

## File Preparation Best Practices for Customers & Graphic Designers

*(Read thoroughly for Money Saving Tips!)*

### **Dielines**

The dieline is the foundation your art is based upon, making sure this is correct will save you time and money. We will provide you with a "sample carton" from our CAD dept. Once that sample carton is approved, we will email a digital dieline. This helps to ensure that the art is built with the correct folds, window placement (if applicable), trim size and bleeds.

### **Native Files**

We prefer files furnished as Adobe Illustrator. Please select "Package" in Adobe Illustrator which collects all links and fonts. Images should have at least 1/8" bleed around the perimeter of the dieline and onto the glue flap. We are able print up to seven colors at a time. Please make sure that the color palette does not exceed seven colors. Any extra spot/pantone colors need to be deleted or converted to CMYK screen builds. Please supply a PDF when you submit the files. They are of great value to us to make sure the proof we send you is what you were expecting. **PLEASE DO NOT SET TYPE OR LAYOUT YOUR ARTWORK IN PHOTOSHOP** or other Pixel/Raster based programs rather set type and compose files in Illustrator.

### **Multiple Cartons**

If you are creating multiple cartons, please send each design (or version) individually in its own file to optimize the prepress process and avoid manipulation errors. Please check your designs, spelling, and punctuation carefully before submitting files.

### **Linked Images**

We prefer native files with all links saved as separate files and no images embedded. This allows us to readily make any specific changes should they be needed. Files and linked images should be built as CMYK objects with the Gracol 2006 ICC Profile. Final image resolution should be 300ppi for optimum reproduction. If you are submitting PhotoShop files that include spot colors please include a layered copy.

### **Fonts**

Include all fonts used in the document and linked files. If you are going to email the fonts they need to be zipped prior to emailing. Converting the fonts to outlines is encouraged but please be understanding of the fact that we will not be able to make last minute type changes as efficiently.

### **Barcodes**

You may include live bar codes or use FPO images. In either event, we will check them to ensure the printed code on the finished carton will be readable. We are also able to generate a bar code if you supply us with the correct numbers.

### **FTP / Email File Transfer / Sharefile**

We have an FTP site available for your use or smaller files (up to 5MB) may be sent as an email attachment. Contact your customer service representative for FTP site instructions. It is good practice to zip everything before using either transfer method. We also offer **ShareFile**, which is a secure file sharing and transfer service.

### **WebCenter**

WebCenter is our online proofing system. It can provide faster turnaround and is the best option when several people need to sign off on a proof. There is no software to install as it is entirely internet based. All of your files are secure on our servers. If you think this option would be most compatible for your project, please notify your customer service representative or sales person and they will set up your project in WebCenter.

### **Hard Copy Proofs and Ink Drawdowns**

It is standard practice for us to output a hard copy Epson proof for final approval from the customer. We are a G7 Master Qualified Printer and the proofs will contain a Color Control Target with their G7 rating. We also scan the barcodes and apply an approval label of the results on the proofs. The customer should review the proof carefully for any possible issues that may have occurred during the file transfer and/or preflight process. The proofs are printed in CMYK only. For special colors we will request "ink drawdowns" from our onsite ink company. The ink drawdown colors will be approved by the customer.

### **Sonderen Packaging Pre-Press Department Contacts**

Matthew Cutshall 509-252-4797

Lori Fitch 509-252-7885

### **NOTE:**

It is our goal to make the process of preparing files for printing simple and efficient. Please do not hesitate to call us with any questions. There is a high probability that we will be able to offer a solution that can save you both time and money. Keep in mind that the more time we spend ensuring that the files are ready to print, the more money it costs you. It is in your best interest to use us as a resource to make sure that the final files you submit to us are as accurate as possible.