

IML GUIDELINES

File delivery

To deliver your file you may use the following file transfers:

- via email, file not exceeding 10MB
- we can download your file by accessing your own FTP-server
- via CD
- online delivery (File Hoster, eg. WeTransfer)

File format

Definitive files may be delivered in Adobe PDF-Format. Native files can be delivered as:

- Adobe Illustrator CS 6 or lower
- Adobe Photoshop CS 6 or lower
- Adobe Indesign CS 6 or lower

For optimum processing and eventual corrections we suggest the delivery of native files. These supplied files need to at least be open and editable and build up in separate layers.

We recommend not to supply Corel Draw files since they may cause incompatibility during importing into the imposition application.

Label dimensions and shapes

Please contact us to request the exact and correct label drawing and dimensions. You will receive a PDF with the label layout. On it you will find details concerning:

- **Keyline:** Given as a line, it defines the shape of your artwork.
- **Bleed:** Due to 'print-to-cut' tolerances an excess image (5mm) is needed on ending edges of the artwork. The outer zone indicates this excess.
- **No Text Area:** The inner zone inside the keyline represents the area where no text, no logos and/or important label information is allowed. Minimum distance from keyline to said text free area equals 3 mm.

Text / line width

The following parameters refer to minimum sizes, when text and/or line width have the below indicated properties:

	Text	Line width
• Positive - Single Colour	6pt	0,20mm
• Negative - Single Colour	8pt	0,20mm
• Positive - Multiple Colours	8pt	0,20mm
• Negative - Multiple Colours	8pt	0,20mm

Note: If texts are set in specific fonts, please provide them together with the rest of the artwork. Preferably convert all text into outlines.

Injection point lid

When designing the artwork for a lid we kindly ask you to mind the injection point in the middle of the lid. Due to the production process the text and possibly colour could get distorted at the centre. This point is indicated on the label layout.

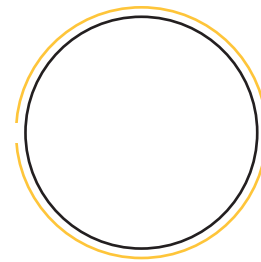
Images

All images on the artwork must have an effective minimum resolution of 300dpi, logos (that are not vector based) require 2800dpi. All images are to be delivered in CMYK-mode.

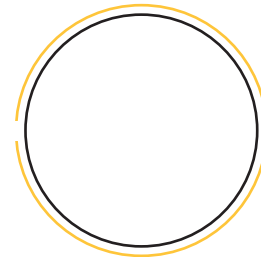
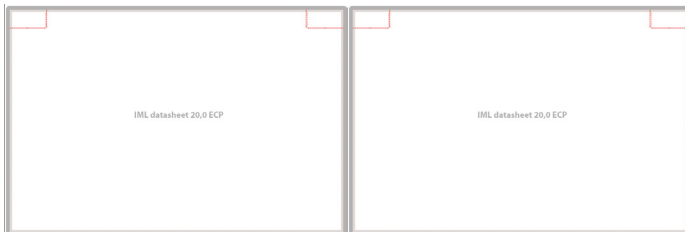
Positioning

Positioning the IML label on the container is done in accordance with our preset standard. The positions of the front, back, tamper evidence and handles are indicated on the label layout. Do note that with this preset standard the positioning of the label and your artwork on the container is preset as well.

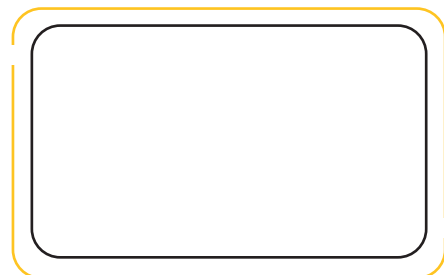
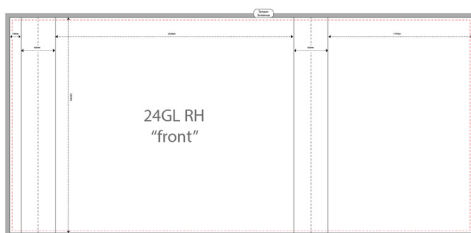
Full label



