



Building Brands Through Packaging

**CL&D Graphics, Inc.
1101 West 2nd Street
Oconomowoc, WI 53066
800.777.1114
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Dear Current or Prospective Customer:

Enclosed you will find a packet containing information on art specs, in the form of glue flaps, eyemarks, clear areas, etc., and a few other new concepts we would like to implement.

The information is a broad overview of some minimums and maximums, sizes, and general Flexo Printing gray areas not always understood by designers, or those with minimal flexo experience.

Give the info a look and see if you have any questions, comments, or just need a better description of any certain area. Please don't hesitate to call. We would love to hear any comments or suggestions or even just to get acquainted.

The whole purpose of this packet is to give you an idea of what we are using for the basis of our information when working in the art stage. Through this information we will be standardizing art templates, eyemarks, glue flaps, color specs, etc. so that there will be no guess work and we will both be on the same page when it comes to what you are expecting to receive from the CL&D Graphics Department.

We are also hoping to open up a line of communication to your art department so that if we have any questions (or vice versa) we can feel free to call directly to avoid any miscommunications.

If you find any information that is incorrect or any other information that we have missed, please let us know so that we can implement this as soon as possible.

**Sincerely,
CL&D Graphics Department**



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GRAPHIC GUIDELINES PAGE SET UP EYEMARK ANALYSIS

GRAPHIC FREE AREA

CL&D is a solution provider and strives to meet customer needs. We adapt and prosper in a challenging economic environment.

Design, style and color must grab attention and communicate a brand's value. Packaging solutions must address cost and enhance efficiency. We would like to work with you to better understand your needs, so we can serve you better as we follow this new graphic intensive trend.

Please take some time now to view the information on the following pages for proper label set-ups, dot and line maximums and minimums and other related information to use in Flexo applications. Feel free to contact us with questions or concerns.

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SIZE: LABEL SIZE: _____ CAN SIZE: _____

ROLL FED FILM PRESSURE SENSITIVE SHRINK SLEEVES OTHER

GLUE FLAPS:

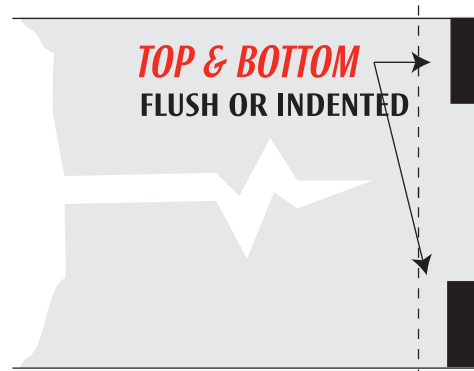
GLUE FLAP: RIGHT LEFT SIZE _____

COLORS: REMAINS WHITE OR METALIZED BLEED COLOR THROUGH

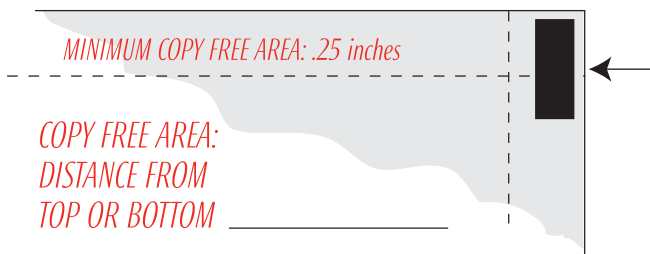
EYEMARKS: EYEMARK SIZE: _____

EYEMARK POSITION: TOP BOTTOM TOP & BOTTOM BACKSIDE

WHAT'S RECOMMENDED: →
 PROVEN BEST RESULTS
 • TOP AND BOTTOM
 • FLUSH TO PLATE SEAM
 • WITH 1/4" NO COPY AREA



TOP OR BOTTOM INDENTED



IN FROM SEAM:
DISTANCE IN: _____
DISTANCE UP OR DOWN: _____

TOP OR BOTTOM FLUSH



EYEMARK COLOR:

COLOR: CONTRASTING



REVERSING



WHEN PRINTING ON METALIZED:

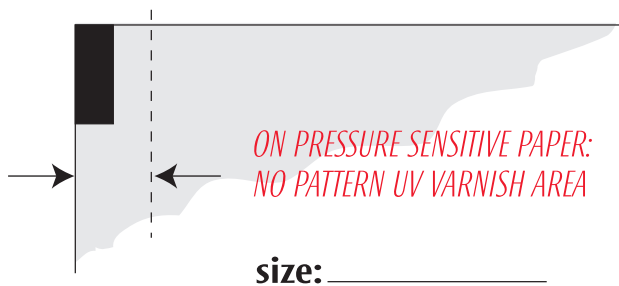
ON LABEL APPLICATOR, METALIZED READS: BLK WHITE

