

personal assistant of simple file preparation for printing

# STEP by STEP

DIGITAL / FLEXO / ROTO

**IT IS A SMALL STEP FOR THE DESIGNER BUT  
A GIANT ONE FOR THE INDUSTRY OF FLEXIBLE PACKAGING**

# INTRO

STEPbySTEP is a personal assistant of simple and visually understandable file preparation for industrial printing on flexible film materials for technologies such as Digital, Flexographic and Rotogravure printing. This is more about visual perception and less about just text blocks. Enjoy!

## DIGITAL

Digital printing is all about fast and easy packaging development processes. Digital printing is very useful for small amount orders and it is just perfect for your packaging TEST printing. So that means you are able to print 1 kg of packagings to examine all the pluses and minuses and that doesn't coast a fortune, as well you are able to show the test packaging to the retailers and customers to get feedback. By the way that is a great chance to make the first packaging mock-ups before printing on Flexo or Roto, that doesn't offer possibility to make real test packaging in contrast to Digital equipment.

## FLEXOGRAPHIC

Our flexo and HD flexo printing presses allow for the use of up to 11 inks with one-side printing or 10 + 1 inks with both-side printing.

Remember to take into account white, primer, glue and varnish as well.

Use as many pantones as you want as long as it doesn't exceed the max. amount of color.

## ROTOGRAPHIC

Rotogravure printing ensures the highest quality of printing on packaging materials with the ability to reproduce the smallest details. Printing presses allow us to print up to 10 inks with one-side printing and 8 + 2 inks with both-side printing.

Remember to take into account white, primer, glue and varnish as well.

Use as many pantones as you want as long as it doesn't exceed the max. amount of color.

## APPROXIMATE PRINT VOLUME

DIGITAL	FLEXO	ROTO
≈ 1 - 200 kg*	≈ 200 - 1000 kg*	≈ 1000 kg -*
Advantage - different kind of ready-made packaging: 1. Flat pouch; 2. 3D Box pouch; 3. 2D Gusset pouch;	Advantage - make real packaging test with DIGITAL	Advantage - make real packaging test with DIGITAL

\*Depends on the specifics of the order!



# ONLY THE FOLLOWING FILE FORMATS ARE VALID FOR ACCEPTANCE FOR PREPRESS STAGE

We don't mind if you are working in other softwares, only as long as you are able to send us the following file formats.

