



ART GUIDELINES

Pinch Bottom & Handle Bags

Our Graphics Department works closely with Customer Service and Sales to begin the pre-production process once you submit your purchase order (PO) and artwork. We'll provide digital proofs, ink drawdowns, hand samples, or any materials needed to bring your customized packaging to life, and collaborate with you to achieve your unique vision.

ARTWORK PROCESS

1. Upon receiving your PO and artwork, our Customer Service team prepares the necessary paperwork and verifies all information.
2. Details are forwarded to our Graphic Artist to create an initial proof.
3. A hard copy of the proof is sent to our Production department for evaluation and troubleshooting.
 - If potential printing issues are identified, our Graphics team will provide recommendations for optimal reproduction of the artwork.
4. After receiving from our Production department, our Graphic Artist assembles an approval packet containing a flat proof, hand samples, and ink drawdowns for your review.
 - The packet also includes an approval form that must be signed and returned to finalize the approval process.

ACCEPTABLE FILE TYPES

- Adobe Illustrator - Illustrator File (.ai) - **Preferred Method**
- Adobe Acrobat - High Resolution (pdf)
- All .ai files should be saved down one version and include PDF previews

We also accept the following for Halftone or Screen Art only

- JPEG image (.jpg)
- TIFF image (.tif)
- Portable Network Graphics (.png)

Note: All of the above formats can be compressed into a (.zip) file for emailing. If the file size is too large, you can use WeTransfer.com to send your files.

REQUIRED ELEMENTS

- Any linked image files
- Please ensure all fonts used in the artwork are included
 - Converting fonts to vector shapes is preferred, but if any changes to the wording are needed, the font files must be sent to complete
- Uncoated Pantone colors for printing
- Vector artwork is preferred
 - Pixel images will be redrawn by our artist and may not match the original exactly
- All specific or vital dimensions or art positioning

Bar Codes

- Must be 100% size (minimum)
- Must be printed in a dark color (avoid reds or light shades)
 - *Note: This enhances the readability of the code during scanning
- Codes must run top to bottom in machine direction
- We can design a UPC code if you have the correct number, including the check digit
- Standard codes (UPC, EAN, Code 128)

SCREENS

- Standard 65 lpi screens are used
- Screen gradient of 5% to 80%
- Screen gain/cutback is 15%
- Screen colors can be combined (i.e. Solid yellow with red screen overprint to create orange look)
- Avoid creating text out of halftones (screens) or multiple colors in a letter or word(s)



*It is important to note that accurate representation of our screen printing pattern can only be seen on products printed by our machines. This merely mimics how halftones and screens work/print using flexographic plates. These plates have 15% screen gain/cutback, which can enhance or diminish your artwork depending on the screen. Artwork intended for halftone imaging can be sent as a JPEG image (.jpg), TIFF image (.tiff), and/or Portable Network Graphics (.png).

TRAPPING

- Standard 1/32" minimum trapping (this requires a minimum stroke line of 1/16" thickness)
- Lighter colors trap into darker colors
- Trapped areas will result in a darker color
- Trapping will be added to the artwork when applicable to ensure print quality

TRAP

Color 1
Artwork



Color 2
Artwork

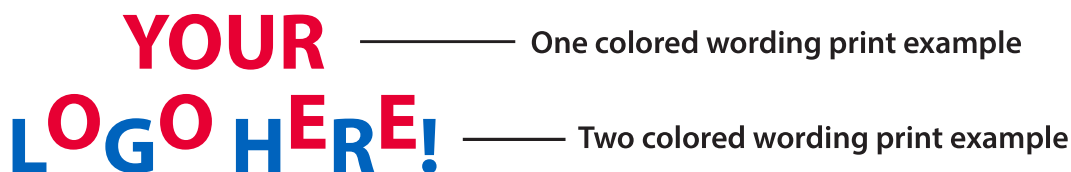


Color 1
trapped OVER
Color 2

*Trapping refers to artwork printed inside a reversed-out background. We are able to print a minimum of a 1/32" trap, requiring a minimum stroke line of 1/16" (the width of the overlapping colors). Overprinted artwork almost always results in a darker shade when produced, depending on the background. We offer the ability to see overprinted colors on ink drawdowns during the approval process if necessary. Our Graphic Artist can add trapping to your artwork upon request.

