*Guidelines For Hot Stamp Application \*Please follow the instructions carefully to avoid costly reworks\**

## Design Software

- Illustrator CS6 or lower version
- Photoshop CS6 or lower version *(may not be suitable)*
- InDesign CS6 or lower version

### What if I don't have any of the programs?

If you do not use any of the programs listed above to create your artwork, please save your file(s) in either PDF or EPS format. Please note, we may not be able to modify your artwork so that it is print-ready.

*Pack Plus Converting cannot accept responsibility for unwanted results from artwork generated in other design programs.*

### Why can't I just create everything in Photoshop?

We cannot accept finished type or vector art in Photoshop format. Type and vector art created in Illustrator will maintain its sharpness while sharpness of text in Photoshop cannot be guaranteed.

Unlike offset printing, scanned text and line art are not acceptable. Thus, all text and line art must be done in Illustrator or InDesign format.

## Media

- E-mail (file size 6MB or less only)
- Download links via Wetransfer.com (*preferred*), Dropbox, YouSendIt. Please do not password protect your download link(s).

### Who should I contact about submitting artwork?

Please contact your sales representative to confirm which method you will be using to submit your artwork.

### What if I need to resupply artwork or make multiple submissions?

If you need to resupply artwork or submit artwork multiple times, please contact your sales representative prior to each artwork submission.

## Artwork Placement

Once completed artwork is submitted, the Pack Plus Art Department will help place your artwork within the safe stamping area of the selected bag style. A digital proof will be provided so position and any recommended artwork modifications may be reviewed. Adjustments may occur depending on the artwork, hot stamp color, and selected bag style to achieve optimal stamping results.

## Stamping Specifications

- Colors not available in our stock are **Custom Colors** and will incur extra charge and longer lead time.
- Not all hot stamp film colors are compatible with materials carried by Pack Plus. Please check with your sales representative for our available hot stamp colors & material compatibility.

## Artwork Specifications

*Please ensure your artwork follows these specifications. Any artwork not adhering to our specifications may be subject to modifications. Pack Plus Converting cannot accept responsibility for print errors or delay where artwork has been supplied incorrectly.*

### Type

**OUTLINE all text.** All text should be created in Illustrator and must be outlined to convert type into compound paths and avoid font substitution OR please include all screen and printer fonts (TrueType, OpenTypefont, and/or PostScript).

### Images

- **NO** photo images (including CMYK, monotone, duotone, etc.) can be stamped.

### Colors

Our available stock colors can be found on our Pack Plus (www.packplus.com) website.
- Artwork should be single color and provided at actual size. Multiple colors will require multiple stamp plates and may not be suitable for hot stamp application.

### Logos and Vector Art

We do not recommend designing in Photoshop for hot stamp application. If you must design in Photoshop, please make sure the pathways can be exported into Illustrator.
- Artwork should comprise of simple vector art (i.e. Logos, Monograms, etc.).
- We **CANNOT** hot stamp artwork containing any of the following:

| | |
|---|---|
| 1. Shadows | 4. Halftones |
| 2. Gradients | 5. Barcodes |
| 3. Photo Images (CMYK images) | 6. Nutrition Facts |

| Acceptable | Not Acceptable | | |
|---|---|---|---|



| 1 color, 1 stamp | **1** gradients | **2** overlapping and touching colors | **3** artwork that requires precise registration |
|---|---|---|---|
| 2 colors, 2 stamps | **4** intricate artwork | **5** photo Images/CMYK Images | |

### Registration Tolerance:

- Registration tolerance for any plate can be up to +/- 1/16" in any direction.
- Leave 1/8" (3mm) gap between different hot stamp colors.

### Friendly Reminders

- **PROOFREAD** all type in your artwork prior to submission. Always double check the spelling, content, and layout. Please note any changes made after artwork has been submitted may delay the process and also add to the cost.
- For food, beverage, and supplement labeling requirements please visit the FDA Government Website:

  http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm2006828.htm

  http://www.fda.gov/Food/IngredientsPackagingLabeling/LabelingNutrition/default.htm

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