

GRAPHIC ARTS TOOL KIT





FILES WE RECOMMENDS



AI

An AI file is a proprietary, vector file type created by Adobe that can only be created or edited with Adobe Illustrator. It is most commonly used for creating logos, illustrations and print layouts.

Best use = creating logos, graphics, illustrations.



EPS

An EPS file is a vector file of a graphic, text or illustration. Because it is vector it can easily be resized to any size it needs to be. An EPS file can be reopened and edited.

Best use = master logo files and graphics and print designs.



PDF

A PDF is a Self-contained document which preserves fonts and graphics

Best use: Styled documents meant to be read but not edited



TIF

A TIF (or TIFF) is a large raster file. It has no loss in quality and therefore is primarily used for images used in printing. On the web, because of load time, you generally want to use smaller images such as JPG or PNG.

Best use = images and photographs for high quality print.

EDITING VECTOR FILES AND SAVING TEXT “IN OUTLINES”

Vector files such as AI and EPS can remain editable so you can open them back up in Illustrator and edit any text or other elements within the graphic. With images that contain text that are saved as a JPG, PNG or GIF, you would not be able to reopen and edit the text.

Saving in “outlines” is a term that you will hear when sending files to print. If a printer doesn’t have a font you used in your design and the vector file is not saved in outlines then when they open the file the text won’t have the desired look as it will default to a different font. Saving something with “outlines” basically means you are locking the text so that it’s no longer technically a font but instead made up of vector shapes that form your letters. This is important when sending graphics to print. Saving a file in outlines makes your text no longer editable.

FILES WE DON’T RECOMMEND



Don’t put images in a Word Doc

It is difficult to extract them and results in lower quality.



JPG

JPG (or JPEG) is a raster image that is often used for photographs on the web. JPGs can be optimized, when saving them out of photoshop, to find the perfect balance of small file size and high quality. On the web, you want your images files to be as small as they can be so your site loads quickly, but large enough to still appear crisp and not pixilated. A JPG can’t have a transparent background so they are always in the shape of a rectangle or square with a solid background.

Best use = rectangle or square photos and photographs on your website.



PNG

PNG is another raster image type. For the general marketer, the main difference to understand between a PNG and JPG is that a PNG can have a transparent background and is generally larger and higher quality. Therefore a PNG is ideal for saving logo files for websites because they can be placed over a colored background.

Best use = logos, icons and other images where a transparent background is preferred.



GIF

A GIF is another raster image type. A GIF is formed from up to 256 colors from the RGB colorspace. The fewer colors and shades contained in an image, the smaller the file size. Therefore a GIF is ideal for images that use just a few solid colors and don’t have gradients or natural shades. You wouldn’t want to use a GIF for a photograph.

Best use = simple web graphics such as web buttons, charts and icons.

Printing Process: Flexographic

Ink: Water based ink, when matching PMS colors used coated colors only. *Example Red 485C*

Line Screen: 60 LPI

Dot %: 12% minimum 60% Maximum

Dot Gain on Press: 20-25%

Screen %: 7% minimum 60% Maximum

- Gradients cannot start at zero -must begin at 7%
- Dots will appear solid at 70%

Registration Tolerances: 1/16" per color

Trapping/Stay Away Guidelines: 1/16" per color

- Trapping must be reviewed on all prints
- We can advise best trapping, drop shadows or stay-away

Type/Font:

- Minimum Type Size: Positive: 7pt Reverse: 9pt
- Minimum Stroke Weight: Positive: 1pt Reverse: 1pt

Printable Area/Bleeds:

Basic guidelines:

- Print needs to stay 0.5" from sides and bottom of bag if there are no bleeds
- Bottom gusset art must be 0.75" from all sides
- Gussets can have a bleed of 0.5" minimum -maximum depends on size of gusset

EXCEPTIONS:

- *Any art that bleeds on sides must have pre approval*
- *AmeriTotes bags are the only bags that can have art bleedoff the top - again approval needed*

Art must be camera ready in vector line format. We prefer to receive art in Adobe Illustrator (.ai or .eps) files with all fonts outlined.