Adobe  
Illustrator



**.ai / .eps**

Adobe  
Photoshop



**.psd / .tiff**

Adobe  
Acrobat Pro



**.pdf**

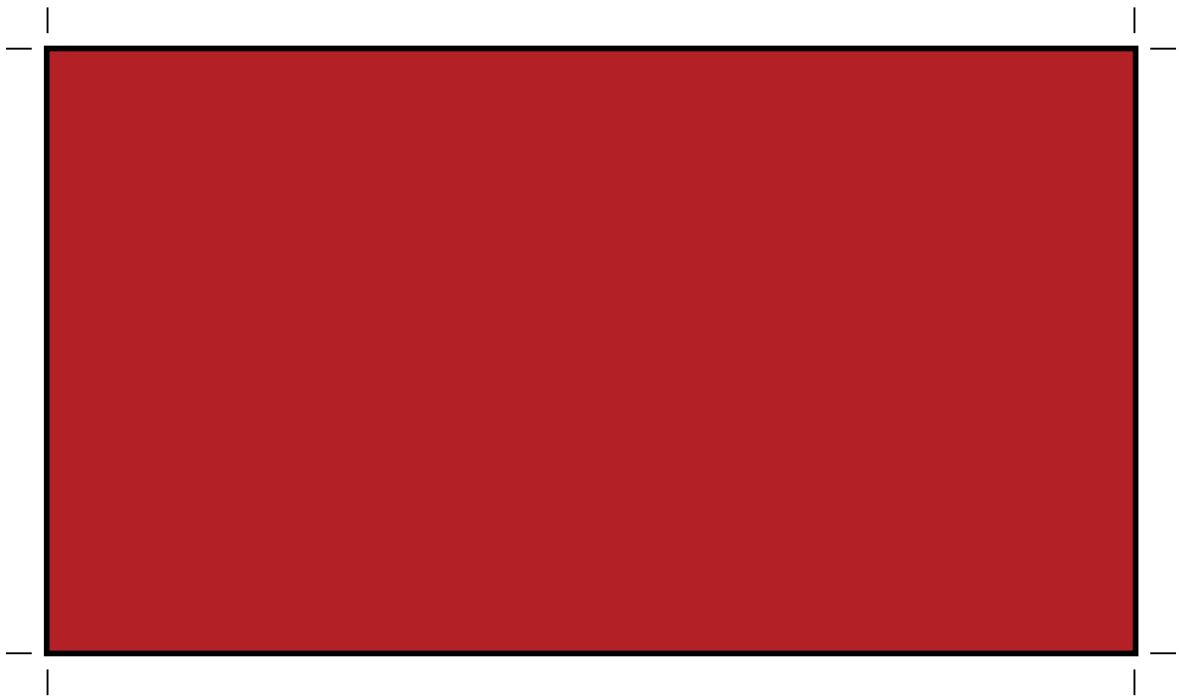
**LET'S START  
...OPEN A NEW FILE...**

**COLOR MODE  
MUST BE CMYK**

# 1 | ARTBOARD EQUAL TO DESIGN DIMENSIONS

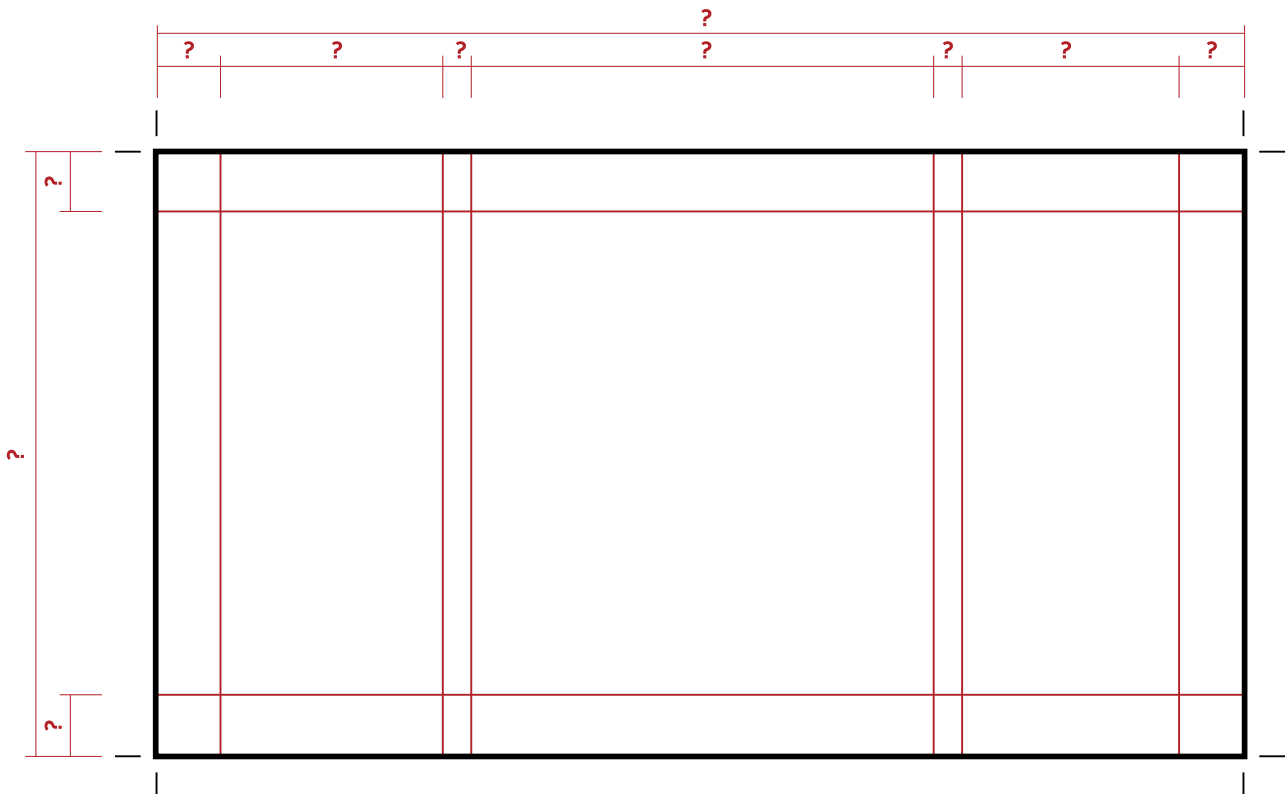
For example: Artboard dimensions are always equal to the design dimensions, so there is no need for additional space for bleeds.

