



Offset Guidelines

Here are the General Offset Guidelines from Superfos for your injection moulded packaging.

Computer

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

Programmes

You can use 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. Make sure that the following is included:

1. Print of the file key page and a catalogue pantone colour print to scale 1:1
2. Transcript of the colour separation
3. Printer fonts, screen fonts and all photo and illustration files
4. Sample of existing design, label or packaging.

Bar codes

The bar code lines must follow the print direction (from right to left) and must be placed horizontally. There should be at least 2 mm free space around the bar code, and at least size 80.

Type size

Reverse:

Smallest type size is 8pt with normal spacing in bold type.

Positive:

Smallest type size is 6pt with normal spacing.

Print technology

The applied printing method is Dry Offset printing up to 6 colours using 6 relief plates, all transferring to a common printing blanket that is "wet-on-wet". 2 colours cannot be printed one on top of another to obtain a third colour.

Picture print - process print

Reproduction of colour photographs, diapositives, paintings, water colours and coloured drawings cannot be carried out with CMYK colours. Kindly note that scannings are to be made in at least 300 ppi (points per inch).

Colours

The printing machine has a maximum of 6 colours for the containers (8 colours can be used in special cases only and must be agreed upon) and 6 colours for the lids. Because of the restrictions in mixing CMYK colours with this process, the Pantone system must be used in order to achieve the best final result.

It is possible to print pictures, but we recommend that Superfos handles the colour separation. The colours, including black, are printed from edge to edge. If, for instance, a black text is printed on a coloured background, it will become smeared.

Colours on transparent and coloured (other than white) packaging will become slightly transparent, and we strongly recommend that offset decorated samples are obtained from Superfos before initiating a new design. Likewise we recommend that Superfos attends your pre-artwork meetings with guidance, advice and recommendation. All colours on proofs are indicated as Pantone colours, but please note that colours on proofs may vary from the colours specified.

Vignette & tones (gradients)

A horizontal vignette is possible if printed separately from text or other solid areas. Vertical vignette should be avoided. Tones cannot print out to infinity, 5% is the minimum possible with a relief printing plate.

Need help?

For further information please contact your local Customer Services office.



Offset workflow for injection moulded packaging

WEEK 1

Check In
2 working days



Check In

Files will be imported into Adobe and checked for screening, barcode, trapping, colours, dimensions and resolution. Allow for 2 working days.

WEEK 2

Proofing
5 working days



Proofing

Various proofs can be made within 5 working days. Please state the required kind of proofing:

- Colour print
- PDF-file
- Approval at the press

WEEK 3

Approval



Approval

In general, Superfos will send you the artwork for approval (PDF-file) within 7 working days from receipt of your material.

Once the proofing material has been approved by signature or by e-mail, we start planning the production of your packaging with Offset artwork decoration.

ACCORDING
TO PLAN

**Final
Packaging**



Final packaging

The printing of the order will take place as soon as possible after receipt of signed artwork. Our Customer Service will inform you of the confirmed lead time.



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