

## HD Flexographic Artwork Guide Our Guarantee to the Best Reproduction of your Brand



For Brand Owners, Category Managers and Designers we have developed this comprehensive guide to speed up the origination process and deliver the best Printed Flexible Packaging in the Market.

## HD Flexographic Artwork Guide

Thank you for choosing Alert Packaging. Over the last three years we have invested heavily in our Decorative Print processes to guarantee the highest standards for your Brand. This involves all aspects of print technology: inks, materials, plates and equipment. The culmination of our investment in 2016 was the installation of a new HD Flexographic Printing machine which includes 100% inspection of the entire web during the entire print run.

One last piece of the jigsaw.

We have prepared this document to assist you in preparing your design files for HD Flexographic Printing. By following this document, **we guarantee** to reproduce your design on printed film to the highest standards; to save you valuable time and the expense of reproofing. In short the process will be quicker and more accurate.

Please contact your Alert Packaging representative or phone us direct should you require further information or assistance.

Please review this document in its entirety.

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**8 Colour HD Flexographic Printing Press**

**Section #1: Artwork File Formats**  
**Section #2: Reprographic File Specification**  
**Section #3: Colour Quality Approval Standard at Alert Packaging**

This document was last updated on the 16<sup>th</sup> August 2017.

## Section #1: Artwork File Format



### Recommended file format: Adobe Illustrator

1. Layered file structure:
  - a Pattern white layer (if applicable)
  - b Matt and / or gloss lacquer layer (if applicable)
  - c Technical drawing layer
  - d Information Legend
  - e Artwork layer(s)
2. Please adhere to Pantone coated colour references
3. Supply all linked images with layers if applicable (minimum resolution of 400ppi)
4. All fonts should be outlined
5. Any X-Rite .CXF files special colours should be supplied separately
6. Ensure the document is created and saved in CMYK, not RGB
7. Saving the final Illustrator file: **("Save-as" PDF compatible)**

**Print film material options – Alert Packaging profiles are available for the substrates below in the latest GMG Open Colour format. (MXN profiles). To users with Open Colour, we can supply native .ga (archive files).** MX4 or ICC Files are available for these substrates. [ICC profiles however would be discouraged due to reduction in colour accuracy]

### Profiles:

<u>Design effect:</u>	<u>How achieved:</u>	<u>Material</u>
• High Gloss:	Reverse printed	12mu PET
• Satin finish:	Surface printed on white ink	12mu PET
• Satin finish	Surface printed on white film	20mu White OPP
• Matt / gloss in register: process white + matt)	Surface printed with matt ink	12mu Pet / 4 colour

**Or**

Reverse printed with matt ink 12 Pet reverse printed / surface over lacquer)

- Matt all over: Reverse printed with matt material Matt OPP or Matt Pet
- Metallic: surface print on metal surface (No white ink) 12mu m-pet

## Managing Expectations

Matching Colour Targets, Colour Swatches, Sample or previously printed design **MUST** be at pre-press stage, and be incorporated into the design / colour separations. This document outlines how this is achieved, your Alert Packaging representative will assist you with your queries.

**We will not colour match samples on press. Colour matching of samples must happen at artwork stage. This is the designer's responsibility.**

Should you require colour matching on the printing press as part of your design approval process, please note charges will be incurred at a rate of €300 per hour or part thereof. Please consult your representative for production scheduling. Where artwork is part of a new design range, will there be an expectation to match the first printers version? If this applies to you please make this known at artwork stage.

### Calibrated Colour Proofing

**Alert Packaging flexographic print profiles must be used for calibrated proofing of your artwork. Profiles are available on request. Please advise which format you require. There is no cost for these profiles.**



Printing Surface or Reverse – the appropriate Alert Packaging Profile must be advised when requesting profile.

Alert Packaging profiles exist in the latest GMG Open Colour format. (MXN profiles). To users with Open Colour, we can supply native .ga (archive files). Proofing substrate should be GMG certified 250g semi-matt

Upon request, Alert Packaging can also supply MX4 or ICC profiles. ICC profiles however would be discouraged due to reduction in colour accuracy.