Artwork will be accepted in the following methods:

1. Camera Ready Art
2. Digital Vector Art: CD Disc provided with color composite proof and or e-mailed
3. If camera ready art work is not available, we will accept in any visible sample for our art department to manipulate or recreate

Note: artwork charges will vary depending on the amount of prep work needed to ensure the artwork meets print specifications.

CAMERA READY ART: No artwork charge for camera ready art, unless trapping and screens are involve If providing a negative, must be RREU (right read emulsion up), matte finish / base.

Resizing Artwork

- Camera ready art does not need to be to size
- There is no charge to reduce or enlarge (if less than 200%)

Note exception: screened artwork will become finer when reduced; therefore, art should be to size

Center Lines

- Center lines are needed on all four sides of each color separated graphic
- Center lines should be close to the art -place center lines no more than 1/8" out of printing area.
- Center lines should be only 1/8" long

Color Proofs and Color Separated Black & White Proofs

- Provide a printed color proof and color separated black and white proofs if more than one color.

Close Registered Art - Command Packaging will need to adjust art to allow for movement on close registered art

Plates:

- We use .112" thick rubber or polymer (Cyrel) plates
- Sticky Back .020
- The size and quantity of bags determine the number of plates required
- Polymer (Cyrel) plates are required for Gloss Film

Ink:

- Standard Ink colors -no charge
- PMS colors can be matched -a \$100 charge per color will apply

POSITIONING

Positioning for best display of graphics:

Merchandise bag with handle:

- Handle takes top 4 inches of bag
- Graphic must start at least ½ inch in from each side & 1-2 inches up from bottom

Example: If your bag size is 12x3x18, max image size left to right would be 11 inches and top to bottom would be 14 inches.

Note: we do not recommend having ink in handle area due to ink rub off.

T-shirt Bags:

- Same as above but handle takes up 6 inches of the top of the bag

Super Wave Bags:

- Same as above but handle takes up 5 inches of the top of the bag

WARNING MESSAGE

- A warning message is required on bags that are 10 inches or wider unless bags are 1 mil or greater
- No warning is required on bags that are 1 mil or greater in thickness
- Warning messages take up 1.5 inches
- Warning message will be printed on the gussets or the face of flat bags
- T-shirt bags will have warning message printed on the face of the bags on orders less than 50M and into the side gusset on orders 50M or greater

ARTWORK FORMATS

DIGITAL VECTOR ART:

- All files should be Macintosh format; PC files may be accepted upon review only.
- Art should be in Vector format.

Acceptable digital media includes:

- 3.5" Floppy
- CD Rom

Graphic Software:

- Adobe Illustrator
- Adobe InDesign
- In some cases "Adobe PhotoShop" may be accepted, but not recommended

File Compression:

- Files can be compressed using Stuffit or ZipIt

Digital art files must include the following:

- Outline all fonts or you must include all fonts, both screen and printer fonts
- Include a color proof along with your file (If using more than one color-provide color separation on the file)
- All files must indicate actual size if not at 100%
- Send copies of files -do not send your only copy of a file

Note: Images requiring trapping or screens are subject to charges.

Printing Process: Flexographic

Ink: Solvent, when matching PMS colors used coated colors only. *Example Red 485C*

Line Screen: 60 LPi minimum 110 LPi maximum

- * For any 4 color process art , art must be a minimum of 300 dpi small file size will be rejected.*
- * If requesting a higher line screen , screen seperation may be required resulting inadditional plates of the same color*
- * For large areas that have screens please consult with printing department to determine correct line screen*

Screen %: 1.6% Minimum 90% Maximum

- Gradients cannot start at zero -must begin at 1.6%
- Dots will appear solid at 90%

Cut Backs : If a specific percentage of a screen is requested consult with the Printing department to aquire the accurate cut back percentage for the art.

Registration Tolerances: 1/32" per color

Trapping/Stay AwayGuidelines: 4.5pt per color

Type/Font:

- Minimum Type Size: Positive: 7pt Reverse: 9pt
- Minimum Stroke Weight: Positive: 1pt Reverse: 1pt

Micro Dots / Target Marks

- Micro Dots are needed on all four corners of each color separated
 - Target Marks are needed 1/8 " above the slug of each color separated (T-Shirt on slug side)
 - Micro Dots should be close to the art - place micro dots no more than 1/8 out of printing area.
 - Micro Dots size: .01
- Each micro dot must be at the same location of each plate, this also applies on two sided jobs no matter the art size**

Plates:

- We use .067 Polymer (Cyrel) plates
- Sticky Back .020
- Slug and Eyemark must be part of plate**

NO CAMERA READY ART AVAILABLE:

If no art is available, we will quote from whatever copy is available and we will manipulate or recreate art approximately 5 days after cost approval.

