FLEXO ARTWORK PREPARATION LABEL AND CARTON

General Guidelines for Designers

- Minimum positive stroke size is .007" (.5pt). Minimum reverse stroke size is .01" (.72pt).
- Gradients: Adjust all gradients to 1%-100% dot unless specified that vignette needs to appear to fade to zero. In this case, special screening can be applied at MPS to achieve this effect. Please indicate how the gradient / blends should print in your final art layout (i.e. overprints, effects).
- For solids, flat tints or gradations, it is best to choose an equivalent solid spot color.
- Separate screens and solids of the same color when the solid is more than 1/3 total area.
- All pictures and graphic elements should be placed separately into your final layout file. Try to avoid embedding art.
- Small reverse (white; 0% cmyk) elements or type below 16pt over a 3 or more color background are not recommended when designing for Flexo printing.
- .003" (.22pt) is the narrowest stem or stroke of a given font that can be plated and printed. Chinese type should always be measured for this tolerance. 3.5 pt is the smallest point size that we would want to plate. Type (under 24pt) in process colors should be converted to a spot color for better printability and registration on press. All type should be created in a vector application such as Adobe Illustrator or Indesign.
- Delete all unused colors in your final art layout.
- Images: Check that the resolution is at least 300 DPI.
- Be sure that RGB, LAB, and Index Color pictures are converted to CMYK in Photoshop.
- Set die lines to a spot color and rename as "Dieline."
- Bleeds should be set to at least 1/16" from trim (Dieline).
- All TEXT elements on the label or carton should not be closer than 1/16" to the die.
- For native files, all fonts, files and linked graphics are included on the disk or in the transmission.
- When sending a hard copy proof, please provide a color composite and black and white separated proofs of the final version of the document.
- List the colors used in your final art layout, spot and CMYK.
- Please contact your CSR for information on preferred method for MPS file-submission.

Final Art Dimensions

- Labels 11.75" across the web
- Cartons 14.75" across the web
- Flexible Packaging 14.75" across the web

Avoid bleeding any elements on the left and right side of your final art layout.

Colors Used in Final Art Layout

- Labels preferred limit of 7 ink colors plus coating (varnish); maximum of 9 ink colors plus coating (varnish)
- Cartons maximum of 7 ink colors plus coating (varnish)

Bar Codes

- Bar Width Reduction: .0015" (1.5mil)
- Designate bar code type, size/magnification and location if MPS will be setting the bar code.
- Allow for a minimum of .125" Quiet Zone around all barcodes.

Questions? Contact us at 866-448-8300.

Multi Packaging Solutions
formerly JOHN HENRY.

PDF File Preparation
- For best possible compatibility with MPS' label and carton workflow, contact us for pdf settings.
- Use Postscript Type I fonts whenever possible.

General Guidelines for Supplying Trapped 1up Art
- Minimum positive stroke size is .007" (.5pt). Minimum reverse stroke size is .01" (.72pt).
- Gradients: Adjust all gradients to 1%-100% dot unless specified that vignette needs to appear to fade to zero. In this case, special screening can be applied at MPS to achieve this effect. Please indicate how the gradient / blends should print in your final art layout (i.e. overprints, effects).
- For solids, flat tints or gradations, it is best to choose an equivalent solid spot color.
- Separate screens and solids of the same color when the solid is more than 1/3 total area.
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- Delete all unused colors in your final art layout.
- Images: Check that the resolution is at least 300 DPI.
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- All TEXT elements on the label or carton should not be closer than 1/16" to the die.
- For native files, all fonts, files and linked graphics are included on the disk or in the transmission.
- When sending a hard copy proof, please provide a color composite and black and white separated proofs of the final version of the document.
- List the colors used in your final art layout, spot and CMYK.
- Please contact your CSR for information on preferred method for MPS file-submission.

Hot Stamp Foil
Minimum positive stroke (thickness of line) is .007"
Reversed elements should be .01" thick

Cold Foil
Spread reverse elements .003"
Choke positive and negative stroke size is .005"
Pull back varnish from foil .015"

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- Cartons 14.75" across the web
- Flexible Packaging 14.75" across the web
Avoid bleeding any elements on the left and right side of your final art layout.

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- Cartons maximum of 7 ink colors plus coating (varnish)

TRAPS/Special INKS (All traps can be applied by MPS Prepress)
- Trap size: .008" for labels and .010" for cartons
- If applicable, small reverse elements or type (below 16pt) over 3 or more color backgrounds should have at least a .004" pull back to as many colors as possible without creating a very noticeable halo.
- Double Bump Solid Black: pullback .012"
- Opaque White printing behind other colors should be pulled back .005"
- White Plates - First White gets pulled back .005"; Second White gets pulled back .002" from First White.

Bar Codes
- Bar Width Reduction: .0015" (1.5mil)
- Designate bar code type, size/magnification and location if MPS will be setting the bar code.
- Allow for a minimum of .125" Quiet Zone around all barcodes.

PDF File Preparation
- For best possible compatibility with MPS' label and carton workflow, contact us for pdf settings.
- Use Postscript Type I fonts whenever possible.
- Delete extra unused colors in the native application before generating your PDF file

Screening
- 150-175 lpi
- If a gradation or blur shadow fades to 0%, a 1% min. dot has to be added or hybrid screens applied.

Color Names	Spot Color Build
Varnish	(30% yellow / 20% magenta)
Laminate	(30% yellow / 20% magenta)
White	(20% cyan)
Glue Area	(50% cyan / 100% magenta)
Black Bump	(30% black)
Foils (including Mira)	(30% black / PANTONE 185 Custom)

(For the pressmen to start with this color and modify the ink)

General Flexo Gain
1 = 5%
25 = 18%
50 = 24%

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