

# Artwork Guidelines for Seamed Shrink Sleeve Material

The following artwork guidelines are to be used for SEAMED Shrink Sleeve Materials. If you have any questions pertaining to the guidelines, please contact Ameri-Seal's Customer Service Department at 800-220-7981

## Ameri-Seal's Guidelines for File Processing

When developing / creating digital artwork files being sent to Ameri-Seal for printing, please take into consideration the following issues:

### 1. Contact Information must be provided

Company name  
Address, City, State, ZIP  
Phone number  
E-mail address

### 2. Layout must be suitable for type of printing to be produced: Digital, Domestic Flexographic or Rotogravure.

- a) Layout and its main dimensions should be included in the job. Art must fit the template provided by Ameri-Seal, showing fold lines, seam area and layout restrictions
- b) Predicated on the container, distortion areas may need to be addressed.
- c) A Trapping Stroke with a minimum of 1.5 point will be needed for all white and light inks/colors of text.
- d) Bar-codes typically should be placed on the vertical, depending on container.
- e) Layers are to be unlocked, Please DO NOT send flat files.

### 3. Acceptable file formats (MAC or PC):

- a) Layout Format – Adobe Illustrator CS6 (v16.0.4)
- b) Placed Images Format – Adobe PhotoShop CS6 — .PSD (**NOT FLATTENED**)

### 4. All text in the design should be converted to Outlines.

- a) Printer fonts used in the file should also be included for correction purposes **please DO NOT use image files for text.**
- b) Text should be in either the color black, a solid Pantone ink, or have a trapping stroke of 1.5 points to prevent registration problems and unclear text.
- c) 6 point font is the smallest recommended.
- d) Reverse printing of text should be created using a single color for the background, such as a Pantone ink, process color background is not recommended.
- e) Please supply file(s) on either CD/DVD, online file transfer service (Hightail, MailBigFile or similar.) or e-mail to Graphics@Ameri-Seal.com (Please ensure that the batch size is 5MB or under if emailed).

## Ameri-Seal, Inc.

21330 Superior Street, Chatsworth, CA 91311  
toll free 800.220.7981 tel 818.700.9036 fax 818.700.9062

## 5. Tips For sending File(s) Via E-Mail

- a) Compress files as Zip
- b) Link all images and include all images in the ZIP.

## 6. Pictures

- a) Ensure that all linked images are included in the disk or Zip archive when sending Illustrator and like files. (e.g.,) all pictures should be "linked" **NOT embedded in the design.**
- b) All picture resolution should be at 300 dpi or greater and at 1:1 size or larger.
- c) Use CMYK Color Mode, **NOT RGB**
- c) Monotones, Duotones, Etc. are acceptable when the color is designed from the Pantone Solid Coated Palette.

## 7. Scanning:

- a) For the best printing results, scan color slides, photographic print or hard-copies with a high end scanner at 300dpi or greater. (Note: Existing printed samples are NOT acceptable for scanning / printing.)

## 8. Color swatches:

- a) Colors and their Solid Coated Pantone numbers should be clearly labeled.
- b) Spot colors are best for matching specific colors.
- c) Please list number of colors used in the job. **No more than:**
  - 7 Inks for Domestic Flexographic
  - 10 Inks for Rotogravure
  - Digital, prints process color regardless of design

## 9. Printouts:

- a) DO NOT USE printouts from an inkjet printer to make the standard of printing.
- b) A Press Check Proof or Pre-Production run is the only way to show actual production quality

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