Note: artwork charges will vary depending on the amount of prep work needed to ensure the artwork meets print specifications. 4

Example of Good Art:



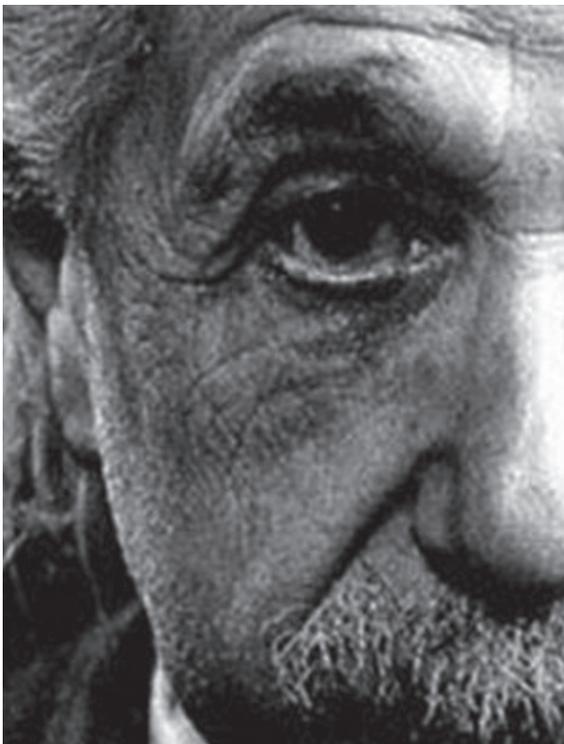
Place Image 72 DPi - NO GOOD



Place Image should be 300 DPi or Higher

Example of a Place Image once converted and printed as 60 LPi.

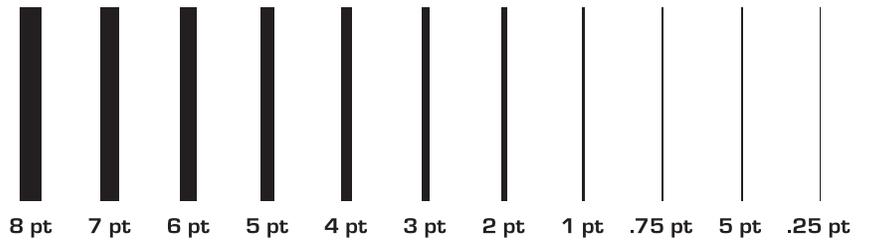
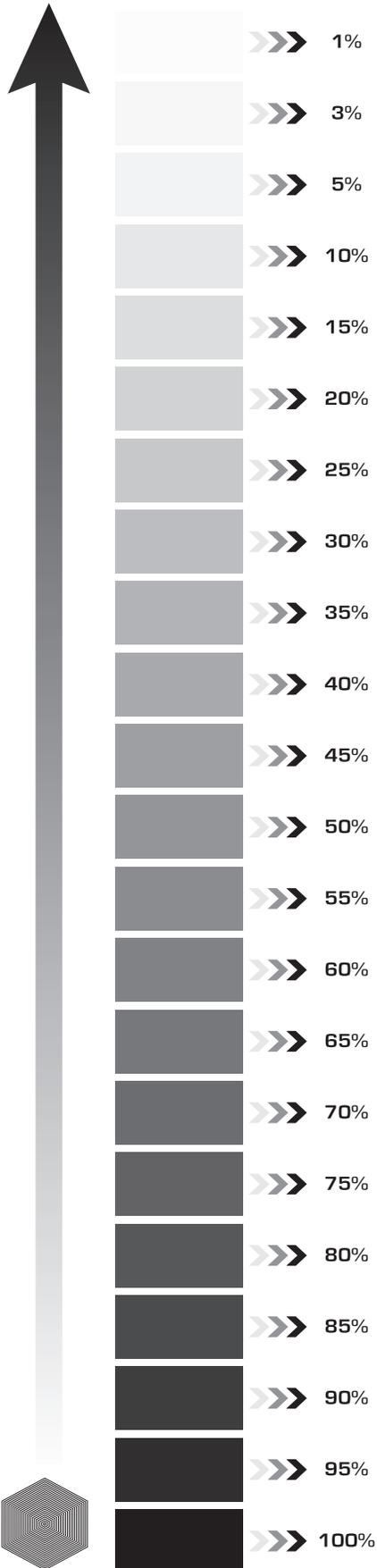
Fine Halftone



