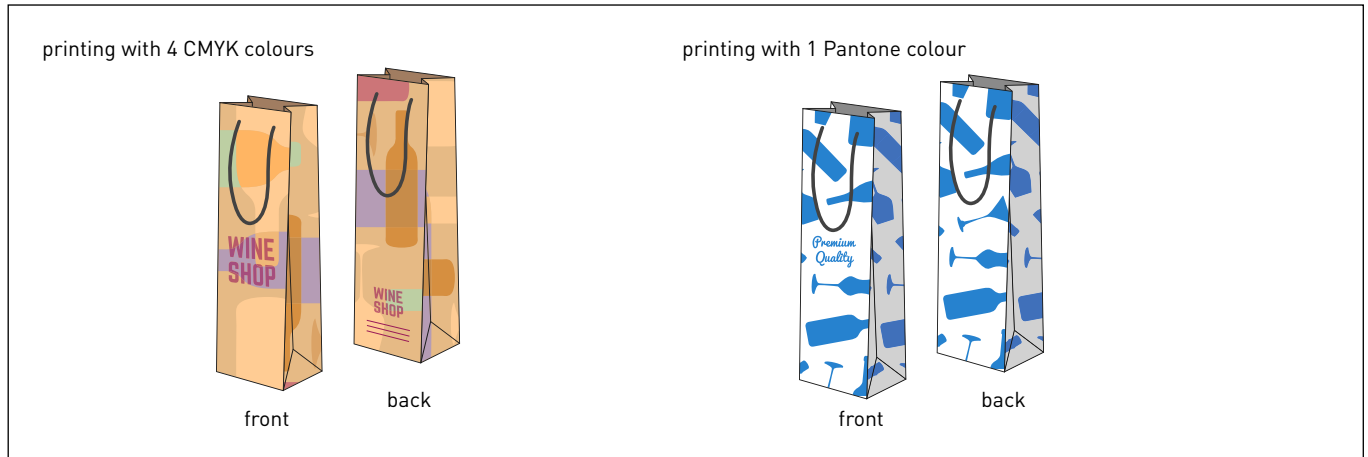


## HOW TO CREATE A PRINT-READY FILE: BOTTLE HOLDERS

The following instructions are designed to help you create a print-ready file. If after reading them you are still unsure about anything, please download the template, visit the FAQ section of our website, request a professional File Check or contact customer support.

### OFFSET PRINTING

With this type of product you can print your artwork over the entire surface of the shopping bag. The bag is **printed using offset printing in a single Pantone colour or in four CMYK colours**.



#### 1 FILE FORMAT

Our systems can only process files in **PDF format and in 1:1 scale** (not password-protected).

#### 2 COLOURS

All files should be sent in **CMYK** (cyan, magenta, yellow, black) format with the **Fogra 39 colour profile**. Images in RGB or with PANTONE colours will be converted automatically using a standard colour separation profile.