Proof verification: All GMG proofs should be verified against the appropriate Alert source profile and return **Delta E <2.00**

Alert Packaging are X-Rite XRGB compliant

X-Rite .cxf (colour exchange files) can be supplied



## Section #2: Reprographic File Specification

**Recommended file format:** Esko Normalised PDF

Acceptable formats: Artpro / PackEdge



Files should be supplied as .PAF (Native ESKO compressed file)

- Layered file structure:
  - A (as per artwork specification above)
  - B Traps should be on trapping layer
- Trapping / Grips:
  - A Whites should be held back 0.1mm
  - B Normal grips between process colours 0.1mm
  - C Spot matt or gloss varnishes should be kiss fit – 0mm
  - D Spot Colours 0.1mm



3. Please adhere to Pantone Colour references or Colour Targets [See Section: Managing Expectations]
4. Supply all linked images with layers if applicable (minimum resolution of 400ppi)
5. All fonts should be outlined
6. Any X-Rite .CXF file names to be included in inks
7. Any non-printing inks such as information / cutter / layout guides should be set to TECHNICAL
8. Process inks. 150lpi. C = 7°, K = 37°, M= 67°, Y= 82°
9. Special inks. 150lpi / 37°. (Alert may change the screen ruling for quality purposes)
10. Images should be retouched for Flexo. Min dot 1%. Max dot 100%
11. Barcodes:
  - A Barcodes should be LIVE
  - B BWR: 050
  - C Mag: 100% recommended / 80% minimum
12. Maximum 8 printing colours in one pass noting that white is a print Colour unless white material is used for Surface printing.  
Note: Additional colours can be applied in special circumstances (Please see Alert Packaging representative for further information).
13. Minimum positive thin line thickness 0.2mm. Minimum white out line thickness 0.25mm
14. Multi-colour white out line should be 0.3mm
15. General rule for text:
  - A Min san-serif positive text 4pt
  - B Min serif positive text 5pt
  - C Min negative san serif positive text 6pt
  - D Min serif negative text 8pt
  - E Customer should observe F.I.R. Legislative Requirements
16. Eyemarks. As per client's requirement. Black eyemark with darkest contrasting colour, held back 0.1mm. We suggest eyemarks are held back 2mm from edge of film where possible.
17. Print Repeats should be verified prior to design. Print cylinder list available upon request to determine exact repeats. Where Continuous Print / Solid Colours are required, 'In the Round' (ITR) solid printing can be achieved, please see Alert Packaging representative for further information.

## Section #3: Colour Quality Approval

**Pantone and Process Colours will be matched using Spectrophotometer default conditions.**

**Device Type: X-Rite eXact Spectro Advance**

Colour Space: CIELAB  
 Physical Filter: None  
 White Base: Absolute  
 Illuminate: D50  
 Observer Angle 2°  
 Density: Status T "Ideal values"  
 Averaging: OFF  
 Delta E: Delta E Formula 2000  
 Pass/ Fail: Delta E <2.



### **Colours on Proofs**

- A All colours on Proofs must match the CIELAB values of the pantone number as listed on the artwork using a Spectrophotometer [X-Rite Exact] to a Delta E <2 using Alert Packaging print profiles.
- B All colours must show the pantone number below the colour box and the percentage colour in the design.
- C The L.a.b. Colour of the process colours; Cyan, Yellow, Magenta and Black must read and match Alert Packaging's Ideal process L.a.b. control targets [see table below]. Proofs need to match Alert Packaging finger print profiles and Alert Packaging "**Ideal**" (see below).

Colour	Print Control Densities			Process colour defined as L*, a*,b*, (default H±5)				
	Min.	<b>Ideal</b>	Max	L*	a*	b*	C	H
Yellow	0.9	<b>1.0</b>	1.1	89	-5	93	93	93
Magenta	1.1	<b>1.2</b>	1.3	48	74	-3	74	357
Cyan	1.15	<b>1.25</b>	1.35	55	-37	-50	62	233
Black	1.3	<b>1.4</b>	1.5	16	0	0	0	

**Please Note: Colour reproduction on proofs need to be calibrated to Alert Packaging Flexographic Print Profiles. Variations and non-compliance can result in time wasted and additional cost.**

**This document was last updated on the 16<sup>th</sup> August 2017. [Please Check for Updates, if you wish to be included in Automatic updates please let us know.]**

Alert Packaging