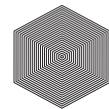
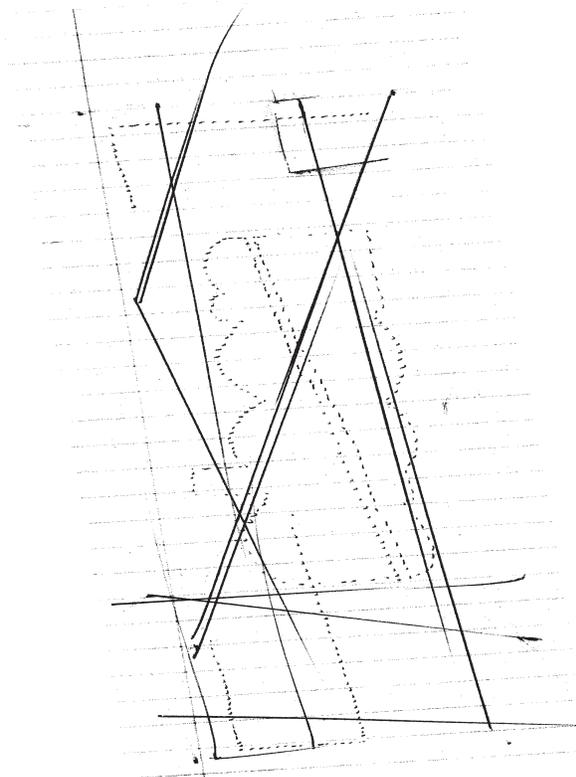
**Command Packaging Prints at
60 LPi Halftone**



Screen & Halftone Print Out



Command Packaging



- 5 pt
- 6 pt
- 7 pt
- 8 pt
- 9 pt
- 10 pt
- 11 pt
- 12 pt
- 14 pt
- 18 pt
- 21 pt
- 36 pt**

Printing Cylinders

Side Seal bags

Cylinder size determines the WIDTH of the bag
 Super Wave, Super Gloss, AmeriTotes, Saddle Pack, Grab and Go
 All side seal - bottom gusset bags

Bottom Seal Bag

Cylinder size determines the LENGTH of the bag
 Merchandise bag -T-shirt bag-bottom seal – side gusset

Number of Colors:

6 colors total – All products
 Minimum order for 6 color printing is 25M bags (Approval needed for smaller orders)

| Side One | Side Two |
|----------|----------|
| 6 colors | 0 color |
| 5 colors | 1 color |
| 4 color | 2 color |
| 3 color | 3 color |

8 colors total - minimum order requirements 10,000 Lbs or 500m bags whichever is greater
 8 color graphics are not recommended on thin gauged bags (.6 mil or less)

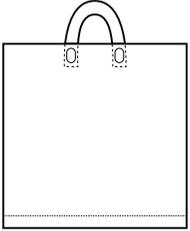
| Side One | Side Two |
|----------|----------|
| 8 colors | 0 color |
| 4 color | 4 color |

