

PRINTING SPECIFICATIONS & INFORMATION

Our short run printing or hot stamping process is a hand fed, one-at-a-time delicate procedure which is done on pre-made bags and boxes. Printing quality can vary. For the best possible printing, we recommend that all laminated products and gloss finish surfaces be hot stamped.

Avoid logos with fine lines, halftones, and reverse printing. Please provide black and white Illustrator files for processing your printing plates. We will also accept your art on CD-ROM, FTP or via e-mail.

Use the recommended sizing chart on pages 73-74 to determine the appropriate printing areas available. Choose from the ink colors or hot stamping foil colors listed below. The delivery period is normally 2-3 weeks after art approval. Rush service is also available. Holiday lead times may vary.

*All flexographic (ink) post-printing of plastic bags will be printed in our Tampa facility.

POST PRINTING FLEXOGRAPHIC INK COLORS

Ink Colors- Paper



POST PRINTING FLEXOGRAPHIC INK COLORS

Ink Colors-Plastic



POST PRINTING HOT STAMP FOIL COLORS



ELECTRONIC ART SUBMITTAL

Art may be electronically submitted in the following manner:

- On CD (Mac compatible), DVD-R, email to art@swalter.com or FTP ([ftp.swalter.com](ftp:swalter.com)) please email for access. Please zip or stuff files prior to upload/email.
- NEVER SEND YOUR ORIGINAL FILES, but do send copies of any and all files used. Always reference Sales or Customer Service Staff in charge of the account, your name, the name of your company and a contact number where you can be reached.
- IMPORTANT FILE FORMAT INFORMATION
We prefer files set up in Illustrator, or a compatible program, with vectorized art. Avoid other programs that were created for publishing purposes or photo touch ups. Be advised that if art is not supplied as a vector file and/or it needs to be modified, resized or trapped (see note on trapping below), there will be additional art charges for the necessary changes. Our current hourly rate is \$88.
- Any of the Following Program Files are Accepted
Creative Suite 4 - Illustrator (PREFERRED FORMAT), InDesign, Photoshop, Freehand 9.0, Corel Draw files SAVED AS "AI 7.0" FILE ONLY, Quark Xpress 6.0, PageMaker 6.5. SORRY NO .DOC or other Microsoft application files, we cannot open these. PDFs are also accepted, please make sure all fonts are outlined or set to curves, not embedded. *All files must be able to open and be edited in Illustrator.*
- HOTSTAMPS (POST PRINTING)
Scans supplied should be black and white, line art, bitmapped images (NOT Grayscale) and preferably 1200 dpi. We can convert a scan prepared to these specifications to a vector file. Lower resolutions and color submitted files will require additional art time and charges will apply. Again, vector files have the best reproductive capability for Flexo and Hot Stamp printing.

•FLEXO (POSTPRINTING)

We prefer Illustrator files. If this is not possible please supply your best resolution logo so it can be converted to a vector file, additional art charges will be applicable.

•CUSTOM ORDERS

Full color (photographic) images should be 300 dpi (CMYK), all line art or bitmap images should be 1200 dpi

•Artwork Including Text

Please include Font Suitcase (Mac or PC accepted) OR, preferably convert all type to outlines/paths/curves. If we are to add text to the art you MUST include the font suitcase. If you are using Quark or InDesign, please do a collect/package through the application, to collect all fonts, images and files.

•IMPORTANT NOTICE !!!!

Any jobs involving screens, half-tones or four color process are subject to the Art Department review and may need changes to be adapted for flexographic printing (which is VASTLY different from normal 4 color process/offset printing!!!) and will be subject to art charges. Please CALL with questions on these issues.

•TRAPPING INFO

In flexographic printing, adjacent ink colors will overlap slightly. This overlap is called a "TRAP." Do not use the automatic trap feature from your program, it does not suit the flexographic process. Please allow our Art Department to trap your art.

•All submitted art is subject to our review.

•The e-mail address for the Art Department is art@swalter.com

[Our creative In-House Art Department can create a custom logo for you. Contact your Sales Person or Our Customer Service Department for more information.](#)