Custom Printed Bag Order Timeline and Requirements

Revised 11/29/2011

1. Issuance of a Purchase Order to Coldkeepers, LLC.

The P.O. should be either emailed to info@insulatedbag.com or mailed to:

Coldkeepers, LLC
Accounting
PO BOX 1776
Thomasville, GA 31799-1776

You can also fax it to the following number: 1.229.551.9201
Please note a down payment will be required with your order in some occasions. Please contact your Coldkeepers representative for more information.

2. Submission of your Artwork in Accordance to our Technical Requirements:

Our Art Department can help you attain high quality print. Forethought in design is essential for quality flexography. A design should not only anticipate the potential advantages of flexography, but also the inherent differences of the flexographic process. To ensure good reproduction, graphic designs should meet the following criteria.

a. Graphic Files:

Art files can be provided on disk or electronically. Digital files should be one-up and laid out to a customer-approved diagram. Files should be Mac based, preferred format is Illustrator, with all fonts and process scans enclosed (minimum 304.8 res). Two complete files are preferred, one with fonts converted to outlines and the other file with "live" text for customer requested edits.

b. Print Specs:

Maximum number of print stations: Ten (10). Printing on white opaque film may eliminate the need for the white print station. All colors should be matched to a PMS standard, special color matches can be made when necessary.

c. Process Printing:

A color photograph or illustration can be reproduced using traditional four-color process (c, m, y, k), with a screen count range up to 137 line. In situations where expanded color range and superior graphic reproduction are desired PPI utilizes extended color gamut technology using 5, 6 or 7 color process.

d. Screens and Gradients:

Gradients or vignettes can be screened from 7 to 100% using line counts from 85 to 137 lines. Flexo gradients are best created using a Mac based program such as Illustrator.

Tonal ranges of a color can be accomplished by screening from 10 to 80% of a color. Line counts for screening of colors are typically 85 line. Screens or gradients of colors that are formulated by adding white is not recommended (refer to the Pantone Color Formula Guide). Screens or gradients on the same plate with a large solid print area are not recommended. Screens or gradients of metallic colors are not recommended.

e. Color Sequence:

Color sequence must be considered in flexo design because of the trapping and drying issues that are inherent to our printing process. Standard color sequence for flexo printing is light to dark for surface /outside printing (white, yellow, red, orange, green, blue, purple, brown, black) and dark to light for reverse /inside print.

f. Traps/Bleeds:

Flexo printing cannot hold "butt register" in a production run. When two colors come together, the darker color must trap over the lighter or the lighter color bleeds under the darker color. A standard flexo trap or bleed is .030", a minimum of .010" can be held in special situations. Printing with less than standard traps or bleeds will result in out of register print, which should be expected in a production run.

g. Outlines and Halos:

Outlines can be used to cover up or hide trap lines. By adding a dark outline where two colors must trap, an unsightly trap line can be eliminated. A standard flexo outline is .030"; a minimum outline of .015" can be used in special situations. Outlines can be used to accent type, illustrations or specific areas of the design.

Halos can be used to eliminate trap lines. A halo is created by cutting back a surrounding color to create a space between the two colors. A standard halo spread is .030". When printing on white film or with a white backup, a halo works well to accent type. If printing on clear film without a white, the color of the package or product must be considered in the design.

h. Overprinting of Colors:

Large volumes of ink are required for good coverage with flexo printing. This creates special drying problems, which must be considered in the design. No more than three colors should ever be placed where they will overlay one another when printed. Overprinting more than three colors will cause print quality problems. Printing with metallic colors can also create drying problems; no more than two metallics should ever be incorporated in a single design.

i. Register Print to Print:

When type or images of different colors print next to one another, a .030" margin must be maintained on all sides. An example would be printing a highlighted word inside a paragraph of type. To avoid overprinting of the highlighted word by the surrounding color type, a .030" margin must be maintained on all four sides of the highlighted word. This .030" margin must be maintained for all colors, which print beside one another but do not trap.

j. Positive Print Type:

THE MINIMUM TYPE SIZE FOR POSITIVE PRINT TYPE IS 6 PT., NON-CONDENSED TYPE. Condensed type will tend to bridge and clog during production. This is especially true when using metallic inks. WHEN PRINTING IN METALLIC INKS, THE TYPE SIZE SHOULD BE NO SMALLER THAN 8 PT., NON-CONDENSED TYPE. Small type or fine detail printing on the same plate with large solids should always be avoided. Because of the volume of ink and pressure required to print large solid areas, type or fine detail will tend to bridge, clog and lose detail.

k. Reversed Out Type:

Reverse print type is a major concern in flexo printing because it tends to close and clog during production printing. Type styles with thick and thin strokes or thin serifs should be avoided. If these type styles are used, the thinnest stroke of the type should be no thinner than .015". THE MINIMUM TYPE SIZE FOR REVERSE COPY IS 8 PT., BOLD FACE, NON-CONDENCED TYPE. Condensing of reverse type causes the letters to run together when printed, reducing legibility and print quality. WHEN COPY IS REVERSING OUT OF LARGE SOLID AREAS OR ON THE SAME PLATE WITH LARGE SOLIDS, THE MINIMUM TYPE SIZE IS 10 PT., BOLD FACE, NON-CONDENCED TYPE. TYPE REVERSING OUT OF ANY METALLIC COLOR SHOULD BE NO SMALLER THAN 12 PT., BOLD FACE NON-CONDENCED TYPE. When reversing type out of a solid panel, all type must be kept back from the edge of the panel a minimum of .0625".

l. UPC Specifications:

UPC lines should run in the machine direction when printed. A magnification of 115% and a bar width reduction of .004 is recommended to insure printing within allowable tolerances. Truncation of a UPC is not recommended. If a UPC must run opposite the machine direction, a .125" bearer must be added in the same color as the UPC. The PMS color a UPC prints and its backup color must be within allowable tolerances for UPC scanability. Black tends to be the standard color for printing UPC's though blues and greens formulated without the addition of white may scan just as well. White is the standard backup color for UPC's printed flexo.

Please send Artwork on a CD at the following address:

Coldkeepers, LLC
Art Department
1100 Smith Ave.
Thomasville, GA 31792

Other Mechanical Requirements:

Method - Offset Flexo full color capabilities (4 color process)
or Spot color (PMS Pantone Matching System)
Artwork - Mac format preferred - Illustration 8.0 or Freehand 9.0 or earlier
Windows accepted - CorelDraw 10 or earlier only, include all fonts
Colors - CMKY Process or PMS Spot colors indicated and separated
Resolution - 300 DPI @ 100% finished size; embedded Photoshop files into
illustrator or supply separate.
Disk - CD-Rom, Zip, Jazz, Mac or PC format
Proof - Provide color proof of artwork

Templates available upon request

3. You will receive a Proof that will need to be approved, signed and sent back to us: (15 days after receipt of your artwork)

Please send signed proof to the following address:

Coldkeepers, LLC
Art Department
1100 Smith Ave.
Thomasville, GA 31792

4. Printing and production of your bags will begin at receipt of your signed Artwork Proof:

Printing lead time: 6 weeks
Bag Production: 2 Weeks from receipt of the printed materials.
Total of 8 weeks lead time from receipt of the signed proof

Call us at 1.888.216.1700 if you have any question or need assistance.

Coldkeepers, LLC - 1100 Smith, Ave. - Thomasville, GA 31792 - (888) 216-1700