

ARTWORK SPECIFICATIONS

Supplying Artwork For Flexo (Basic Print)

We'd like to make your design the most eye catching and professional available. Creating your artwork to best suit the printing process will ensure swift flow through production and a high quality result.

Box outline (die lines) will be supplied in an easy to read PDF file once we know box size required.

Place artwork over templates provided.



Proof

Provide an approved and signed proof for our visual reference, showing the position of your artwork allowing **5 mm** from the perforated coupon edge and **10 mm** from any fold.

Art Files

We accept **Adobe Illustrator or PDF** finished art files. Other files can be accepted if necessary but must be requested through the Art Department first. **Please outline or attach fonts.**

Colors

Only use PMS "U" Pantone colors.

Any NON "U" PMS pantone colors can not be accepted to ensure the correct color is used.

Artwork

Vector drawings only acceptable.

All supplied at 100% of printed size.

Supply your artwork in Black & White, Greyscale or in PMS (Uncoated - "U") pantone color mode only.

Any NON PMS "U" pantone colors can not be accepted to ensure the correct color is used.

NO images can be produced in this process, only vector drawings

Text

Include all fonts used in the job or convert all text to outlines in Illustrator if no text changes are required.

The minimum recommended text sizes are as follows (using an Arial typeface):

Flexographic:

(Approx. 2mm)

Positive	8pt
Reversed Out	8pt

Can go down to 6pt (Arial typeface) but we do not guarantee readability on 100% of the boxes.

Line Weights

Ensure the minimum line weight is **not less than the following at 100% size.**

Flexographic:

Positive	2pt
Negative	3pt

Can go down to 1pt but we do not guarantee line weight will be visible.

Barcode / QR code (optional)

Provide a unique identification format acceptable to identify the promotion to current scanning capabilities.

Please Note:

Maximum PMS "U" Pantone colors for this process is four (4).

Bleed - 3mm minimum bleed usually required. Include in the artwork, we may add where necessary in the printing process. Allow 10 mm around the outer edge of the box.

Adjustments - Any adjustments will be pre-approved by the client prior to any production.

IMPORTANT Artwork Guidelines

1. Nothing that is sexist, racist, or offensive
2. Nothing that does not comply with advertising standards
3. Nothing that is of a sexual nature XXX rating etc
4. Nothing that is unappealing or reflect eating food/pizza in a bad light
5. Recommend that a compressed PDF of the artwork should be forwarded to XMG Media prior to the final draft - **any issues can be explained and dealt with promptly**



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Innovation Patent # 2004101031 & 2004101044 granted
Registered Design # 301823 & 301824
US Patent # 8042728 granted
European Patent # 1534596 granted
Canada Patent # 2522651 granted
Australia Patent # 2008255242 granted
New Zealand Patent # 536394 granted
Other international patents pending

For more information contact:

XMG Media

Tel: +61 3 9846 6555

Fax: +61 3 9846 6553

Mobile: +61 0402 085 860

E-mail: info@xmgmediawww.com