

## HOW TO CREATE A PRINT-READY FILE:

### SPECIALITY PAPER BAGS

(Paper Bags with flexographic printing, screen printing or hot stamping)

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, request a professional File Check or contact Customer Support.

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**.

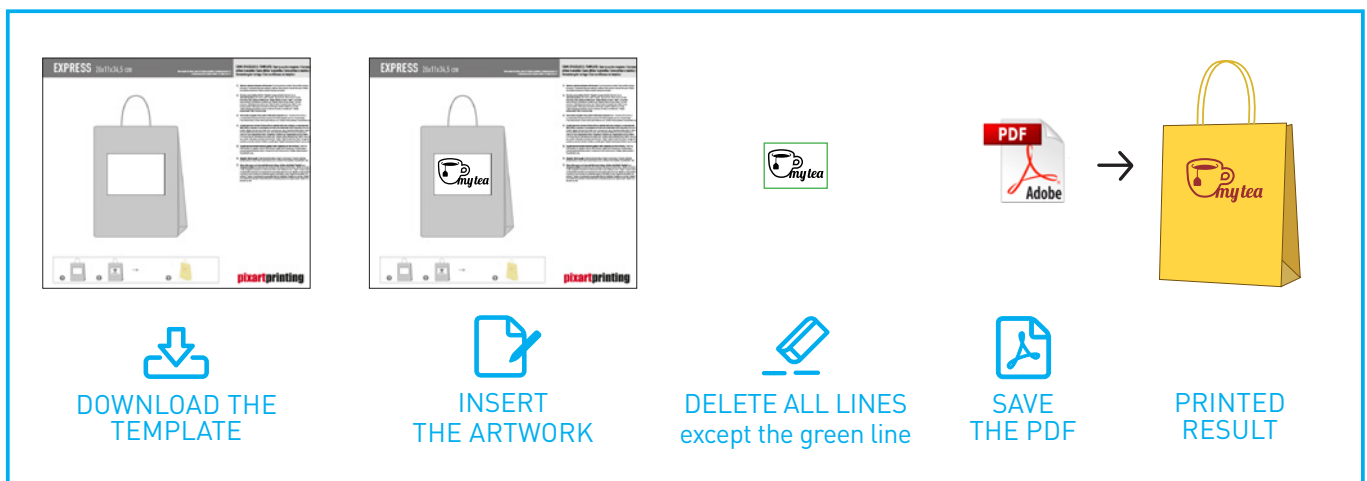
The same colour can appear slightly different on different media, as a result of the material's physical composition and the base colour of the shopping bag. For example, printing green artwork onto a red bag will give a different result than printing green onto a white bag.

#### 3 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.

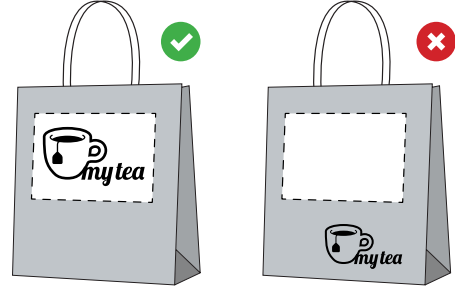



## 5 ADDITIONAL INFORMATION

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.


### GOOD TO KNOW - Paper bags with flexographic printing, screen printing or hot stamping

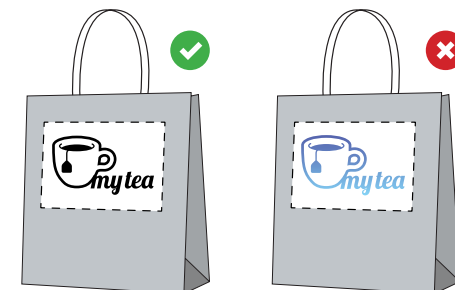
 Insert the artwork in the pre-defined area of the template.




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




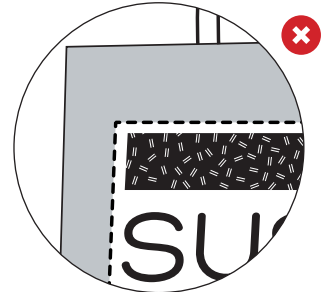
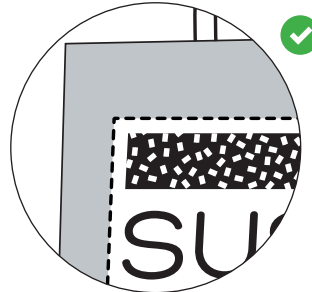
 Do not add gradients.



 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.

**Screen printing** provides superior quality and definition compared to digital printing. The ink used for screen printing is dense and viscous, guaranteeing precise details, excellent coverage and an even result (the reticulation effect often seen with digital printing is not an issue). During printing, the ink is pressed through a fabric mesh onto the paper.