

## ARTWORK SPECIFICATIONS

**Printing Process:** Lithographic

**Number of Inks:** Maximum 6 Colours plus White (if required).

**File Format:** Support for full Adobe Creative Suite CC and earlier, including PDF, Illustrator, InDesign, Photoshop (for images only, not text).

**Illustrator & InDesign:** Files should be supplied with all links and fonts used.

**PDF:** Should not contain "Downsampled" or RGB images. Should be a high resolution file with correct CMYK and/or spot colours, bleed and embedded fonts.

**Images:** We require an effective resolution on 300dpi for print. Images supplied with resolutions below our requirements may be rejected and have to be re-supplied.

**Barcodes:** Minimum EAN13 size 85% on white substrates, 90% on white ink (clear substrates). Barcodes should not be truncated (height reduced). We will generate all barcodes to our specifications.

**Text:** Minimum font sizes as follows:

Positive Solid Colour - Sans Serif 5pt – Serif 6pt

Positive 4 Colour Process - Sans Serif 7pt – Serif 8pt

Reversed Solid Colour - Sans Serif 8pt – Serif 9pt

Reversed 4 Colour Process - Sans Serif 8pt – Serif 9pt

**Line Weights:** Minimum line weights as follows:

Positive Solid Line – 0.5pt

Positive 4 Colour Process Line – 1.0pt

Reversed Solid Line – 0.75pt

4 Colour Process Line – 1.0pt

**Email Files To:** prepress@herrod.com.au – Files below 10MB only

**FTP:** For larger files we have an FTP service available 24/7. There is no restriction on file size, and the site is individual, confidential and most importantly, secure. Please contact us to organise your unique username and password. To connect to our FTP site click [here](#).

## EXTRA REQUIREMENTS FOR IN-MOULD LABELS

**Substrates:** Clear or White Polypropylene - 50 to 82 µm

**File Format:** Preferred formats are PDF Compatible Illustrator File or PDF.

**Dimensions:** Files to be setup on correct keylines as supplied upon request. The keyline will indicate the correct amount of bleed, clearance areas and panel location. If you have received dimensions or a keyline without these markings please contact us for a correct keyline. This will help to ensure your artwork isn't rejected or altered unnecessarily.

**Total Ink:** Maximum of 250% Total Ink.



IN MOULD LABELS  
WHITE & CLEAR



POLYPROPYLENE  
0.387 - 0.95 mm  
VARIETY OF COLOURS



HANGSELLS  
WHITE & CLEAR



SELF ADHESIVES  
WHITE & CLEAR



ELECTROSTATIC  
WHITE & CLEAR



LENTICULAR



PVC  
0.13 - 0.5 mm  
WHITE & CLEAR



WOBLERS  
WHITE & CLEAR