

# ARTWORK GUIDE.

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Let's start creating  
the perfect design for  
your pouch!

**PouchDirect®**  
Specialist in Stand Up Pouches



## Contact

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## **Before submitting artwork, check the following requirements:**

### **Required file formats**

- Adobe Illustrator
- Including PDF file for quick view
- All invisible / non-used layers should be removed to avoid any mistakes.

### **Colour use**

- Rotogravure: Make sure you use pantone colours from Formula guide coated or uncoated.
- Digital: Make sure you use CMYK colours.

### **Image use**

- The resolution of image files must be on scale 1:1 and no less than 300 dpi
- Do not use scanned pictures for images
- Make sure images are saved at high resolution in CMYK colour mode

### **Text / Font use**

- Create outlines from your text / fonts in your design
- Always double check the spelling, content and layout

### **Barcodes**

- All barcodes (UPC codes) should be scaled at 100%
- Reduce to 85% as a minimum scale
- We recommend using a contrasting colour between background and barcode

*Note: PouchDirect is not responsible for any mistakes caused by not following the above criteria.*

### **Not accepted file formats**

- Microsoft Word
- Microsoft Publisher
- PowerPoint
- InDesign

### **Most common file issues which cause problems.**

- Fonts/text not being outlined
- Use of low-resolution images
- Using the wrong die-lines

## **Printing techniques**

Printing your pouches can be done with 3 different kinds of printing techniques. Based on your order, we will choose the best suitable and cost effective printing technique for your pouch. Below, you can find some information about the printing techniques:

### **Rotogravure**

Gravure printing—also known as rotogravure printing—is primarily a long-run, high-speed, high-quality printing method. Like engraving, gravure is a form of intaglio printing that produces fine, detailed images. It works well for Pantone colours where each colour of ink is applied by its own cylinder.

- Pantone colours
- MOQ 10.000 pieces (per size / per design)
- Extra finishing: matt varnish, SPOT UV, hot stamp
- Reverse printing (max. 8 colours)
- Surface printing (max. 4 spot colours, not CMYK), only on Kraft paper
- One cylinder needed per colour

### **Digital printing**

Digital printing takes a different approach and assembles the images ready for print, from a complex set of numbers and formulas. These images are captured from pixels, and the digitalised image is used to control the deposition of ink, toner and exposure, to replicate the image you would like to print.

- HP indigo 20.000
- CMYK
- From 10.000 pieces (multiple designs possible within that 10.000 pieces)
- No cylinder costs

### **Silk printing**

Silk printing is the process of transferring a stencilled design onto a flat surface using a mesh screen, ink and a squeegee. Paper are the only possibility screen-printed surface. The basic method involves creating a stencil on a fine mesh screen, and then pushing ink through to create an imprint of your design on the surface beneath.

- Pantone colours only
- From 10.000 pieces (only possible with small artworks (logo's / text etc.)
- Not 100% ink coverage
- No cylinder costs

Finishing	Digital printing	Silk printing	Rotogravure printing
All materials	Yes	No	Yes
Combination shiny & matt finish	No	No	Yes
Kraft paper with more difficult artwork	Yes	No	No
Kraft paper with simple design	Yes	Yes	Yes
Colour Options	CMYK	Pantone colours	CMYK, Pantone colours
Screen printing (less than 100% colour)	Yes	No	Yes
Printing to the edges / all over printing	Yes	No	Yes
Hot stamp	Yes	Yes	Yes
Spot UV	No	No	Yes
Good for Short Runs	Yes	Yes	No
More artworks divided for 10.000 pieces	Yes	Yes	No
Per Unit costs	Higher	Medium	Lowest

### Colour output / colour matching

- Coated Pantone colours (if printing is on a coated surface)
- Uncoated Pantone colours (if printing is on an uncoated surface / Kraft paper)
- CMYK (digital printing or images)
- Colour reference? We can try to match the needed colours, but mind the colours can deviate when used on different kind of materials.
- Printed colour can differ from the Pantone colour, due to the material used. For example: brown Kraft paper, or using a middle MET-PET (silver) layer, or depending on the transparency of the material.

### Printing on Kraft paper

- The colour of the paper can differ, because it's a 100% natural product.
- Not all designs are suitable for direct printing on kraft paper. Detailed designs with mixed colours may require an extra print layer on the outside.
- Kraft paper behaves a bit like a newspaper. When the ink is absorbed by the paper it may run off a little or get too little adhesion.

### Overlap

- There can be a colour overlap once printed more colours next to each other. We try to avoid this, but there is a change of max. 3 mm overlap between colours.
- If printed white underneath the printing, there can be a small overlap of the white printing colour.
- When outlining text or images, the overlap can be prevented.

### Cutting marge

- As cutting margin we use a standard of 3 mm on each side of the pouch.
- To prevent image being cut off partly, we recommend to leave 2mm space from the edge.

### Printing area

- Depending on the printing technique, we can also print on the bottom and seals of the pouch. Mind, the printing on the seal of a kraft paper pouch (with surface printing) can have a colour difference, because of the heat that is needed to make the seal. The ink can burn and change colour.
- We can print below, on top off or above the zipper. There is a sealing tolerance of the zipper (3mm) which can cause a different result.

### Valve position

- You can check the standard valve position on our die lines. If you want the valve position different, please contact, so we can discuss the possibilities.
- We can install the valve on the front or the back or the pouch.
- The material underneath the valve can be printed with a special text, but mind there is a small sealing tolerance of the valve.

### **PDF for approval**

Once we have received your artwork, we will send a PDF file for approval. After approval you will receive our proforma invoice and after payment, we will start the mass production of your pouches!

### **Production of the pouches includes the following steps:**

- making the cylinders (depending on the printing technique)
- printing the foil
- laminating the foil
- drying of laminate
- cutting the foil
- production of bags
- quality control
- packaging
- preparing for shipping

This process will take ± 5-6 weeks.