



NEW CUSTOMER Onboarding, Process and Artwork

GETTING TO KNOW YOU

The **request for quote** should include contact information, shipping details and any special shipping instructions. The more information you can include will help speed the process time. All RFQ's should be sent to DP_Estimating@distinctpack.com.

CREDIT APPLICATION

The Application for Credit may be completed on-screen, saved and sent via email or printed and submitted via fax.
credit@pubpress.com fax: 502-955-5586

PURCHASE ORDER

Purchase Orders should be emailed to DP_Customer_Service@distinctpack.com

SALES ORDER ACKNOWLEDGMENT

Following the purchase order process, a Sales Order Acknowledgement will be sent via email to direct contact to confirm order and verify all information including the shipping details for submitted job.

ARTWORK

Artwork files can be submitted in .ai or .pdf formats. Artwork proofs are emailed within three full business days. For assistance see Artwork Getting Started document. Files can be uploaded to our ftp site or emailed to DP_Customer_Service@distinctpack.com.

ARTWORK APPROVAL

Customer must submit approval via email to DP_Customer_Service@distinctpack.com.
Production business day turn-around is to be determined on a per job level.

Shipping

Shipping instructions outlined in customer Purchase Order will dictate distribution.
Onsite order pick up options available as requested and approved.

INVOICING

Terms of payment are established at the time the account is set up. Invoices will be emailed to contact as well as mailed if requested.

CUSTOMER SERVICE

Customer service team information is attached for customer convenience.

REORDERING PRODUCTS

Contact Customer Service for reorder processing.
DP_Customer_Service@distinctpack.com.

FTP Site Info:
FTP Website:
Username:
Password:



ARTWORK GETTING STARTED

The use of spot colors, specialty inks, and a wide variety of substrates are just a few of the many choices available with flexography. Designers must be informed about the advantages of the flexographic printing process in order to apply during the design process. The designer must communicate with the print provider to understand their capabilities and how they can jointly optimize the quality and effectiveness of the final product.

Dielines

Color

Copy

Design Elements

Art Distortion

File Formats and Usage

Contact Information

DIELINES

A final electronic file of the die must be supplied with the art, before final assembly, for all items requiring die cut.

- A. File size.
- B. Identify repeat sizes and all technical measurements.
- C. Art fits template/die provided with the actual product being used for the job.
- D. Max Ink & Copy (margins) requirements are within boundaries.
- E. Distortion of COPY and ART element relative to position on container.
- F. Fold positions; Front and Back panel identification; impact on design and layout.
- G. Continuous print through the seam area.
- H. Perforation.
- I. Slip Coat or Varnish.
- J. Glue between label and container; and the glue pattern used.
- K. Position and dimension of Eye Mark (if applicable); type and function also important to know.
- L. Eye Mark color.
- M. White ink; white under print (true shape or fitted white) and flood coat info.
- N. Confirm the bleed information is accurate for converting.
- O. Copy position; determine unwind/rewind position.
- P. Surface or reverse print.



COLOR

All designs should be kept to a maximum of 10 colors, including white ink and a varnish plate, if applicable. Please take this into consideration when defining the amount of colors in your project.

- A. Provide color legend or callouts.
- B. Supplied press or digital proof color target sample.
- C. Provide special ink or spot color targets, which determines final color intended – DP will develop ink drawdowns/field folders or PMS match and color contract proofs based on initial targets, per customer request.
- D. Provide PMS match for line colors.
- E. Provide color targets for colors made out of process colors.
- F. Epson proof for inspection per customer request and DP approval prior to any print production run; PDF file may be used for DP approval in some cases.
- G. Do we have the ability to remove colors, and or add colors?
- H. Identify the material specification and lamination info.
- I. Substrate sample for proof profile and simulation.
- J. Press type.

NOTE: If separation is done external to DP, please provide the following pre-separated final art composite proof with suggested color rotation and common color information, signed final proof, and color key (color transparencies) for reference.

COPY

- A. Reverse Min Thickness: 1 Color = .008", usually 6pt. type. (2-3 Color Builds needs .004" pullback added to lightest color)
- B. Reverse Min Thickness: 2-3-4 Color Process/Line = .016" stroke surrounding elements to allow .008" minimum trap.
- C. Positive Min Thickness: 1 Color = .004", usually 4pt. type.
- D. Traps no less than .008" (Wide Web), .006"-.008" (Narrow Web)
- E. Positive: Minimum thickness of .004", usually 4pt. type, one color only.
- F. Drop shadows, as same color, or trapped .008" (.2032 mm) into copy element.

NOTE: All exact fonts used in file(s) must be provided. (Additional, duplicate file with special fonts converted-to-paths (outlines) can prevent delays)



DESIGN ELEMENTS

- A. Traps no less than .008" (.2032 mm).
- B. Manufactured color should be converted to single spot color (line color) whenever possible.
- C. Vignettes should be created in one color only whenever possible.
- D. Minimum dot of 3% should be carried over graphic tonal shapes and vignettes; tear off dot is 1%.
- E. Bleed when required.
- F. 10 color press capability.
- G. UPC – 100% minimum.
- H. UPC – Quiet Zone, based on multiples of the symbol's narrowest element width (X-dimension), UPC-A requires a quiet zone of 9x on each side.
- I. UPC – Backed by White.
- J. UPC – Machine Direction.
- K. UPC – Bar width reduction is .002" (.0508 mm) @ 100%.
- L. Backup whites are held back .020" (.508 mm) from the background. If a second white is used, it is held back .010" (.25 mm) from the first.

ART DISTORTION

- A. Determination of who is responsible to apply distortion to art file has been specified prior to release of final artwork.
- B. Clearly mark any supplied files distortion if supplying with distortion already applied.
- C. Art elements within template aligned to container contour(s), relative to distortion (per data calculated and provided within template).
- D. Review the measurement of final container for location of estimated shrink compensation values.



FILE FORMATS AND USAGE

- A. Provide art with embedded files, low-res, or FPO placed art; Art provided as high-res (300 dpi). All pixel images and special effect pixel art images are high-res.
- B. Illustrator file should use NO Transparency Options; Additional charges may be incurred for delays and/or rework caused by use of transparencies.
- C. Provide composite and separations (to distinguish color elements) printout of art as it appears on disk (design/font verification).
- D. Mac File formats accepted: Illustrator, InDesign, Freehand, QuarkXPress – Layouts should NOT be built in Photoshop, QuarkXPress, or Pagemaker.
- E. Media accepted on disk; File compression should be Stuffit, self-expanding format.
- F. Recommended that layering features of either program be used to ease the discretion of the file.
- G. Photoshop files should only be used to represent CMYK illustrations. They should not include copy or logos needing to be trapped or overprinted.
- H. Customer & Art Supplier contact name(s), Phone/fax number, and mail/Email addresses should be provided should there be any questions.
- I. Artwork is recommended to be submitted via secure FTP website using FTP Software (Fetch).
- J. Hardcopies of the art recommended to be forwarded to DP for verification of the file sent via FTP.
- K. Send FTP upload info to contact with folder name description.
- L. Attach a spreadsheet with the quantities and extras needed.
- M. Identify “Do Not Print” elements and files.

CONTACT INFORMATION

If you have any questions or concerns regarding this information, or if you would like for us to assess your design, please contact your Sales Representative or Customer Service.

Angela Johns - Customer Service Manager
800.214.1088 x7267 Fax: 502.955.0840
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