

File Preparation Flexo Printing Guidelines

The Flexo printing process is unique and different than Offset printing. There are many more variables in Flexo printing including, the type of plate material used, press-gain and the fact that it is web printing vs. sheet fed, just to name a few. Many times we receive labels that look awesome on the computer screen but to try and duplicate that look in Flexo printing may require a few adjustments to the art. The following specs are intended to help our customers create labels that can be easily reproduced in the Flexo process and with consistent results. Not every suggestion applies to every label so please let us know if you have any questions and we would be happy to help.

Listed below are some suggestions that we strongly recommend to ensure the best results.

- Do not create a label in Photoshop. The only thing that Photoshop should be used for is photos.
- To ensure print quality and consistent color results every time a label is printed we recommend, in most cases, that...
 - Logos, backgrounds and other graphics are assigned PMS colors.
 - Only photos should be built with 4/c process.

Due to the many variables in the Flexo printing process it's often necessary to make adjustments to photos, on press as the label is being printed, in order to achieve accurate color representation. These on press adjustments will also affect all the other areas that are 4/c process causing undesired color shifts in those areas which is why we recommend logos, backgrounds and other graphics print PMS. This is especially important with logos or any part of a label that consistent color is critical.
- A majority of our labels are made up of two components, a base label and a booklet/leaflet. Most often the base label and the front panel of the booklet/leaflet are identical so they need to be consistent in color.

The base label is printed using the flexo printing process while the booklets/leaflets are printed offset.

A 4/c process label that is printed flexo will not match the color of a 4/c process label that is printed offset. So when designing artwork that is to be printed using both printing process's it's recommended that you use PMS colors, this will ensure consistent color.
- Please send ALL support files and fonts that are used in creating the label.

Even if you embed the Photoshop files in Illustrator we still require the Photoshop files. Occasionally we have to make adjustments to the photoshop file to accurately reproduce the photo in the Flexo printing process. If you have a layered Photoshop file we ask that you send that along with the flattened version.
- Photoshop files must be CMYK and high resolution (300 dpi).
- If you print a color laser or digital proof from your color proofer, either RGB or CMYK, be aware that your proof is not an accurate representation of how the label will look when printed.

We will send you an Epson color proof from our high end digital color proofer that has been calibrated and fingerprinted to our press to closely represent how the label will look when printed.
- Text — In most cases we do not recommend reversed (white) text/graphics on screened or multicolored backgrounds unless there is a .012 " solid (100%), single-color keyline around the text/graphics.

Reversed text will be much sharper against a solid background. If you chose to use reversed text on a screened or multicolored background we recommend that the narrowest part of each character be a minimum of .012" and please know that the text will look blurry when printed.

For reversed text (white text) on a solid single color background the narrowest part of each character must be a minimum of .006".

Text should be built with only one color. (Building text with more than one color will cause the text to look blurry when printed.

Flexo presses have a shift tolerance of +/- .003").

Don't add type in Photoshop! It will look blurry when printed. Type should be added in either Quark, Indesign or Illustrator.
- Line weight (ie: rules, borders around boxes, underlines): .006" minimum. Reversed Line (white lines) weights on a multi color background should be .012" minimum.
- All text and logos must be held 1/8" inside the dieline. On labels that have photos that extend to the diecut, make sure that there is also enough photo to extend 1/8" outside of the dieline.
- Please be aware that using Transparency effects and filters in Illustrator may require us to manipulate your art which may result in a change to the look of your label.

For proofing purposes, we ask that you include a PDF of the label.

Hardware/Software Specs

Computer Hardware



Apple Macintosh



Microsoft Windows 2019

EPSON

Stylus Pro P7000 w/GMG ColorProof
Color Contract Proof

ESKO 

Automation Engine
Dupont Cyrel Digital Imagesetter
Esko CDI Spark 4835
Dupont Cyrel Fast



Graphic Software (software is usually at the most current version)



Adobe InDesign



Adobe Illustrator



Adobe Photoshop



Quark Xpress



Adobe Acrobat (PDF)



Global Vision
ArtProof



Global Vision
DocuProof



ArtPro

If you have any questions concerning any of the suggestions above please do not hesitate to ask.

Thank You!

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