

## General Art Guidelines for Flexo Print

Note: These are guidelines only. Requirements may change due to special constructions, materials, inks, etc. Please contact our Prepress Department, or your customer service representative for more information.

### General Guidelines

Bleed .....	0.0625"
Border Width (outside edge).....	0.0625"
Copy Limit (from die) .....	0.0625"
Rule Width Minimum (positive) .....	0.4 pt.
Rule Width Minimum (reverse) .....	0.6 pt.
Reverse Type Minimum .....	5 pt.
Text Stroke Minimum.....	0.75 pt.
Screen % Minimum .....	1%
UPC Minimum Size .....	80%
Bar Code Quiet Zone.....	10 x Narrow Bar or approx. 0.15"
Bar Width Reduction.....	0.003"

### Resolution Requirements

Bitmap Images .....	1200ppi
All Other Raster Images.....	300ppi

### Application Preferences

Design Program .....	Adobe Illustrator
Raster Image Program .....	Adobe Photoshop
Page Layout Program .....	Adobe InDesign

### Miscellaneous

- All fonts must be included or all text must be converted to curves
- Include high-resolution images
- Identify special colors
- Delete all unused colors
- Specify size - use die line, crop marks, or page size
- Supply Photoshop files with layers intact (not flattened)
- Supply Illustrator files with special effects intact (not rasterized)
- Indicate all pattern whites, varnishes, glues, etc.

## Providing Locked Files

Note: Due to changing plate and screen technology, we will not accept screened tiff files. When providing locked files, please contact WSPG Prepress prior to submitting files. Excessive make-ready or downtime due to file errors is billable.

- PDF should be provided for review prior to proofing
- Press ready PDF/X-4 is the preferred file format
- Trap/holdback: .010"
- Line Screen: 150 lines per inch
- One up image must be centered to die line within the page
- Die line color should be named as two words all lower case (die line) and designated as a spot color.
- Pantone colors must be named per the Pantone library.
- Custom colors (non-Pantone colors) should not include "Pantone" in the name.
- When printing white, use White Plate, White 1 or White 2, NOT just White.
- Proof must be provided with proper ICC profile applied. TCHR files or ICC profiles can be provided based on substrate. If none exist, a press fingerprint may be required.

## Uploading files using WebFlex™ Online Services

1. From your web browser, go to the WS Packaging Group, Inc. home page:  
<http://www.wspackaging.com>
2. Hover over the red WebFlex™ button located in the upper right corner of the page. Click on the red Login button when it appears.
3. Enter your user name and password and select Sign In.
  - a. If you do not have a user name or password, please contact your customer service representative.
  - b. If you do not remember your username or password, please email us at [webflex@wspackaging.com](mailto:webflex@wspackaging.com) or click the "Forgot your password?" link on the log-in screen.
4. When prompted, click "I Agree" on the Online Services legal disclaimer.
5. Click the Art Upload link under the ART SERVICES menu on the left side of the page.
6. Fill in all of the required information (please note that the "tags" are not required).
7. Drag and drop your files into the window at the bottom of the page OR click the Add Files button at the bottom of the window to select your files.
8. Click the Upload Files button at the very bottom of the page. Your files will begin uploading. Do not leave the page or close your browser until the upload has completed.

For help, contact your CSR or email WebFlex Support at [webflex@webflex.me](mailto:webflex@webflex.me)

## **Proof Types and Descriptions**

### **PDF Proofs**

- Sent via email - requires Acrobat Reader to view
- Used for size, copy, and position – does not accurately represent color due to variances in monitors and printers

### **WebFlex™ Online Proofing**

- Supports multiple approvers in a secure online environment
- Zoom, measure, view separations, and compare to the previous proof
- Add notes and annotations for changes directly to the online file
- All change requests are logged and stored for historical purposes
- Automated email notifications

### **Color Print**

- Normally used when a hard copy is required and the customer does not have access to a color printer
- Does not accurately represent color

### **Color Managed Proof**

- Accurately represents the color gamut of the printing press when printing 4 color process
- Does not accurately represent spot colors. Pantone Digital Library or Pantone Formula Guide will be used for color matching Pantone spot colors.
- Printed on inkjet substrate, but can simulate the actual substrate being printed on
- Not able to reproduce white, metallic, or fluorescent inks

### **Digital Halftone Proof**

- Reasonably accurate representation of the color gamut of the printing press when printing 4 color process
- Does not accurately represent spot colors. Pantone Digital Library or Pantone Formula Guide will be used for color matching Pantone spot colors
- Can be produced on actual substrates
- Can simulate white and metallic inks
- Contains halftone screens