TIPS

Misregistration with 2 colored wording:



*Avoid using multiple colors for consistently worded artwork. Our machine registration tolerance is .25", larger than most, and should be taken into consideration when creating artwork.

- Minimum font size is 6pt for positive print and 8pt bold for reversed copy with MOST font styles
- All ® and ™ should be 8pt minimum and **BOLD** if reversed copy
- Fonts may be converted to vector shapes instead of sending font files
 - This may prevent text changes and matching fonts in the future

Positive Print Font Size Minimums:

Font:	AaBbCc	AaBbCc	AaBbCc	AaBbCc	AaBbCc
Arial	6 pt	8 pt	10 pt	12 pt	14 pt
Font: Times New Roman	AaBbCc	AaBbCc	AaBbCc	AaBbCc	AaBbCc
	6 pt	8 pt	10 pt	12 pt	14 pt
Font: Savoye	AaBbCc	AaBbCc	AaBbCc	AaBbCc	AaBbCc
	6 pt	8 pt	10 pt	12 pt	14 pt

Reversed Copy Font Size Minimums:

Font:	AaBbCc	AaBbCc	AaBbCc	AaBbCc	AaBbCc
Arial	8 pt BOLD	10 pt BOLD	12 pt BOLD	14 pt BOLD	16 pt BOLD
Font: Times New Roman	AaBbCc	AaBbCc	AaBbCc	AaBbCc	AaBbCc
	8 pt BOLD	10 pt BOLD	12 pt BOLD	14 pt BOLD	16 pt BOLD
Font: Savoye	AaBbCc	AaBbCc	AaBbCc	AaBbCc	AaBbCc
	8 pt <i>REG</i>	10 pt <i>REGtz</i>	12 pt <i>REG</i>	14 pt <i>REG</i>	16 pt <i>REG</i>

*Font size minimums are font dependent. Serifed fonts/creative fonts may require a larger font size to ensure proper printing. We recommend that customers supply all fonts with their initial artwork submission. This aids in the efficiency of minimal wording changes should they come up in the artwork approval process.

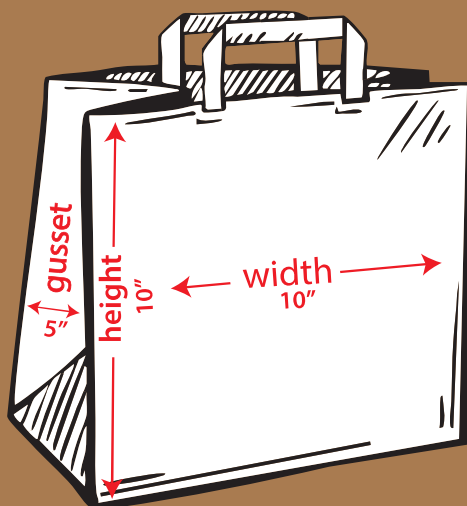
TIPS CONT.

- We print using Uncoated Pantone colors
 - To ensure processing of your order, your art should have Uncoated Pantone colors assigned to it
 - These colors can be mentioned on your PO as well
- Our ink suppliers can color match samples, previously printed products and/or random items
- Maximum number of imprints is 4 colors
- We **DO NOT** process print

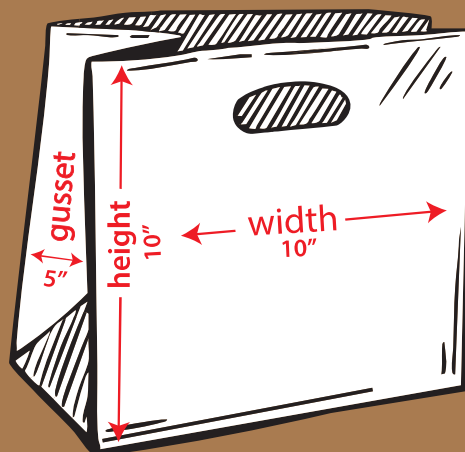


*We print using Pantone Uncoated colors. If a Coated PMS is requested, our ink suppliers will formulate an Uncoated version for your review. UNCOATED PMS COLORS ARE PREFERRED.