Packaging dimensions, distances and other sizes also for photomark should be requested from the producer of the product.

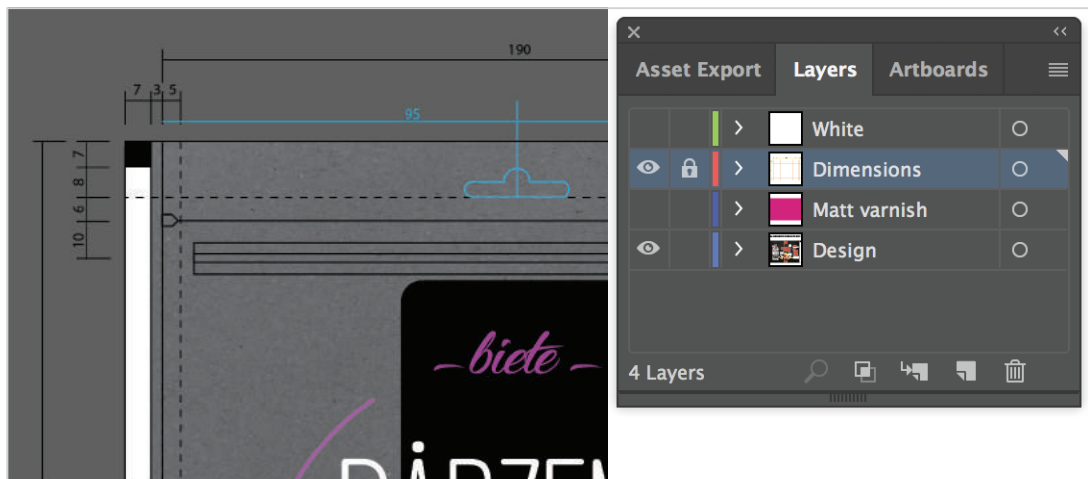


## 2 | NEW LAYER DIMENSIONS

In the next step it's easier to create a "new layer" and call it for example "Dimensions". So here you place all your dimension lines, as well as all the parts where the packaging will fold, and also all the sizes with numbers (see the question marks).

