ink Coverage**

Live image area should be kept 1/4" inside dieline edges where possible.

**Production Marks and Requirements**

**Eyemark**

A standard Farnell eyemark is used and positioned 1/4" from the end of the film and 3/8" from the side seal. Poly rollstock has eyemarks made to the customer's size and positioning requirements. These should be in the darkest colour. If the film substrate is clear poly, then white (or another colour) should backup the darkest colour.

**Registration Dots**

AVT P-Register dots are required on tight registration print jobs and on all process / Opaltone print jobs. \*\*See attached PDF with information pertaining to P-Register dots.

**Density Targets**

Density targets are required on all screened, Process and Opaltone orders. Density squares need to be 1/8" minimum with 100%, 50%, 5% sections for colour verification on proof and press.



**Mounter Microdots**

Mounter microdots are required to be shown on proof for final approval. Microdots must be 0.010" minimum in size. Whenever possible hide microdots within design.

**Printer Legend**

An information bar (legend) is required on proof and must indicate the colours required to print the job. Please ensure all PMS numbers are correct and correlate to the colours contained in the job. E.g. Pantone 286, 10% Magenta, etc.

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**Prepress Requirements:**

The following is a guide for preparing separations to print at Farnell Packaging.

All these items should be reviewed prior to completing final files for processing to ensure all meet the necessary requirements.

Colour Target Proof (Waterproof, Kodak Approval, etc.)

Film for plates and or proofs

1 Bit Tiffs for proofing or plates

Minimum trap tolerance: 0.010"

Maximum line screen: 120 lpi\* for poly and 150 lpi for labels.

\*Please note that solid and screens on the same plate need to be addressed with a lower linescreen count. This must be determined prior to the start of any Prepress work.

Dot Shape: Round with a minimum 3% to a maximum of 98%. Minimum value is a guide and can be modified if necessary. Approval from the Farnell Pre-Production Department is required prior to final Assembly, Colourwork and Plates.

Microdots: 0.010" minimum. Must be on proof for final approval. Hide microdots is design when possible.

### **Fonts:**

The Adobe font folio is our standard. Include screen and printer fonts with your design to ensure that the attributes output correctly. Stay away from true type fonts whenever possible as they are not real Postscript fonts and were designed for Digital printers only. When organizing your fonts, put both screen and printer fonts in the same folder.

The fonts are your property and are used to output your design, then returned to you with the outgoing materials. Remember, to avoid delays, fonts that have been altered or renamed must be supplied with the design.

Converting a special font to a path is one solution; however, this can make the file more complex, difficult to handle and harder to make type changes. Avoid font compression.

PLEASE NOTE: If files are outlined, Farnell Packaging is not responsible for any type changes that may be required. A new file with changes must be supplied or a review of the original quote will be required and revised.

### **Supplied Files and Proofs:**

Provide a printed directory and proof with the computer-generated files. Please include an Acrobat PDF for visual.

For all process / Opaltone printed jobs a colour 'target' must be identified for colour accuracy. For line printed items please match color to its corresponding pantone (PMS#).

A colour proof at final size (tiled if necessary) is required for all process / Opaltone jobs. If the proof is not at actual size, please indicate the reduction/enlargement percentage. Separated proofs can be very useful.

Make sure proof is a final version and no alterations to the files have been done since the proof was made. If there are alterations, please mark the changes in Red.

Include the date and name of the person who generated the proof.

Indicate images that are For Position Only (F.P.O). Low-resolution images not marked will be considered "live".

### **File Compression:**

Non-compressed files are preferred. However, if you need to compress files, please save them as 'Self Extracting' files (.sea). Disk Doubler and Stuffit are common programs that offer reliable results.

### **File Transfer:**

Verbally confirm file details with our Customer Service Representative for transmission method and location (including courier or digital delivery addresses, phone numbers), file formats, passwords, etc.

Scan all files and media for viruses with appropriate virus scanning software using the latest available software patches. Sending infected files can delay your job since the files may have to be recreated and resent.

Before sending larger files via file transmission protocol methods (FTP, Internet email), consider sending a small test file. This will ensure that the connections are reliable and that transmission software and file formats are compatible.

When sending files via digital media, non-compressed files are preferred and may reduce overall transfer time.

Determine if your regular Internet file transfer software handles encoding automatically, or whether encoding is an extra step to be handled by your file compression software.

For Internet transmission, ensure that files are properly encoded, i.e. 'eight bit clean'. BinHex 4.0 (.hqx) and MacBinary (.bin) are standard Mac file encoding formats used to reduce the possibility of corruption during transmission.

Use compression software based on 'loss less compression algorithms'. Loss less compression ensures that file integrity is maintained through compression and decompression. Always save compressed files in 'Self Extracting' (.sea) format.

Use file-naming conventions which are easy to follow and descriptive of compression and encoding formats used (e.g. .eps, .sea, .hqx)

Disk Doubler and Stuffit are common programs that offer reliable compression and encoding results. PC files should be compressed using a 'Zip' file compression program like PkZip or WINZip.

For Internet email, keep final file sizes (after compression and encoding) to less than 10 MB. Some programs that offer Internet mail servers have predefined limits for mail attachments.

Talk to your Customer Service Representative and ask about our FTP transfer guides.