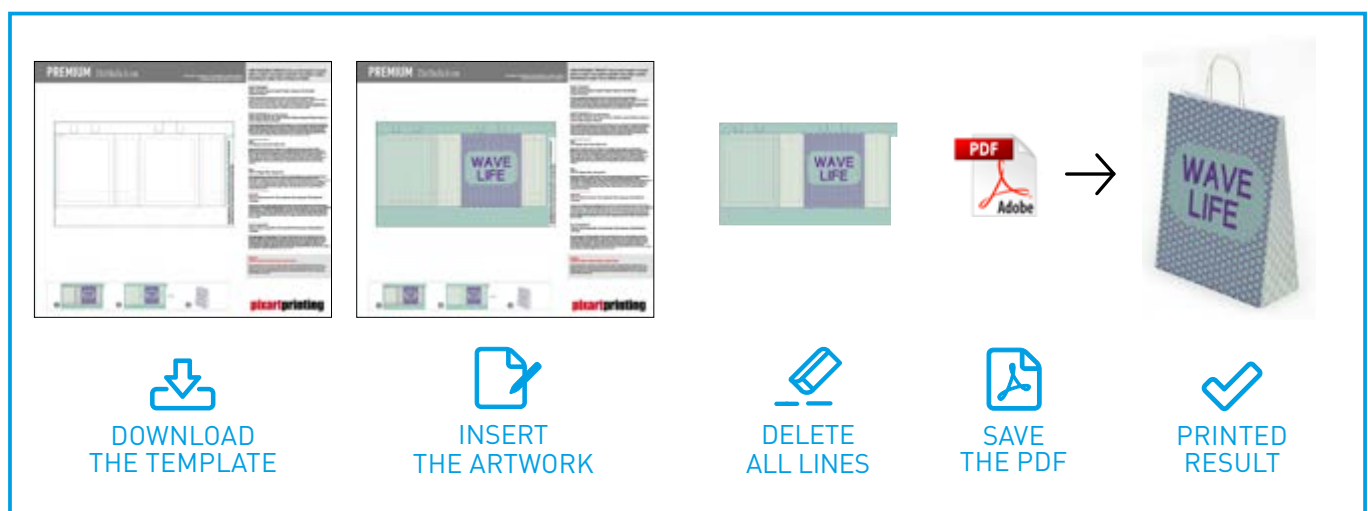
**The same colour may vary slightly in appearance depending on the** media onto which it is printed, as a result of the material's physical composition and the **base colour of the shopping bag**. For example, if you print a design onto a brown bag, the colour will be darker and duller than if it were printed onto a white bag.

#### 3 RESOLUTION

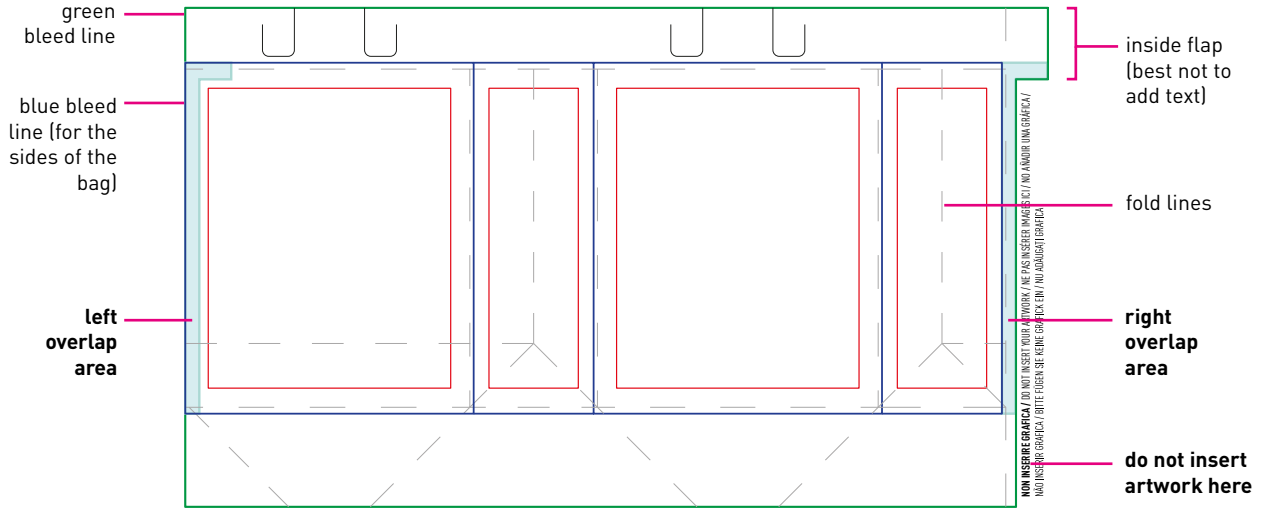
The optimal resolution for the files is **between 250 and 300 dpi**.

