

3001 State Road, Croydon, PA 19021 • 800.630.2413 • www.westrock.com
 Art Dept Email: DL_5530_Art@westrock.com • Ann Fabio: 215.826.2464 • Joe Harnish: 215.826.2446

Barcodes

- Bar Codes need to run vertically due to distortion factors. Bar code min. size 80% and must be backed by white. Min. Bar width .002"/0.0508mm. Recommended final production UPC be created by Westrock.

Traps • Spreads • Press Tolerance

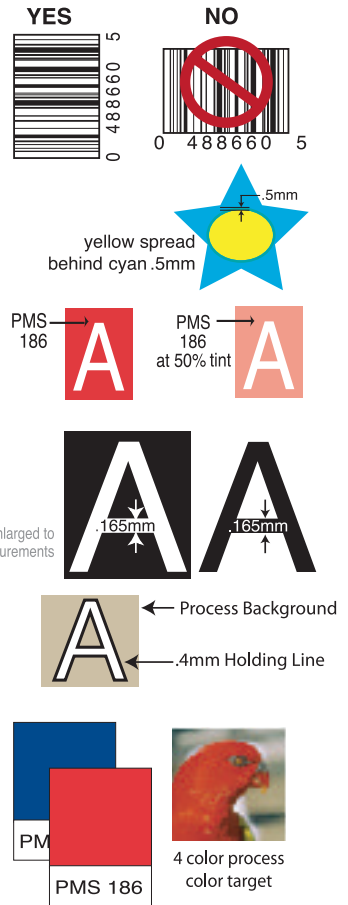
- Min. traps and/or spreads is .5mm. This should be kept in mind when designing your shrink label art file. (Art can be supplied to us trapped but Westrock may adjust art as needed.)
- **Gravure** printing press tolerance is +/- .25 mm. • **Flexo** printing press tolerance is +/- .5 mm.

Type • Copy Specifications

- **REVERSE COPY** should **ONLY** come out of a spot color, **NOT** 4 color process art. If you must reverse out of process that is more than one color (ex. cyan & magenta) than one color will be "held back", creating a outline or holding/keyline effect. Reversing text out of less than a 50% screen of color is not recommended. Reversing text out of any tint of yellow or similar toned colors, is also not recommended.
- Smallest **TYPE SIZE** for **REVERSE COPY** or **POSITIVE COPY** is 5pt. This means that the thinnest part of any character should measure no less than .007"/.16mm. For fonts that contain Serifs, be sure to apply the above measurements to the thinnest part of the character.
- **Do not set text in Photoshop. Text CAN NOT be created from 4 color process. All Text should be created in Illustrator and should be assigned a single or spot color.**
- Copy in process areas must have a solid single color holding line (keyline) to avoid registration issues. The outline must be a minimum measurement of .02"/.40mm.

Colors (Spot & Special Match)

- Assign any special colors needed as spot color swatches in Illustrator or Spot Channels in Photoshop. If a special match color is needed, a sample must be provided so that we can produce a color/ink drawdown for customer approval. Please clean up the file to contain only the colors used, all other swatches should be deleted from the art file. The max. number of colors that can be printed **GRAVURE** is 10 colors. The max. number of colors that can be printed **FLEXO** is 7 colors.
- For files containing CMYK colors, a digital print out will be provided to the customer as a color target for approval prior to 1st press run. It must be approved by the customer and returned to us to match when printing. Files containing PMS spot colors will be matched to the Pantone ink color guide unless color/ink drawdowns are requested by customer.
- All short run digital print shrink sleeves are printed in 4 color process, mainly used for container 'mock-up' purposes. They are not produced for an exact color match. Final color matching occurs during production press runs.

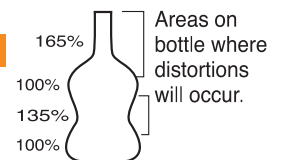


Art in Layers

- The Art is to be placed into a template supplied by Westrock to ensure the file will print according to the correct specifications for your container. The Illustrator file should be broken down in the following manor - example as follows:
 - Layer - WESTROCK SUPPLIED TEMPLATE: Follow Dieline Specifications, Clears, Max Copy Area (Height & Width)
 - Layer - Text/Body Copy
 - Layer - Additional layers can contain UPC, Logos or any other items in which you feel need to be on their own.
 - Layer - Background Graphics (Photos, Line Art)
 - Layer - White Backgrounds (Full Art Coverage or Die Cut areas) set to overprint
- NOTE: Be sure all images are Hi-Resolution CMYK (300dpi photoshop files). Keep files clean and remove all layers that are not needed before saving file as final art. Unlock All and Show All will be done to your file before printing, so any unnecessary layers or hidden art will be processed if not removed.

Distortions

- Westrock will make any art adjustments, if needed, for distortions. Distortions will occur in certain areas of the container. Some "high shrink" areas may require more distortion than others. If you're designing art for a container that is not "straight walled" please allow room for distortions in your art file.



Sending Files

- Westrock works in MAC Illustrator and Photoshop CC. Files should be supplied in both Native File Format (containing fonts) and an Outlined Format, converting all text to images, avoiding potential font conflicts which could delay the processing of your file.
- Please have all files clearly marked and supply all supporting linked or placed images and fonts needed. A PDF for reference must be provided along with the workable native file.
- If you would like to post files to Westrock's FTP site - please contact us for instructions.
- Please provide a contact name, number and email address when submitting files in case we need to contact you with any questions.

Additional Information/Questions

- Westrock will be more than happy to discuss any questions you may have setting up your art file for shrink sleeve printing. Please do not hesitate to contact your Westrock Salesman, Customer Sales Rep. or the Art Dept directly.