Half label round container



Half label rectangular container

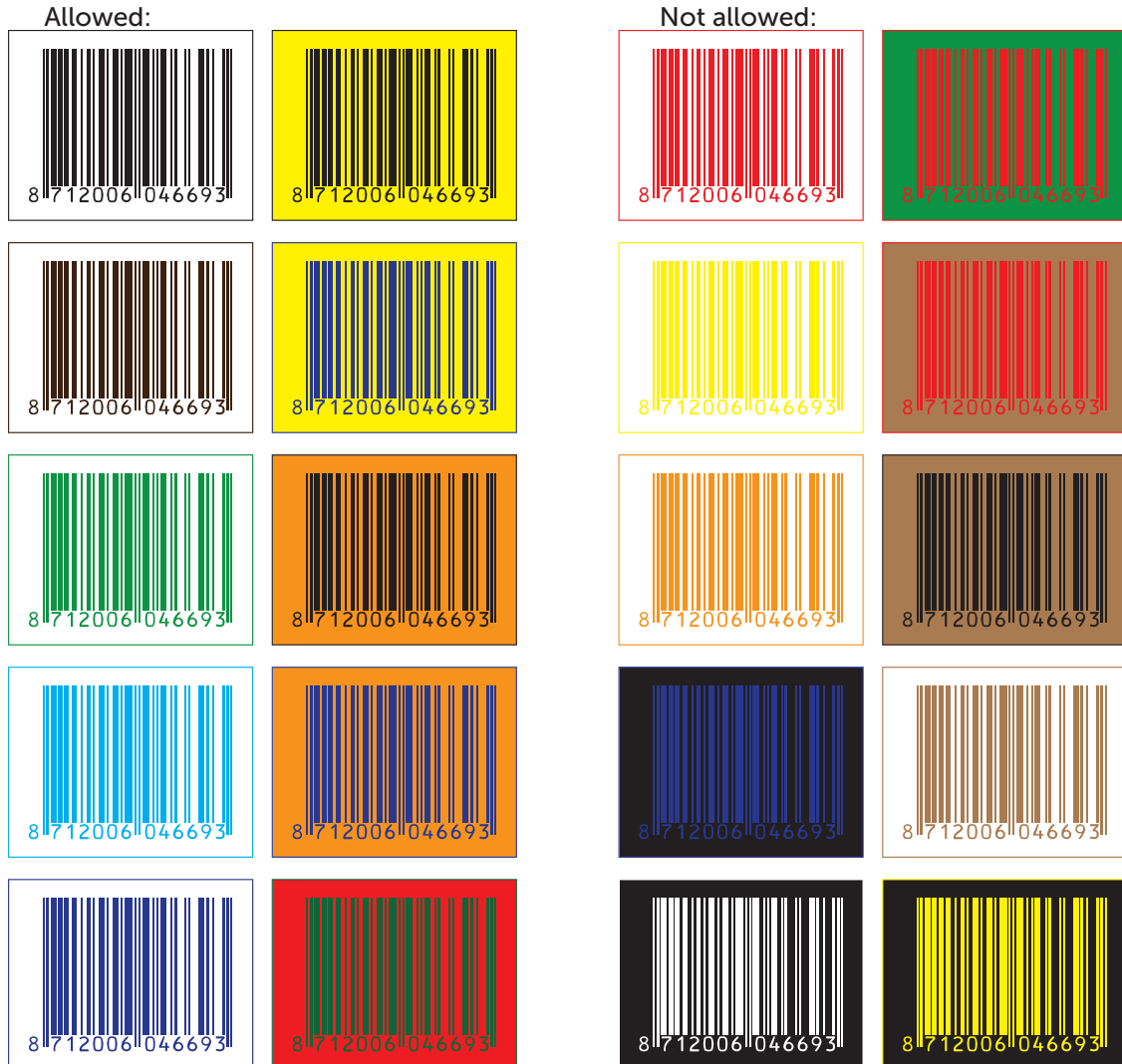


Colour

Artworks cannot exceed a maximum of 8 colours. This includes two UV-whites for transparent material. Cutting lines, varnishes and technical inks are not included in this maximum. Please make sure your artwork is set up in CMYK-colours. When using specific spotcolours (e.g. Pantone) we kindly request you to specify this in your file. Take note that the maximum inkcoverage is 270%.