#### 4 TEMPLATE

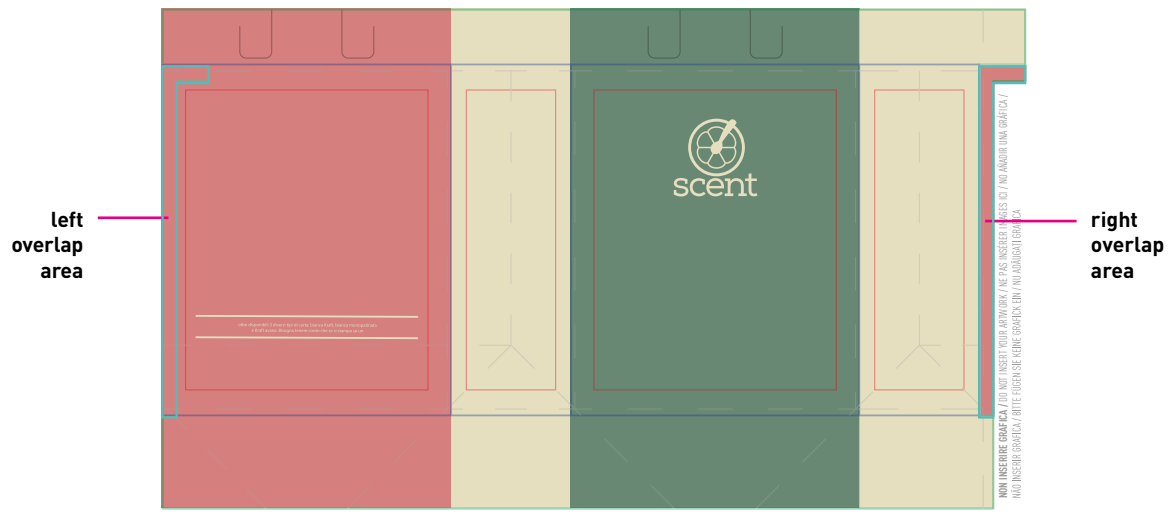
Always download the template for the product you purchased from the website and use it as the basis for positioning your artwork: this will make it easier to create a print-ready file. **Insert your artwork on the 'Artwork' layer, delete all the guidelines** and save the file as a PDF. Do not alter the scale of the design or **resize the template**. We recommend that any important text or messages are placed within the safe area (red line), i.e. at least 15 mm from the folds (dotted grey line).



Template



Template with artwork added



## 5 ADDITIONAL INFORMATION

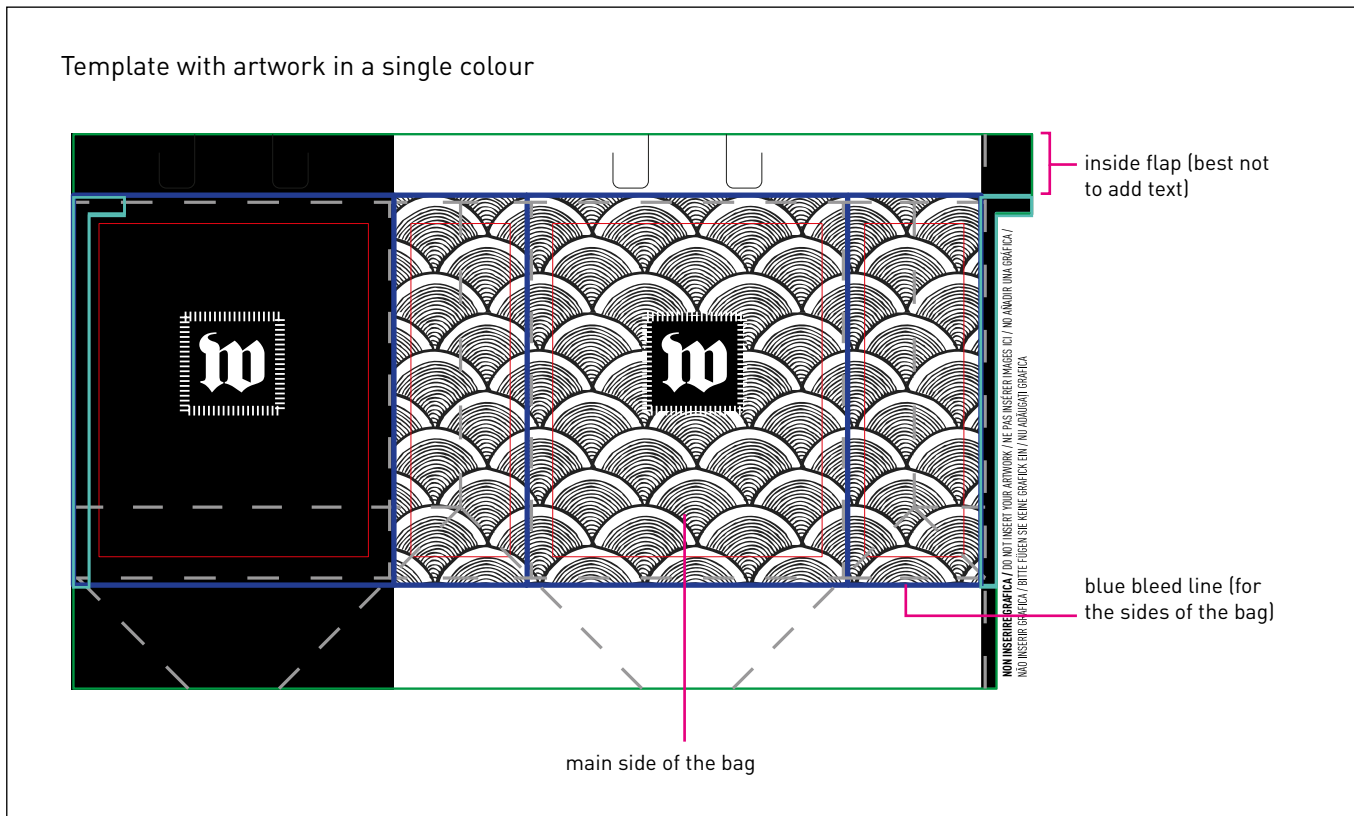
The minimum printable line weight is 0.25 pt. The main side of the bag is the section in the centre of the template.