| Cylinder Availability | | | | | | | | |
|--|---------|---------|---------|---------|---------|---------|---------|---------|
| LENGTH | | HD ONLY | HD ONLY | LD/HD | LD/HD | HD ONLY | HD ONLY | HD ONLY |
| Size | Press 1 | Press 2 | Press 3 | Press 4 | Press 5 | Press 6 | Press 7 | Press 8 |
| 54 | | | | 2** | | | | |
| 40 | | | | 2 | | | | |
| 38 | | | | 2 | | | | |
| 36 | | 2 | 2 | 6 | | 4 | | |
| 34 | | | | | | 4 | | |
| 30 | | 2 | 2 | 6 | 6 | 6 | 8 | 2 |
| 28 | 2 | | | 2 | | 4 | 6 | 2 |
| 27 | | | 2 | | | | 4 | 2 |
| 26 | | | | | 4 | 4 | 8 | 6 |
| 24 | | 2 | 2 | 6 | 6 | 6 | 8 | 6 |
| 23 | 1 | 2 | 2 | | 4 | 6 | 8 | 6 |
| 22 | | | 2 | 6 | | 6 | 8 | 6 |
| 21 | | 2 | 2 | 6 | 6 | 6 | 8 | 6 |
| 20 | | | | | | 2 | | |
| 19.5 | 2 | | | | 6 | 6 | 8 | 6 |
| 18 | | 2 | 2 | 6 | 6 | 6 | 8 | 6 |
| 17 | 6 | | | | | | | |
| 16.5 | | | 2 | | 6 | 6 | 8 | 6 |
| 16 | 6 | | | | | | | |
| 15 | | 2 | 2 | 4 | 6 | 6 | 8 | 6 |
| 13 | | 1 | | | | | | |
| 12 | | | | 4 | 6 | 6 | | |
| 11 | | 2 | | 2 | | | | |
| 9.5 | | 2 | | | | | | |
| ** Garment Only | | | | | | | | |
| Sideweld bags run sideways so width is the length | | | | | | | | |

Bag Handles

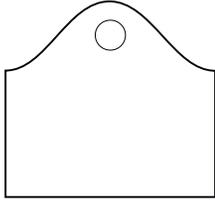
Note: Artwork should stay 4" away from the top of the bag to prevent the handle from cutting into the print.
Handle placement may vary up to 1/2 inch.

SOFT LOOP HANDLE
Ameritote®



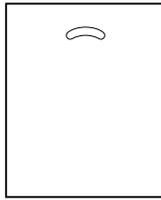
Handles approx. 3" to 3-1/2" apart - centered from side to side.

ROUND HANDLE
Superwave®



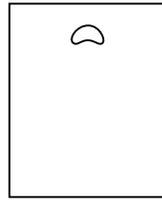
Opening is 2-1/2" round and starts approx. 2-1/2" from top - centered from side to side. Placement may vary up to 1/2".

BANANA HANDLE
Super Gloss®



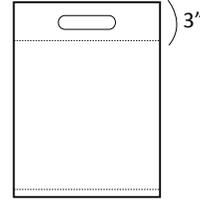
Handle approx. 2-1/2" from top - centered from side to side.

KIDNEY BEAN HANDLE
Super Satin®



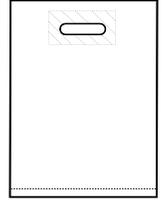
Handle approx. 2-1/2" from top - centered from side to side.

FOLD OVER RACETRACK



Handle approx. 1-1/2" from top - centered from side to side.

PATCH HANDLE RACETRACK

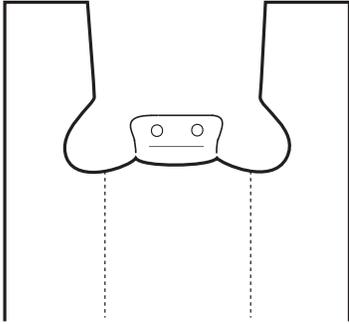


Handle approx. 1-1/2" from top - centered from side to side.

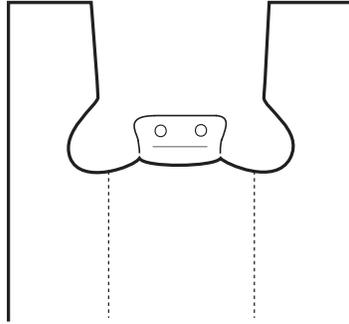
| | | | |
|----------------------------------|---------------------------------------|--------------------------------|---|
| <p>Kidney (01)</p> <p>3x1.75</p> | <p>Round (02)</p> <p>2"</p> | <p>Round (03)</p> <p>.75"</p> | <p>Round (04)</p> <p>1.5"</p> |
| <p>Oval (05)</p> <p>2"</p> | <p>Racetrack (06)</p> <p>3.25x.75</p> | <p>Round (07)</p> <p>2.25"</p> | <p>Round (11)</p> <p>2.5"</p> |
| <p>Banana (14)</p> <p>3.5x1</p> | <p>Bell (17)</p> <p>2.25"</p> | <p>(W2)</p> <p>2.25"</p> | <p>WAVE BAGS ONLY (W3)</p> <p>3"</p> |

