



**PRE-PRESS  
REQUIREMENTS  
FOR SUPPLYING  
ELECTRONIC ART**

EDITION:

**REVERSE PRINTING:  
ROTOGRAVURE**



**PACIFIC BAG INC**  
PACKAGING...SIMPLIFIED.®

**GMP CERTIFICATION:  
FULL SUPPLY CHAIN SAFETY ASSURANCE**

[www.pacificbag.com](http://www.pacificbag.com)



# REVERSE PRINTING: ROTOGRAVURE

## MAC/PC PLATFORMS SOFTWARE PROGRAMS

**Ai**

Adobe Illustrator (.ai)  
(UP TO CS CLOUD)



Files can be sent to PBI via our  
Hightail account:

<https://www.hightail.com/u/PBiart7312379>

**Ps**

Adobe Photoshop (.psd)  
(UP TO CS CLOUD)  
IMAGES ONLY

## PRINTING TOLERANCES

BLEEDS:

**3mm**

MINIMUM DPI:

**350**

TRAPPING (IF REQUIRED):

**0.3mm**

MAX COLORS:

**8** Spot color or CMYK/Process

PBI uses Pantone Plus Series  
(spot colors) Coated for  
reference and printing.

NOTE: White & Matte are  
considered colors and will  
require their own printing station.

MINIMUM FONT SIZE:

**7pt** Sans Serif or

**7.5pt** Serif

**10pt** on Kraft paper

The point size may vary per  
font/type style.

SCREEN/TINT VALUES:

**80-20%**

Screens below 20% may not print clearly.  
80% and above will fill at 100%.

MINIMUM LINE SIZE:

**0.425pt** (0.15mm)

Metallic Inks line size: .85pt (0.3mm)  
Kraft paper line size: 0.7pt (0.25mm)

# FILE INFORMATION:



## White Layer

Backing your art with white ink will allow accurate color representation of the PMS and process colors. Not using a white base coat will allow the chosen substrate to show through. In some cases, a foil base bag will make the color metallic. A white swatch must be included as both a spot color in your color palette and as a separate layer within the art file. Please include either a registered or flood white layer.

Note: For printing on clear substrates, we recommend adding a second coat of white for maximum opacity.



## Matte Layer

Matte is an option if the design is going to have a muted/dull finish.

A matte swatch must be included as both a spot color in your color palette and as a separate layer within the art file. Please indicate what areas will be matte by including either a registered or flood matte layer.



## Window

Available for clear substrates only. If the design has a window, indicate the area with the words "window area" and a light blue color (ex: cyan @ 20%) on a separate layer.



## No .ai file?

If an .ai file cannot be provided, then save as a vector ready .pdf or .eps with the fonts turned to outlines.



## Imagery

All **linked, embedded or placed images** must be included in a separate folder along with the final file for printing.



## Process Build or Special Match Colors?

If the art work includes match colors or a process build (CMYK), **two color accurate printed samples will need to be provided** before the project can move forward with proofing and press set up.



### PLEASE MAIL SAMPLES TO:

PBi, Attn: CUSTOM DEPARTMENT  
15300 Woodinville Redmond Rd. NE,  
Suite A  
Woodinville, WA 98072

# PLACED RASTER ART:

All placed raster files must be in .psd, .eps, or .tif formats at a minimum resolution of 350dpi.

- Raster art should be made to correct size and resolution for the printed product.
- Provide the original file whenever possible.
- Do not flatten or merge layered Photoshop files.

**WE CANNOT CONVERT LOW RESOLUTION FILES TO HIGH RESOLUTION FILES WITHOUT SACRIFICING PRESS QUALITY.**

- Low resolution files would be .jpeg, .pict, or .png under 350dpi
- All files that are not provided at press quality resolution will require a customer's agreement in writing to accept a final printed product below press quality standards.





## GUIDELINES FOR FONTS

All fonts used in your artwork must be packaged and sent to us along with the final file.

**IF FONTS ARE NOT INCLUDED, ALL TEXT MUST BE CONVERTED TO OUTLINES.**

- Text editing function is lost after fonts are created into outlines.
- If fonts are not provided and art is turned to outlines, PBI and its affiliates will not be able to edit or make any requested changes. Revised files will need to be provided.
- If fonts are not provided or converted to outlines, the closest matching font will be substituted for your artwork.
- If we must substitute a font we will send a PDF copy for your approval.
- Upon your approval, the job will proceed.

## SERVICES FOR ARTWORK

Please ask your sales rep or email [pbiart@pacificbag.com](mailto:pbiart@pacificbag.com) for rates and estimates.



**Files can be sent to PBI via our Hightail account:**

<https://www.hightail.com/u/PBiar7312379>

## PLEASE CONTACT US WITH ANY QUESTIONS



[PBIArt@pacificbag.com](mailto:PBIArt@pacificbag.com)



(800) 562-2247



[www.pacificbag.com](http://www.pacificbag.com)



## ART FILE CHECKLIST

- Are the fonts turned to outlines?
- Are all the links included and images embedded?
  - Image 350dpi or greater?
- Are all the PANTONE® Colors referenced in the color palette?
- Is the valve placement on the design? *(if applicable)*  
NOTE: The valve needs to be centered left to right on the front or back of the design.
- Is the tin tie on on the design? *(if applicable)*
  - Is the color of tin tie indicated on the design?  
NOTE: the PBi Standard tin tie placement is 25mm on the back of the bag.
- Is the matte layer included on a separate layer?
- Is the white layer included on a separate layer?