**If you want full bleed artwork on the sides** of the shopping bag, enter your artwork inside the blue bleed line, and therefore beyond the folds of the bag (dotted grey line).

**If you have chosen single-colour printing, give your artwork a solid black colour (K 100% only).**

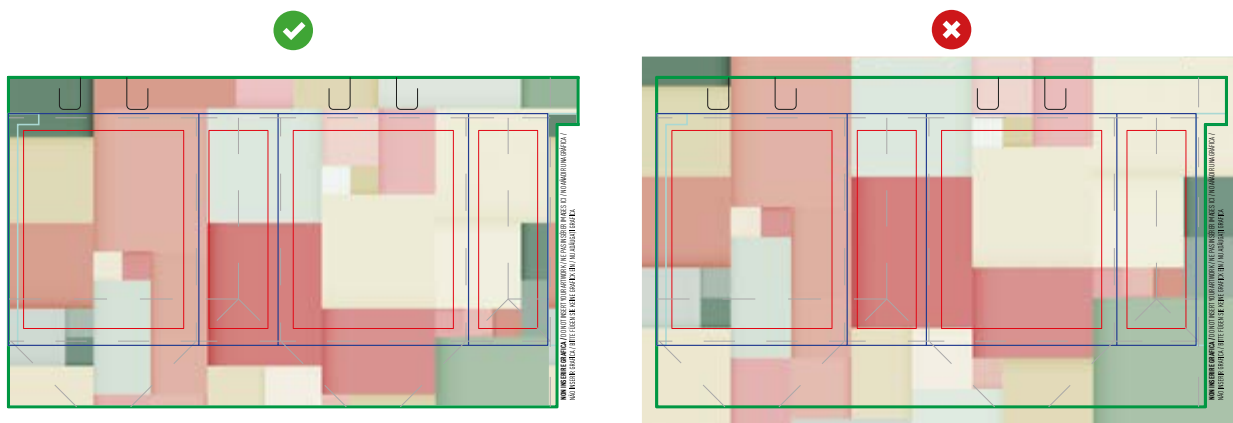
The shopping bag will then be printed in the colour you chose when ordering.

We do not recommend entering text on the inside flap of the bag, as the handles will be applied to this area.



## PLEASE NOTE - offset printed bags

Insert the artwork within the bleed line on the template (use the green line as a clipping mask)







Offset printing is carried out on a flat sheet of paper which is then folded and glued into the finished bag shape. This process requires some precautions when positioning the artwork on the template: **it is very important that the artwork in the left overlap area is copied exactly into the right overlap area, to ensure the continuity of the design on the bag.** When the bag is assembled, these two parts will be glued on top of one another.