T-Shirt Handles

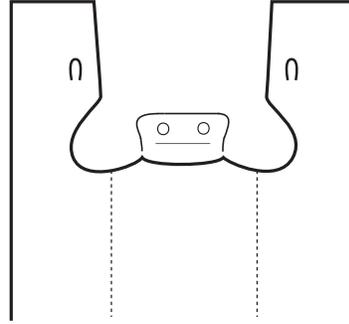
8.5" and below width
8Y
with clip / no Quickmate holes



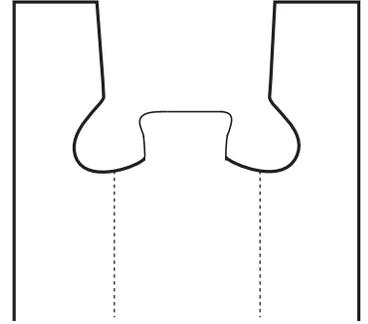
9" - 10" width
8A
with clip / no Quickmate holes



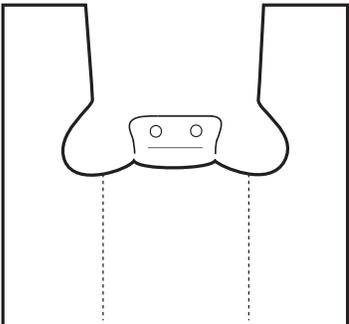
10.5" - 13" width
8B
with clip / with Quickmate holes



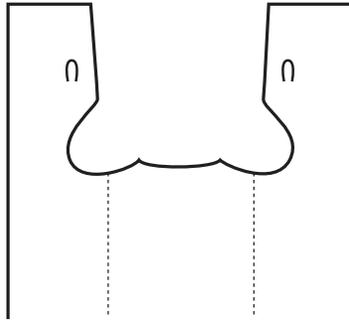
13" width
(La Salsa only)
8E
no clip / no Quickmate holes



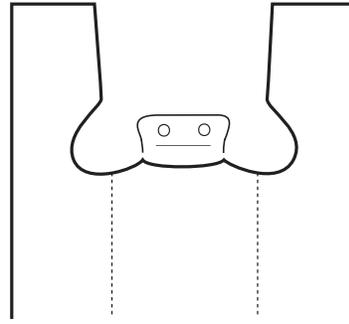
14" width
8C
with clip / no Quickmate holes



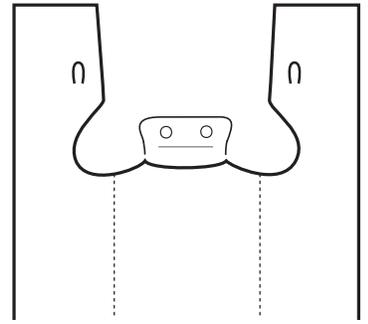
15" width
FW
no clip / with Quickmate holes



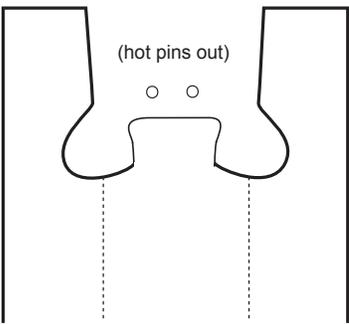
16" - 17" width
8D
with clip / no Quickmate holes



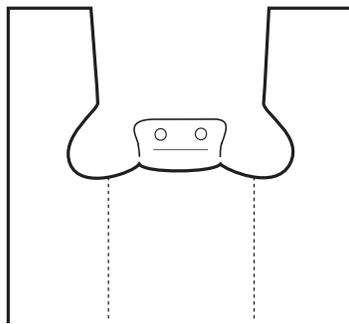
(Chili's only)
8L
with clip / with Quickmate holes



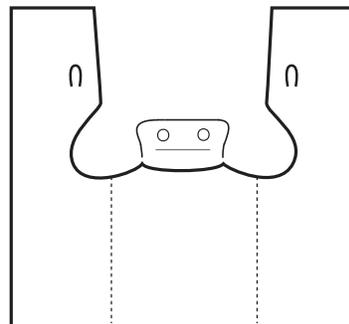
"18" - 20"" width
8J
no clip / no Quickmate holes



18" - 20" width
8Z
with clip / no Quickmate holes



18" - 20" width
8W
with clip / with Quickmate holes

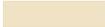
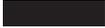
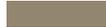
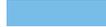
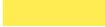


Film Colors to PMS

Note: These colors are approximate PMS Swatches and should only be used for reference. Film colors may vary 2 to 3 shades.

