

Guidelines

GENERAL INFORMATION

Computer

The material must be produced for or on a Macintosh computer.

Programs

Adobe Illustrator CS, Adobe Indesign CS, Adobe Photoshop CS, Quark Xpress 7.0, ArtPro, ArtColor.

Media transmission

Via ftp, e-mail or on CD/DVD.

Job information

The material must be produced in accordance with the print area available and to scale 1:1. Please ask for IML keylines for the specific packaging before initiating a new design. All files must be delivered in rectangular format, as our label supplier will handle the curving of the design. The following material must be enclosed:

1. Print of the disc key page and a colour print to scale 1:1
2. Transcript of the colour separation and colour specifications including indication of Pantone references
3. Printer fonts, screen fonts and all photo and illustration files
4. Sample of existing design, labels or packaging
5. Any text corrections need to be delivered clearly described

Bar codes

The bar code can be placed anywhere on the artwork, except for the area around the injection point on lids, and to guarantee readability must be set on a white background. We recommend as well, that the bar code is placed at least 15 mm from the label end on containers from 2 litres and up. Size must be minimum 80% and maximum 200%.

Positioning

If a handle is applied to the pot/container, please remember to position the design accordingly. If any panel in the design needs to be positioned under the tamper resistance tab, please make this clear on the artwork. The off-centre tolerance of the printed design is 1 mm on pots up to 2 litres and 2 mm on containers from 2 litres and up.

The label itself may be unaligned by as much as 1 mm on pots up to 2 litres and 1.5 mm on containers from 2 litres and up, based on Superfos' manufacturing tolerance.

Type sizes

Minimum point size, positive and negative print: 6pt (1mm).
Clearance from text to cuts and creases: 3 mm.

Print technology

All labels are printed in offset in sheets. In Mould-Labels are made of polypropylene and the following types are available:

- EUH 60µ/70µ white label with orange peel finish
 - EWR 57µ white label with semi glossy finish
 - EWR 57µ white label with high glossy UV-lacquer finish
 - ETR 57µ transparent label with semi glossy finish
 - ETR 57µ transparent label with semi glossy finish and SuperWhite
 - ETR 57µ transparent label with high glossy UV-lacquer finish
 - ETR 57µ transparent label with high glossy UV-lacquer finish and SuperWhite
 - LMG 82/100µ white label with semi glossy finish
 - LMG 82/100µ transparent label with semi glossy finish
- (High glossy labels for containers can be used in special cases only and must be agreed upon.)

Picture print

Scans to be made in 300 ppi (points per inch). Logos to be made in minimum 1200 ppi.

Colours

In Mould-Labels can be printed in up to 6 colours (8 colours can be used in special cases only and must be agreed upon). CMYK and Pantone colours must be used.

Colours may vary marginally from the colours specified. Colours at the injection point may become slightly lighter and can also be affected by the colour of the pack itself. Colours on transparent labels on transparent packaging will become slightly transparent and we recommend that samples are obtained from Superfos before initiating a new design, alternatively that a proof is made on transparent material.

All colours on proofs are indicated as Pantone colours, but please note that colours on proofs may vary from the colours specified. We recommend that Superfos attends your pre-artwork meetings with guidance, advice and recommendation.

Contact

For further information please contact your local Customer Services office.

Superfos

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 **Superfos®** - part of your day

In-Mould Labelling on Core Products

LABELS WORKFLOW

- WEEK 1** **Check In**
Files will be imported into ArtPro and checked for screening, barcode, trapping, colours, dimensions and resolution.
- WEEK 1** **Curving**
Finally the rectangular design – for pots/containers only - will be curved accordingly to the IML keyline.
- WEEK 1** **Proofing**
Various proofs can be made. Please state the required kind of proofing.
- Colour print
- PDF-file
- Printed proof (on real label material)
- Approval at the press
Proof of the artwork (either colour proof or PDF-file) will be sent for approval within 5 working days of receipt of the material at our printers. GMG can be made, but is more expensive. Please ask for a specific price and lead time in such cases.
- WEEK 2** **Approval**
Once the proofing material has been approved by signature the production can start. An approval at the press can be arranged.
- WEEK 5-6** **Delivery**
Labels will be delivered to the manufacturing site approximately 3-4 weeks after date of approval of the artwork.
- +2 DAYS** **Temperature adaptation**
Labels will need to attain room temperature before production takes place, i.e. approximately 2 days storage before production can start up at the earliest.
- Final packaging**
Labels will be converted into final packaging as soon as possible after receipt of labels.
Lead time to be confirmed by Customer Services.