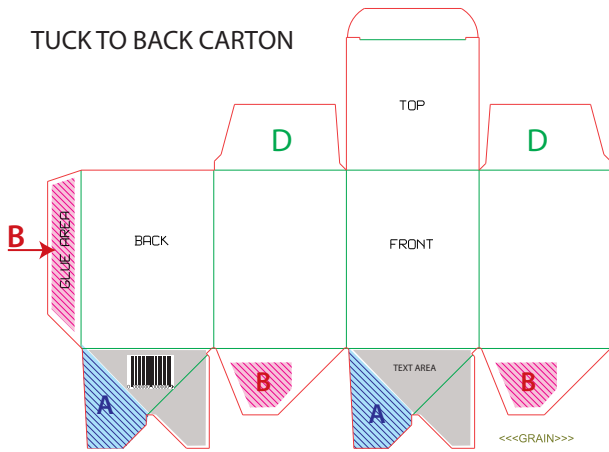# FORBES PACKAGING

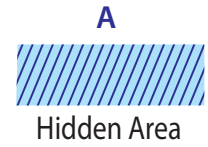# Specifications for supplied electronic art

When preparing your electronic file it is important to consider the following production guidelines:

Preferred format: Adobe Illustrator
Please keep Emboss, Foils, Spot/Matt UV and Dielines on separate layers.
Supply all links and fonts.

Acceptable programs: Adobe InDesign CC 2014   } Can do but it may take longer
(Mac format) Adobe Photoshop CC 2014   } and may incur charges
Adobe Illustrator CC 2014

Fonts: Whenever possible use Adobe type 1 fonts only.
Where the fonts are non-standard convert these to paths.
If a job contains true type fonts then supply an additional file
where text is saved as outlines.

Images: Four colour images must be CMYK
Resolution must be 300dpi at final size.
Supply as either tiff or psd.
Avoid embedding scans into a document.

Dieline: If dieline is existing, submit to Forbes Packaging for checking,
always use Forbes dieline.

Transfer Media: Supply on CD-DVD, USB, Email if under 10MB or a Download link.

Miscellaneous: - Do not perform any trapping.
- Apply overprinting to black.
- Name any PMS colour used in file, delete any unused colour
  from colour list.
- When enlarging images do not exceed 130% otherwise the
  quality of the image will suffer.
- The best blends and vignettes are created in Photoshop.
- Save your document as a native document. i.e. Illustrator file.
  This allows us to make adjustments if need be without delaying job.
- When you supply your file saved as a pdf only, there are limits to what
  we can do to correct any errors or make authors corrections.

Questions?: If you need any further information relating to the preparation
of files please get in touch with us on 09 414 6690 ext 710 or
email prepress@forbespack.co.nz

TUCK TO BACK CARTON

D D

TOP

B GLUE AREA BACK FRONT

A TEXT AREA A B

B

<<<GRAIN>>>

Text / Image Area 2mm from creases and cuts

B — Glue Area
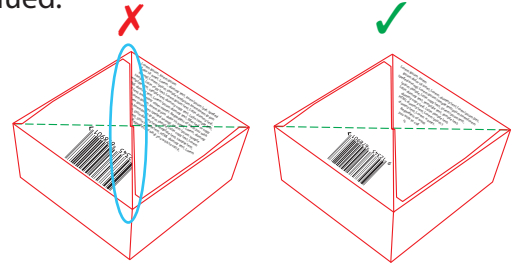
A — Hidden Area

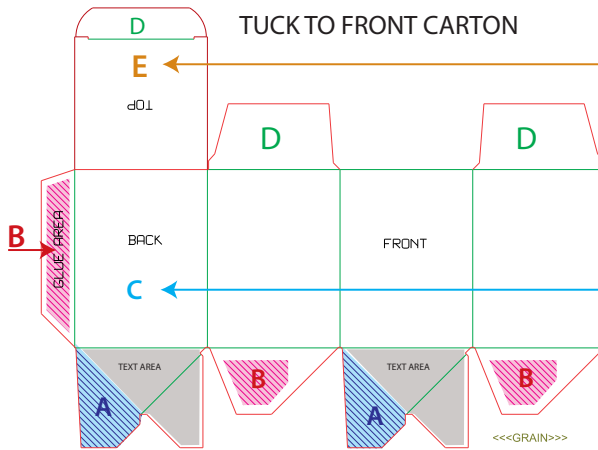**Text A)**
If your sample has a crash-lock base the blue parts of the panels in the diagram will not be visible when the carton is glued.
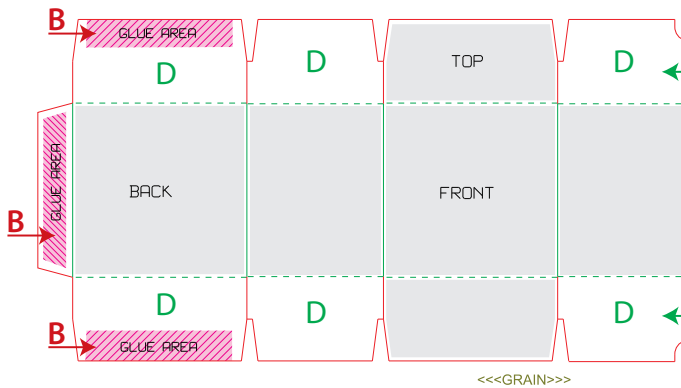
✗   ✓

Text E)
Make sure your artwork is the right way up for the client.

TUCK TO FRONT CARTON

D

E

TOP

D D

B GLUE AREA BACK FRONT

C

TEXT AREA A B TEXT AREA A B

<<<GRAIN>>>

Text C)
This panel will have a glue seam down one side so ideally should not be used for front panel artwork

---

SKILLET CARTON

B GLUE AREA D D TOP D

B GLUE AREA BACK FRONT

B D D D

B GLUE AREA

<<<GRAIN>>>

Text D) Be careful where you draw artwork especially when it is over panels that are not visible and tuck underneath each other. If you are not careful here artwork may be missing sections or out of alignment when it is folded up.

POINTS TO REMEMBER WHEN CREATING ARTWORK:

1. Look at the construction of the sample. What panels are visible and what orientation should the artwork be for each panel. Be careful that artwork does not end up the wrong way up when it is printed. Do a mock up if unsure or discuss with the sales rep the cost of a digital mock up.

2. Overlapping panels – Be careful where panels overlap and check you have constructed the overlapping artwork on the correct panels – refer to the sample for this and check with us if you are not sure.

3. Barcodes - there are strict restrictions around size and placement of barcodes and a GS1 verification requirements. If you are unsure please check with us.

4. Do not alter the dieline. If you have any concerns please check with us. In the case of artwork for the interior of the carton you may want to mirror the dieline but be careful that you don't get them mixed up.

5. Embossing around creases – While it is possible to emboss features across creases on the carton embossing should not stop on a crease as this is likely to cause cracking on the crease.

6. Bleed of 3mm past crease panels is required. If you are unsure about this please contact us.

NOTE: Our dieline style may vary, please check with us for any querries.

FORBES PACKAGING