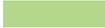
Super Gloss Film LD

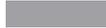
Super Satin Film HD

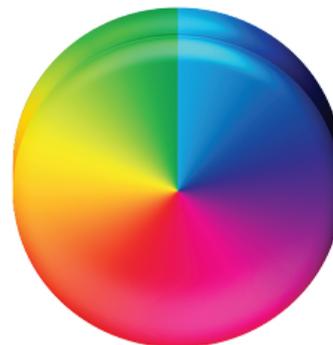
| | | | | | | | |
|-------------------|----|-----------------|---|-------------------|----|----------|---|
| Beige | BE | PMS 468 |  | Beige | BE | PMS 468 |  |
| Black | BL | BLACK |  | Black | BL | BLACK |  |
| Buff | BF | PMS 7508 |  | Buff | BF | PMS 7508 |  |
| Burgundy | BG | PMS 1817 |  | Burgundy | BG | PMS 209 |  |
| Burnt Orange | BO | PMS 1595 |  | Burnt Orange | BO | PMS 1595 |  |
| Cactus Green | ND | PMS 5757 |  | Cactus Green | ND | PMS 5757 |  |
| Citrus Green | CG | PMS 376 |  | Citrus Green | CG | PMS 367 |  |
| Clear | CL | CLEAR | | Clear | CL | CLEAR | |
| Dark Blue | DB | PMS 300 |  | Dark Blue | DB | PMS 3005 |  |
| Dark Green | DG | PMS 343 |  | Dark Green | DG | PMS 3425 |  |
| Dusty Rose | DR | PMS 1905 |  | Dusty Rose | DR | PMS 203 |  |
| Gold | GL | PMS 871 |  | Gold | GL | PMS 7531 |  |
| Ivory | IV | PMS 7500 |  | Ivory | IV | PMS 7500 |  |
| Light Blue | LB | PMS 292 |  | Light Blue | LB | PMS 292 |  |
| Light Ivory | LV | PMS 7499 |  | Light Ivory | LV | PMS 7499 |  |
| Magenta | MT | PMS 212 |  | Magenta | MT | PMS 1915 |  |
| Marigold | MA | PMS 124 |  | Marigold | MA | PMS 124 |  |
| Navy Blue | NB | PMS 2767 |  | Navy Blue | NB | PMS 2767 |  |
| Orange | OR | PMS 172 |  | Orange | OR | PMS 171 |  |
| Pearl Grey | PG | PMS Cool Gray 8 |  | Pearl Grey | PG | PMS 422 |  |
| Purple | PR | PMS 266 |  | Purple | PR | PMS 2665 |  |
| Red | RD | PMS 1797 |  | Red | RD | PMS 1807 |  |
| Silver | SL | PMS 877 |  | Silver | SL | PMS 877 |  |
| Teal | TL | PMS 320 |  | Teal | TL | PMS 320 |  |
| Twilight Lavender | | PMS 257 |  | Twilight Lavender | | PMS 257 |  |
| White | WT | WHITE | | White | WT | WHITE | |
| Yellow | YL | PMS 107 |  | Yellow | YL | PMS 107 |  |