Assembled and glued bag

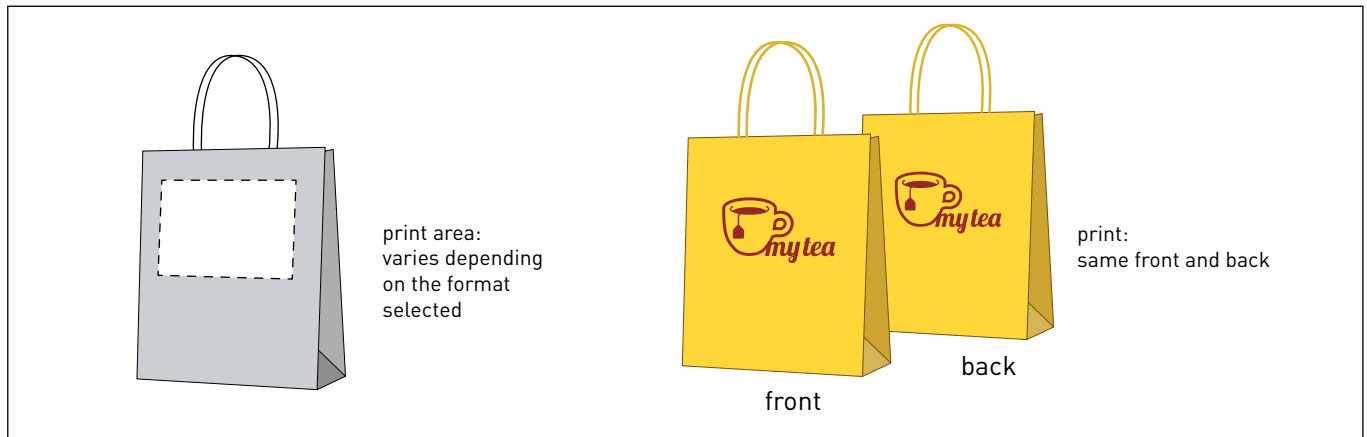


overlapping and  
glued area

## FLEXOGRAPHIC PRINTING OR HOT STAMPING

This type of shopping bag allows you to print your artwork in **a single colour on two sides (same front and back)** within a predefined area.

**Different formats** are available, with the print area varying accordingly.



### 1 FILE FORMAT

Our systems can only process files in **PDF format and in 1:1 scale** (not password-protected).

### 2 COLOURS

Give your artwork a pure black colour (K 100% only) and use the **CMYK** (cyan, magenta, yellow, black) colour mode with **the Fogra 39 colour profile**.

The same colour can appear slightly different on different media, as a result of the material's physical composition and the base colour of the shopping bag. For example, printing green artwork onto a red bag will give a different result than printing green onto a white bag.

### 3 RESOLUTION

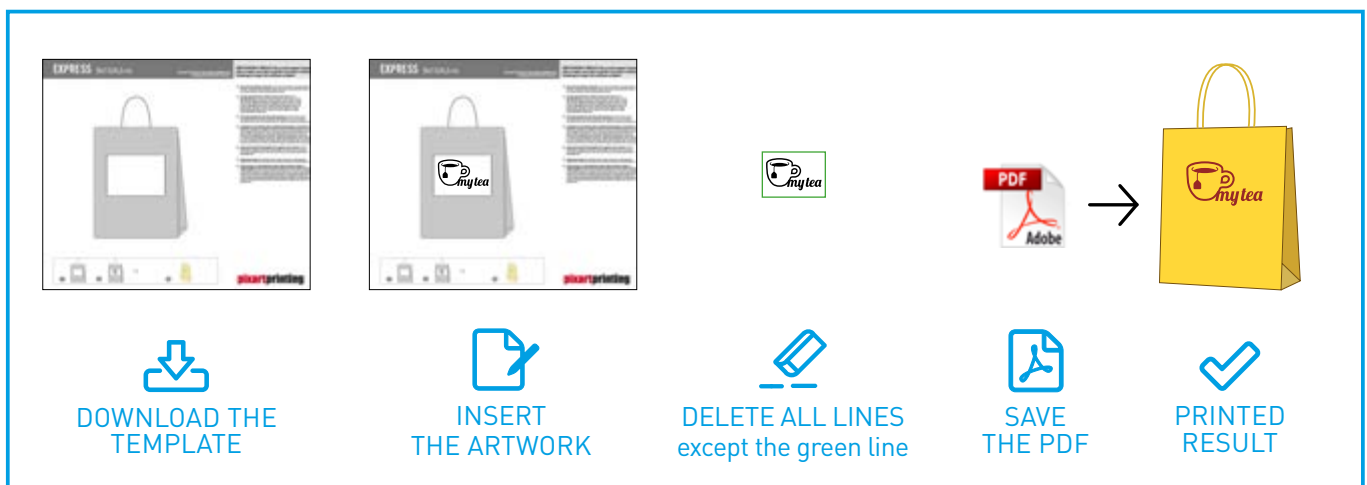
The optimal resolution for the files is **between 250 and 300 dpi**.