APPLICATOR: SCANNER SENSOR

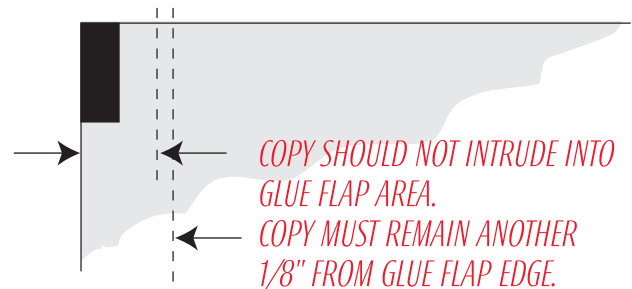
WHAT TRIGGERS CUT: EYEMARK CONTRASTING GLUE FLAP W/EYE

CONTRASTING GLUE FLAP/NO EYE OTHER: _____

PRESSURE SENSITIVE / OR PAPER PATTERN VARNISH INFO



GLUE FLAP ADDED INFO



COPY / TEXT:

Positive printing text - Regular / 4 pts. text Bold / 5 pts. text

Reverse printing text - 6 pt. minimum bold text

Note: • Fine detail may not print as expected. • Never create reverse copy in process areas without outlining copy or holding back all, but one, color. • Thin type & Serifs do not work well.

Include all fonts and do NOT outline text.

TRADEMARKS:

™ ® © etc. (5pt) is minimum. © © ™ **Bold if reversing.** 

LINES / RULES:

Lines & Rules (.4pt) is minimum. 

Overprinting or Reversing. 

UPC's:

100% produces the best results for scanning
(.002 bar width reduction) 90% is Minimum.
A minimum 1/8" clear area (Quiet Zone) all around bar code for scanning.



90% UPC,
Keyline
shows
Quiet Area

OTHER BAR CODES:

CL&D can create bar codes to ensure scanner readability.



Code 39
Sample

COLOR BLEEDS:

Run color through glue flap.
Process & color bleeds should extend beyond die line (Max/Min) 1/16".



PROCESS BLEEDS:

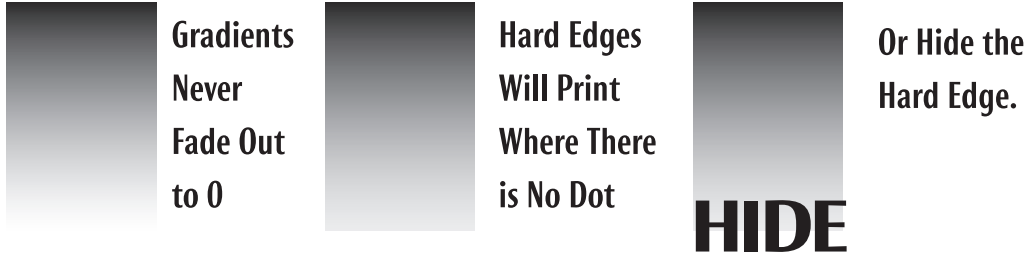
When Cropping images, Remember to provide extra image to protrude beyond outside of masked or clipping path areas where a label bleed would occur.



extra image
beyond applied mask

GRADIENTS:

Gradients should carry a minimum of a 2% dot to avoid drop offs.



It is best to assign target values to gradations, but let the separator actually build the vignette.



PROCESS/PANTONE PMS:

All files should be built using Pantone® or spot colors.

Process 4 color printing should be limited to use in photographs only.

Pantone® colors are used in flexographic printing for the most accurate color matching.

Avoid going over your targeted number of colors. (9 colors is maximum).

PROCESS CHECKLIST:

300 p.p.i. (Pixels Per Inch) minimum for 4 color scans.

Keep process in an .eps format. • Also include PSD file if multiple layers.

- If image has been adjusted previous to CL&D, please designated this in writing.
- Dot minimums are 2% to avoid dropoffs.

REVERSE COPY IN PROCESS:

Reverse copy in process will be outlined with spot/Pantone® color to avoid color variations due to web movement. (2.5pts) 1.25/.015 showing.