FLAT HANDLE BAG



DIE-CUT HANDLE BAG



Handle bags are measured by the face width, gusset width and bag height. These bags would be labeled as:

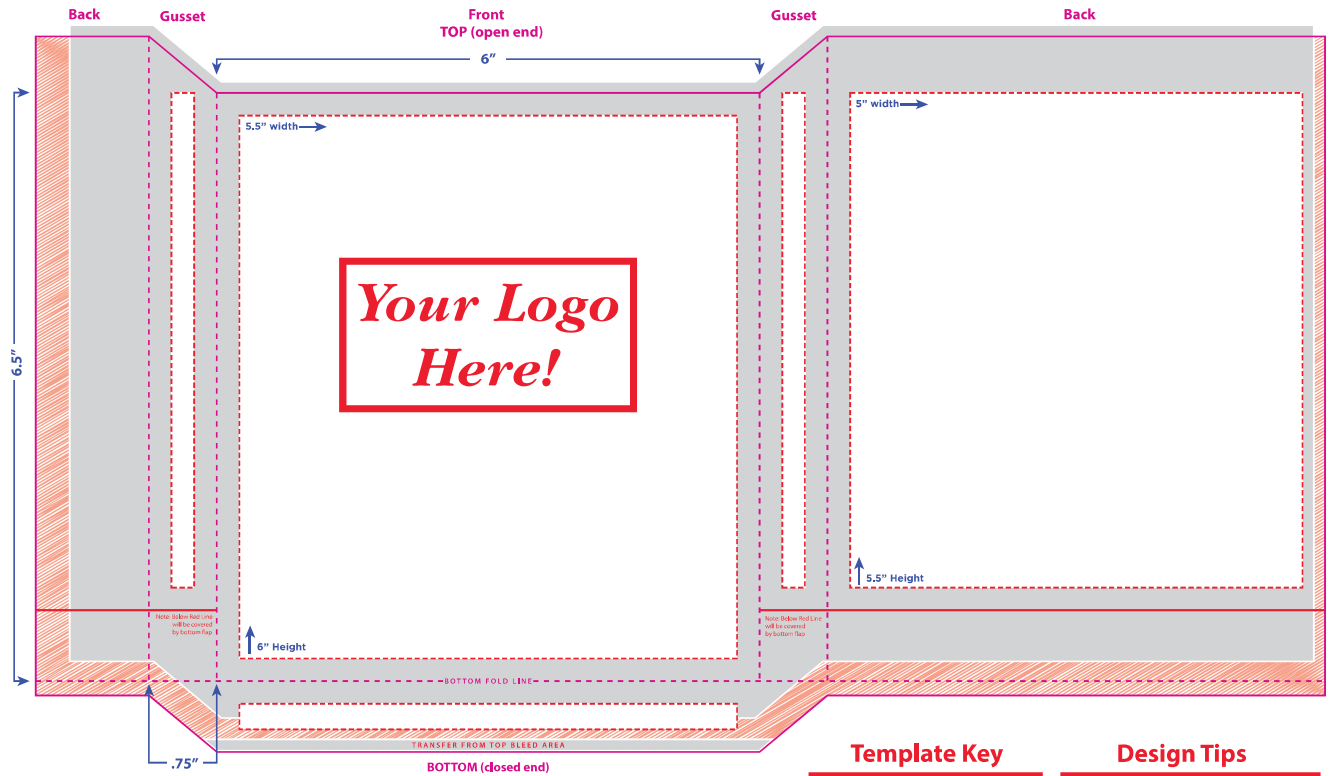
10 x 5 x 10

front
face
width

gusset
width

bag
height

TIPS CONT.

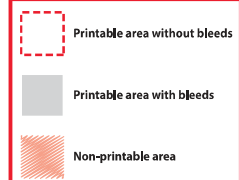


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1301 Gregory Drive, Antioch, IL 60002
fischerpaperproducts.com

*Different bag types will have similar, but different templates.
This includes Panel bags, Double-Opening Bags, Duplex Bags
and/or Handle Bags.

Template Key



Design Tips

- Minimum 1/32" (.0315) trapping
- Bleed area is for art non-essential print. Areas of this may be covered or partially cut off during production
- Print area is for vital art
- Minimum 6pt font (8pt bold if reversed)
- * and ** should be 8pt minimum
- Back flap fold over size will vary
- Please assign Uncoated Pantone Colors
- Convert all fonts to outlines before sending final art