### 4 TEMPLATE

Always download **the template** for the product you purchased from the website and use it as the basis for positioning your artwork: this will make it easier to create a print-ready file.

Insert your artwork on the 'Artwork' layer, inside the pre-defined space on the artboard. Then delete all the guidelines except the bleed line (the green line) and save the file as a PDF.


Do not alter the scale of the design or resize the template.




## 5 ADDITIONAL INFORMATION

The artwork **must not contain gradients**, reticulation or transparent graphics and **must be vector graphics in solid black (K 100% only)**. The shopping bag will then be printed with the Pantone colour you chose when ordering. The minimum printable font size is **20 pt**, whilst the minimum line weight is **2 pt**.


### PLEASE NOTE - flexo and hot stamp printed bags

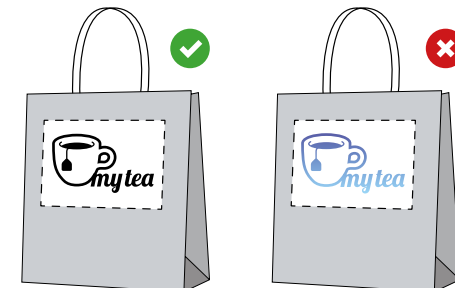
 Insert the artwork in the pre-defined area of the template.




 Create vector graphics in solid black (K 100% only).




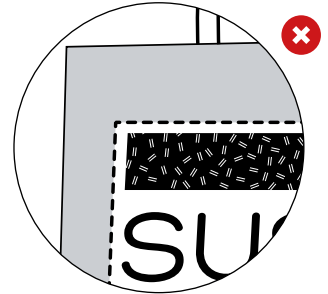
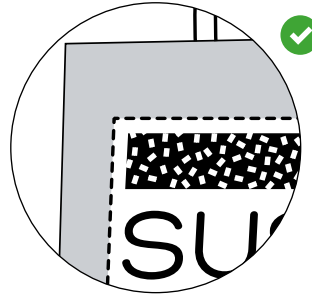
 Do not add gradients.



 Minimum printable font size: 20 pt  
Minimum printable line weight: 2 pt.



 Fonts and lines need to be thicker for negative designs than they are in positive designs, minimum printable line weight: 4 pt.  
**Negative printing is not feasible on Food Line Shopper.**



## FURTHER INFORMATION

A range of printing techniques are available for our shopping bags.

**Flexographic printing** is a direct, single-colour relief printing process, ideal for printing designs in one colour that are not overly complicated. The process uses flexible photopolymer printing plates and diluted, liquid inks that may expand slightly when printed onto the material.

When creating your artwork, bear the features of this printing technique in mind and avoid using items or fonts that are too narrow or close together, especially for negative designs.

This technique is used for our Express, Heavy-duty, Winline Express and FoodLine products.

**Hot stamping** is a direct, single-colour printing process using a heat transfer metallic foil. It gives the product extra prestige and allows an increased level of detail, creating a highly refined item. This technique is used for the Boutique and Lux Box products.