Barcode

Barcode colour combinations:



In order to avoid eventual misreading of the printed barcode, only the following scale factor may be applicable:

- Magnification: min. 80% / max. 200%
- Bar Width Reduction (BWR): 0,051mm

Barcode should not be placed on injection points on lids. Eventual distortions may cause misreading.

PDF-file guidelines

Please provide a PDF-export of your native file in PDF/X-4:2008 format.

This is the standardised subset of the PDF file format, suitable for 'blind' file exchange in the graphical industry.

The following software-suites and/or applications enable and support the ability to create a valid PDF/X-4 file:

- Adobe Creative Suite 3
- Adobe Creative Suite 4
- Adobe Creative Suite 5
- Adobe Creative Suite 6

Should this not be possible, please export a regular High Resolution PDF (HR PDF) out of the native application.

Additionally, we highly recommend the delivery of native files. Original layout file(s) and herewith linked images may be useful or convenient for future adjustments.

Adjustments

White background

Prints on transparent material require a white background on the printed areas.

Note: White found on transparent material will never reflect the same colour strength as white material. What's more, colours applied on transparent material will always vary from the same colours printed on white material. This is important when considering lids on white material and containers on transparent material.

Metallic

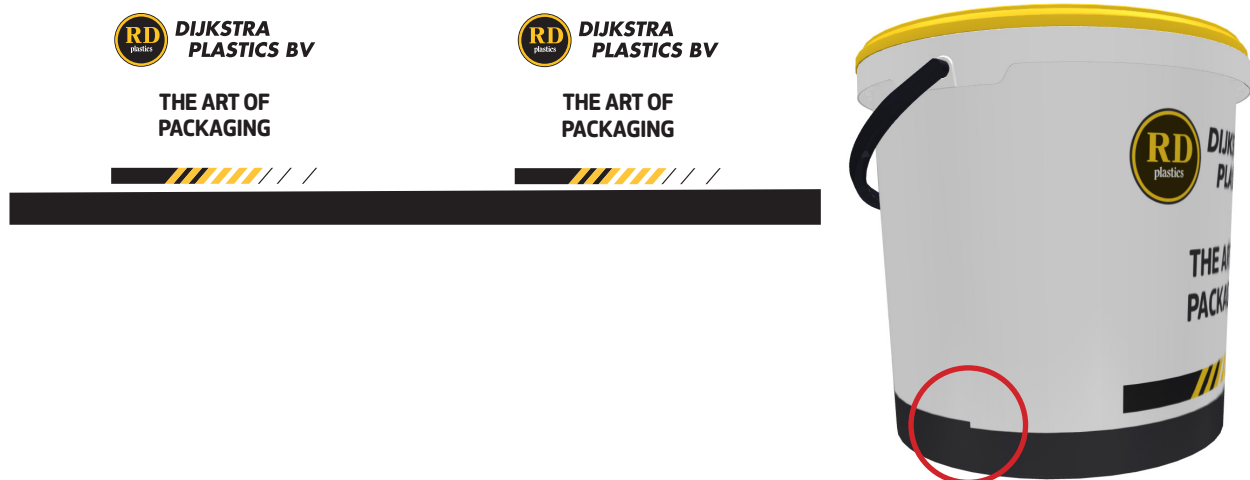
Metallic looks are also available. For this option, please indicate clearly where / which colours should be metallic.

Curving

Curving allows labels to be suitable for tapered shapes. A rectangular label is simply transformed into a (partially) conical shape. To this purposes all given keylines must be strictly respected.

Note: We recommend to avoid horizontal lines in the design since this can cause mismatching on the container due to die-cutting and the injection moulding process.

Example:



Data matrix

With the preparation of artwork we place a datamatrix in the artwork. This element is indicated on each keyline. This QR-code allows us to scan and check if the right label has been prepared before production due to it's unique code. For this data matrix we need no further action from your end.

The size of the datamatrix is prefixed on 4 by 4 millimeter with a 2 millimeter spacing around it.

Colour proof

Upon request we can provide a GMG-Color Proof of your artwork. This proof is colour-coherent, allowing CMYK-colours to be duly checked. For an exact reference of eventual Pantone-colours separate colour-strips could be supplied as well.

Corrections

To avoid misunderstandings, all necessary corrections must be clearly and precisely indicated. Text corrections using specific fonts require the pertinent delivery of the same. If text has been converted into outlines or in case special characters have been used, please send us a PDF-file with the characters converted into outlines.