



IML Guidelines

Here are the General In-Mould Label (IML) Guidelines from Superfos for your injection moulded packaging.

Computer

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

Programmes

Use either Adobe CS, CC, DC or send us a high resolution PDF-file.

How to transmit

Please send us your material via ftp, e-mail or WeTransfer.

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. Please send us:

1. Print of the file 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. For designs on transparent labels, please carefully indicate exactly where the white under-print underneath CMYK elements should be.
4. Printer fonts, screen fonts and all photo and illustration files in min. 300ppi
5. Sample of existing design, label or packaging, incl. clearly marked text corrections, if any.

Any subsequent text corrections must be perfectly clear, incl. corresponding font.

Bar code and data matrix

The bar code and data matrix can be placed anywhere on the artwork, with exception of the area around the injection point and around the handle fitting points. Please follow the indications on the IML keylines for the specific product. To guarantee readability of the bar code, it must be set on a white background – ideally, black code on white background. Further, we recommend that the bar code is placed at least 15mm from the label end on containers from 2 litres and up. Size must be minimum 80% and maximum 200%.

Positioning

If handle or tamper evidence are applied to the pot or 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 2mm.

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

Type sizes, line width and bleed

The minimum line width is 0.15mm, and the minimum point size for text in positive print is 6pt while it is 7pt for negative print. The bleed outside and inside must be 3mm for consumer sizes and 5mm for industrial sizes. To ensure that all print is clearly visible, we recommend limited use of text around the injection point on lids and on pots with bottom label option.

Print technology

Most labels are printed in offset in sheets, some in flexo. In Mould-Labels are made of polypropylene and the following types are available: white labels with orange peel finish, white labels with glossy finish and transparent labels. Added value options such as UV-lacquer, double-white, metallic foil, metallic ink labels and oxygen barrier protection are also available.

Picture print

Images are to be made in 300ppi (points per inch) and logos ideally in minimum 2400ppi. Maximum ink coverage is 270%.

Colours

In Mould-Labels can be printed in up to 8 colours. CMYK and Pantone colours must be used. Colours may vary marginally from the specified colours, both in respect of the proofing material and the final packaging. Colours at the injection point may change and can also be affected by the colour of the pack itself (the masterbatch colour). 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. We recommend that Superfos attends your pre-artwork meetings with guidance, advice and recommendations.

Quality information

In-Mould Labels must be converted within a reasonable time scale and are not suitable for conversion after 12 months.

Need help?

For further information please contact your local Customer Services office.



IML workflow for injection moulded packaging

WEEK 1

Check In



Curving



Proofing



Check In

Files will be imported into ArtPro and checked for screening, barcode, trapping, colours, dimensions and resolution.

Curving

For pots and containers only, the rectangular design will be curved according to the IML keyline and done by the label supplier.

Proofing

Various proofs can be made. Please state the required kind of proofing:

- PDF-file
- Colour proof
- Approval at the press
- For certain products it may be possible to offer mock-up labels (digitally printed labels). Please contact your customer service office.

WEEK 2

Approval



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.

Approval

Once the proofing material has been approved by signature, the production can start.

WEEK 5-6

Delivery



Delivery

Labels will be delivered to the manufacturing site approximately 3-4 weeks after date of approval of the artwork.

+ 2 DAYS

Temperature Adaption



Temperature adaptation

Labels will need to attain room temperature before production takes place, i.e. allow approximately 2 days storage before production can start up at the earliest.

Final Packaging



Final packaging

Labels will be converted into final packaging as soon as possible after receipt of labels. Lead time to be confirmed by customer service.



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