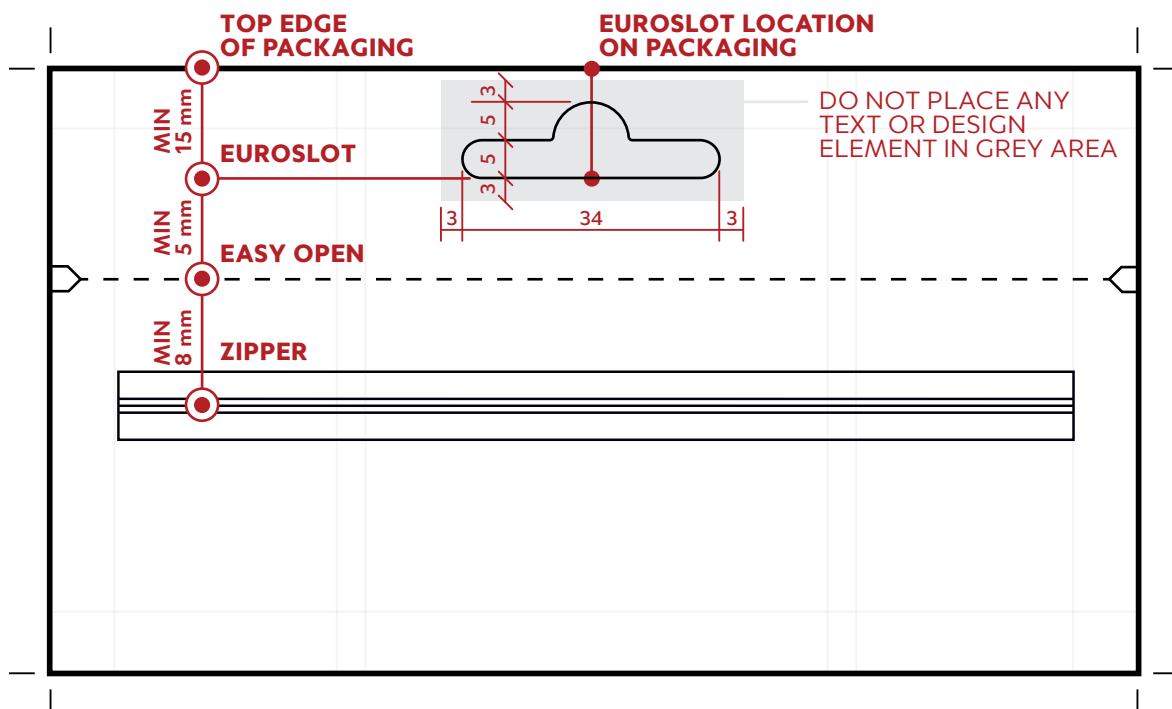


DIMENSIONS OUT OF THE ARTBOARD IN SEPARATE LAYER



# 3 | ZIPPER / EUROSLOT EASY OPEN

The most important part in this section is to specify dimensions (see the question marks). Add this section to "Dimension" layer. All these technical elements must be created as Spot colors in "Overprint" (find explanation on page 10)



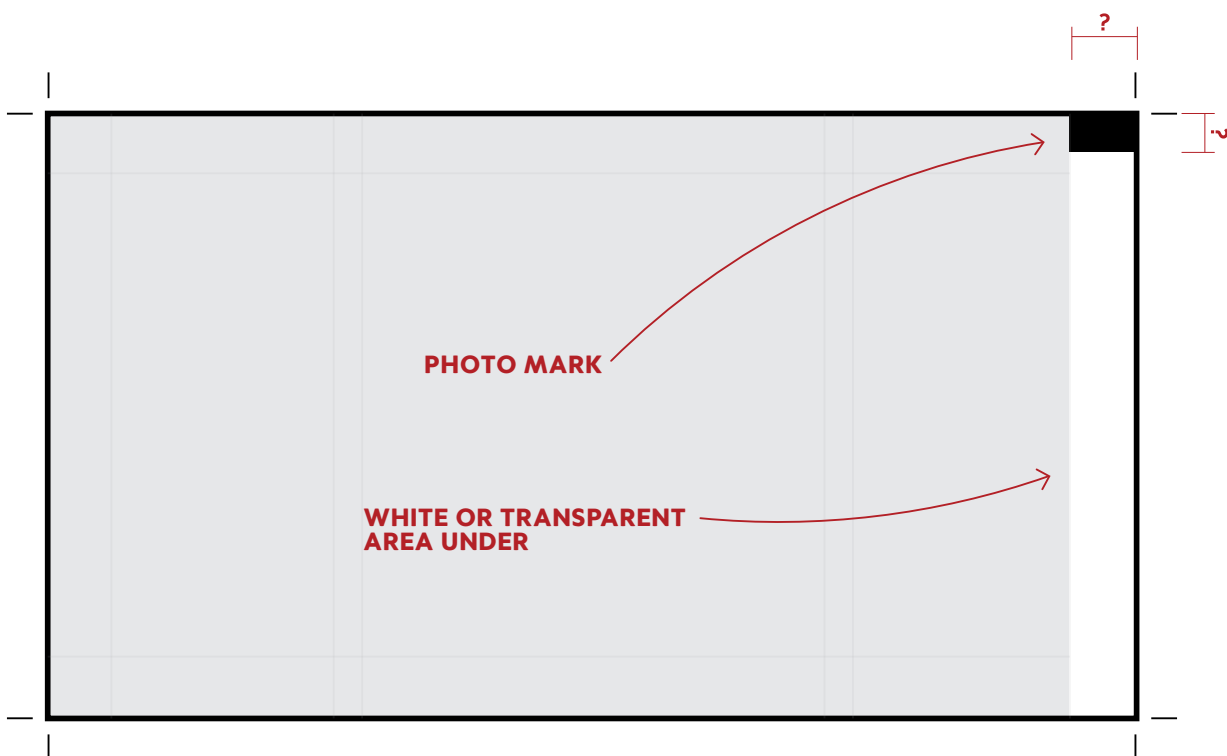
## EXAMPLES / WARNINGS / SUGGESTIONS





## 4 | PHOTOMARK

**WARNING!** Be careful with color of Photo Mark. It must be in contrast with the rest of design. Usually it is either white or black.



