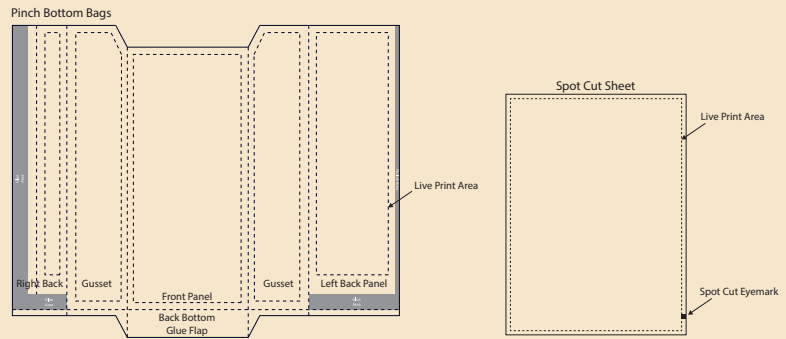


McNairn Packaging Graphics Guidelines

Flexographic Printing

Dieline / Templates

All artwork and copy should be placed inside of the “live print areas” as indicated on your McNairn Packaging supplied dieline.



Pinch Bottom Bags

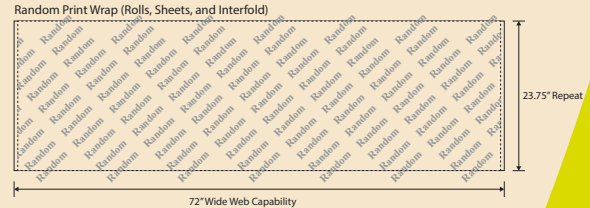
Stock window bags are available. Refer to the custom and stock bag section for available sizes and minimum order quantities.

Special Bag Templates

Special decorating options and construction features such as registered labels, vent holes, and print on window are available. Contact customer service for more details.

Wraps

For a spot print or spot cut sheet, there will be a 0.25” stay away from the edge of the perimeter of the sheet. This is to allow for the eyemark for the registered cut. For random printed sheets the artwork will be a bleed print and artwork will be cut through at the edge of the sheets.



Software and Artwork Files

McNairn Packaging accepts the following artwork files: Adobe Illustrator, PDF's, InDesign, and Photoshop.

Important: Always include all support files that are placed images in the artwork ie. EPS's, TIFF's, JPEG's, etc.

(Convert all type to outlines).

How to send art files:

Files can be emailed directly to your McNairn Customer Service contact (for files up to 20mb).

For larger files an ftp site can be provided

Fonts:

Please include all fonts with each art file. (Converting all type into outlines is preferred.)

Screens and Gradients:

The product materials and equipment used in production will determine the line screen that will be used to create screens and gradients. (our default line screen is 85 lpi.)

Please keep in mind that dot gain can vary from material to material based on differing qualities such as porosity. The higher the screen value the more the screen will fill in on press. We recommend staying between 15 and 85 percent to allow for the screens to be reduced to compensate for press gain in production. Overlaying colors to create additional colors is not recommended.

Single pantone color screens are preferred. When using screens to create an image such as a logo please keep in mind that the edges of the screen will not be smooth as the screens are made up of a pattern of dots.

Bleed Prints, Overprinting, and Trapping:

- Only overprinting of a single darker color over a single lighter color is recommended.
- All trapping and color laydown order will be determined by the McNairn Prepress Group
- Bleed prints are available on some products through trimming after printing.
(Additional material costs may apply.)

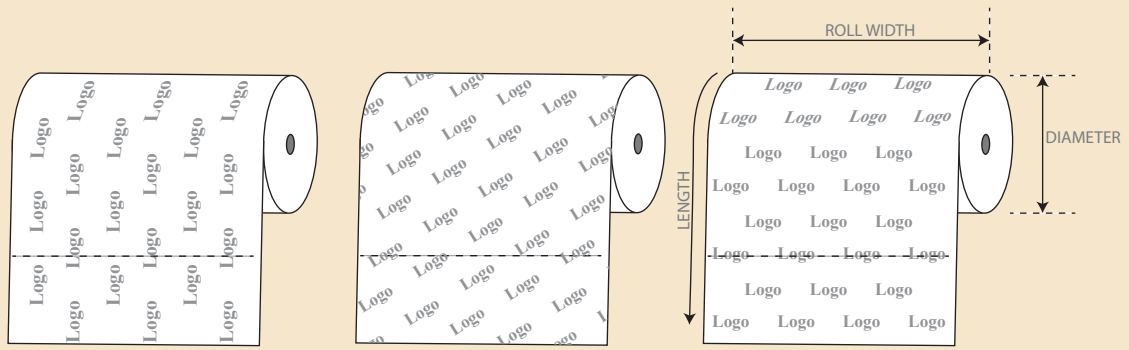
Barcodes

- Minimum recommended barcode size is 100%
- Barcodes should run in the direction of the printing press