Super Frost Film HD

100% Recycled

| | | | |
|---------------------|----|----------|---|
| Citrus Green Frost | FC | PMS 360 |  |
| Frost Beige | FE | PMS 468 |  |
| Frost Black | FF | BLACK |  |
| Frost Dark Green | GF | PMS 367 |  |
| Frost Dusty Rose | FD | PMS 205 |  |
| Frost Silver | FS | PMS 430 |  |
| Frosted Burgundy | FU | PMS 7421 |  |
| Frosted Clear | FR | WHITE | |
| Frosted DK Blue | FB | PMS 3005 |  |
| Frosted Gold | FG | PMS 871 |  |
| Frosted White | FW | WHITE | |
| Ivory Frost | FI | PMS 7499 |  |
| Lagoon Blue Frost | LG | PMS 660 |  |
| Lemon Yellow Frost | FY | PMS 123 |  |
| LT Blue Frost | LF | PMS 297 |  |
| Purple Grape Frost | FP | PMS 2665 |  |
| Red Tint Frost | RF | PMS 1805 |  |
| Sizzling Pink Frost | SP | PMS 213 |  |
| Teal Frost | TF | PMS 7466 |  |

| | | | |
|---------------------|----|--------------|---|
| Black *80% Recycled | BL | BLACK |  |
| Dark Green | DG | PMS 343 |  |
| Navy Blue | NB | PMS 2767 |  |
| Pearl Grey | PG | Cool Gray #8 |  |
| Weathered Grey* | WG | PMS 432 |  |



Stock PMS Ink Colors

NOTE: Color samples for reference only - refer to PMS swatch book for actual colors



PMS 000
Brilliant White



PMS 012
Lemon Yellow



PMS 123
Sunflower Yellow



PMS 021
Halloween Orange



PMS 185
Cherry Red



PMS 485
True Red



PMS 208
Majestic Maroon



PMS 219
Hot Pink



PMS 334
Aqua Green



PMS 253
Purple



Pantone Violet



PMS 286
Midnight Blue



PMS 295
Navy Blue



PMS 299
Bright Blue



Reflex Blue



PMS 305
Sky Blue



PMS 326
Teal Blue



PMS 343
New Forest Green



PMS 348
Kelly Green



PMS 424
Slate Grey



PMS 483
Walnut Brown



PMS 999
Jet Black



PMS 877
Metallic Silver



PMS 876
Metallic Copper



18K Gold

Registration - Printing registration is how close the colors are to each other on the graphic being printed.

Tight Registration - When colors are actually touching or very close (less than 1/32) together.

Registered Print - One image per bag, placed on each bag in the sample place.

Eye mark - Registration mark that is read by an electric eye that sends a message to the bag machine to cut and seal the bag. CP normally uses a rectangular mark in the bottom corner of the bag.

Random Print - Typically used for warning messages at CP. Print is placed on bag in a random repeat a specific number of inches apart. Bags could have one or more images per page and some images maybe be cut off.

Trapping - Laying one (usually the darker color) over another color to form an edge or boarder.

Stay Away - To make space between colors to allow for movement when trapping will not work.

Halftone or screen - the process of using dots to make a color appear lighter without adding an additional color to the graphic.

Line Screen - number of dot per inch the more dotsthe finer the screen.

Color separation - Formatting art so each color is separate.

Ink coverage - Amount of ink coverage on the bag compared to the bag size. This is somewhat of a judgment call at Command Packaging. CP best printing is with 25-50% ink coverage or less -especially when printing smaller jobs(5m to 50m bags). Heavier coverage (up to 80%) is usually only considered on longer runs. Bleed—When Ink extends past the side, top, bottom or gusset of the bag. Any bleed (except into a gusset)must be pre-approved at CP.

Mock up - Pasting artwork on an existing bag –this is usually only done by printing an image from the printer and adhering it to a bag. This is not representative of the actual print on a bag and usually done for size only

Template - Definition: “Something that serves as a model for others to copy”. At Command Packaging this is our art department’s reproduction of the bag. This TEMPLATE incorporates bag style, size, gauge, film colors and all graphic specifications. This is what is approved by the customer. This template is also used in the factory as a guide for printing operators and conversion.

Ink Draw Down - When ink is rolled manually on to film to show what the ink color will look like on the film. It is often used to roll out two colors on top of each other and then it shows the change in color when the inks are laid on top of each other.

Printing Cylinder - Round cylinder that printing plates are mounted on and used on printing press, the size of the cylinders is what determines the size (length or width of the bag and the number of colors available for printing.

EPS file or Vector Art - required for CP's art department to reproduce graphics. If this is not provided by the customer CP's art department must reproduce the graphics in this format.

Digital Plates - are made from vector art that is transferred directly from a digital device onto the plate.

Analog Plates - are made by outputting a negative and applying that directly to the plate to produce the image.