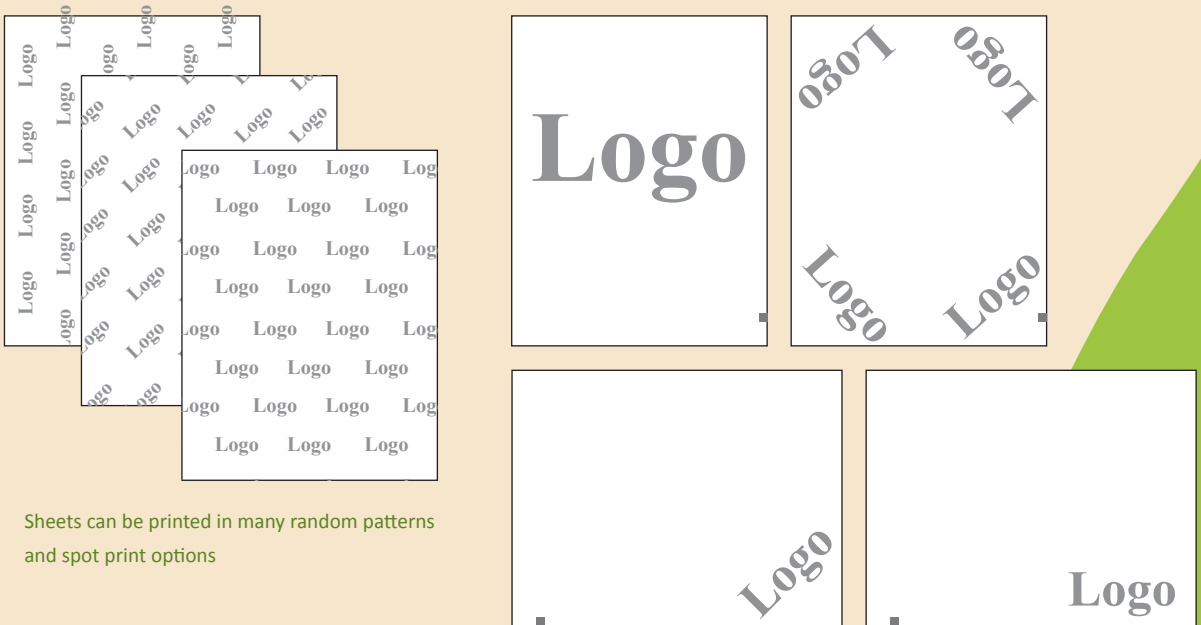
Graphics Layout Options

Rolls



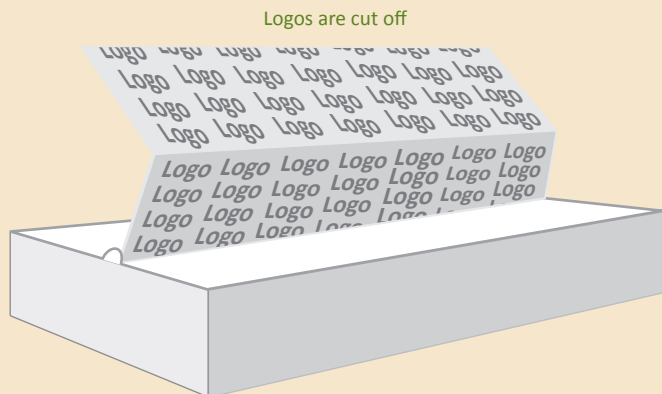
Rolls are always random print as either bleed print on all sides or printed in lanes

Sheets



Sheets can be printed in many random patterns and spot print options

Interfold



Logos are cut off

Interfold sheet print is not registered to the cut



McNairnTM
Packaging

WRAPPING OUR IDEAS AROUND YOURS