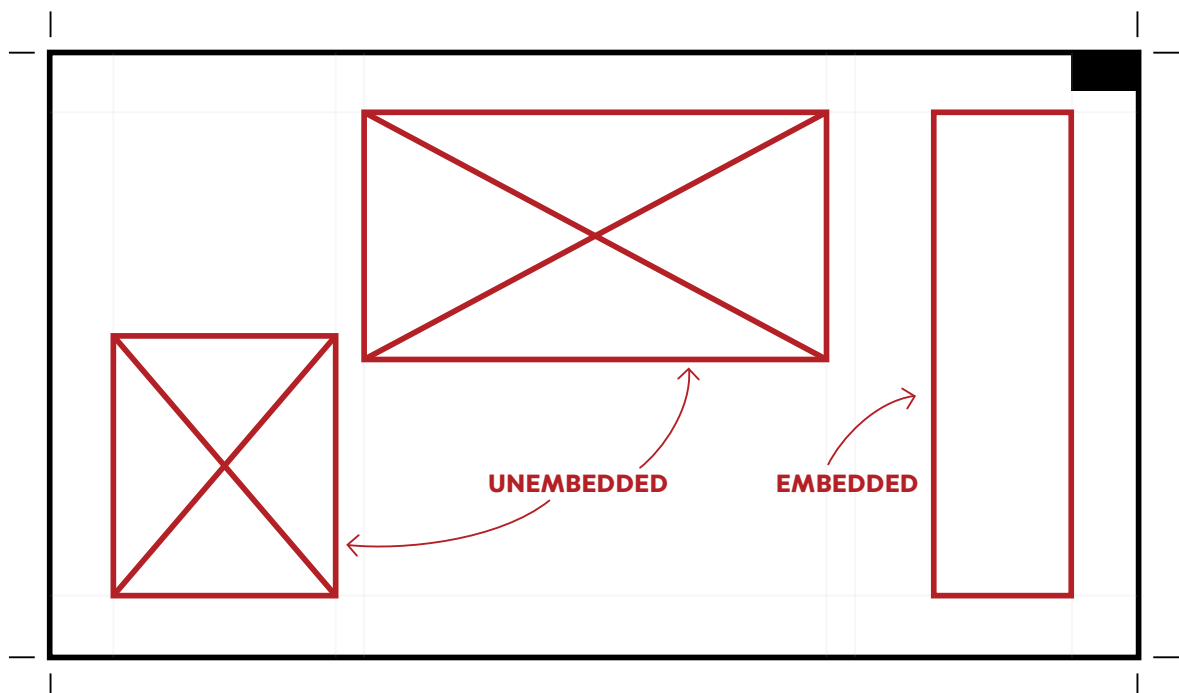
## EXAMPLES / WARNINGS / SUGGESTIONS



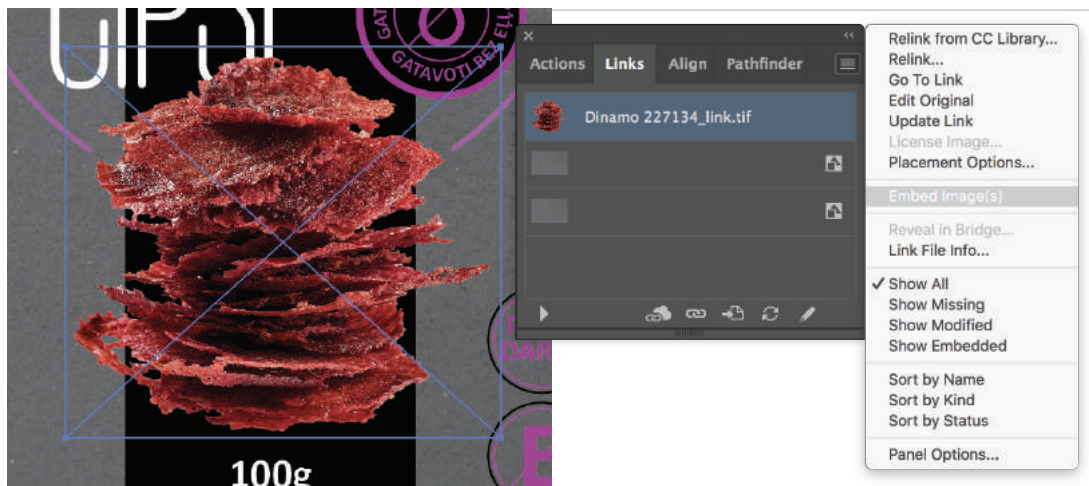
# 5 | IMAGES / PICTURES RASTER PARTS

So here is the deal, all the raster parts (images and pictures) that have been modified into Adobe Photoshop have to be Linked into Adobe Illustrator with turned ON “Embedded” option.

For your information, every single color that is not 100% is in Raster.  
All PSD and TIFF files must be submitted separately in folder “Links”



## HOW TO EMBEDDED IMAGES



## 6 | VECTOR TEXT IN OUTLINES

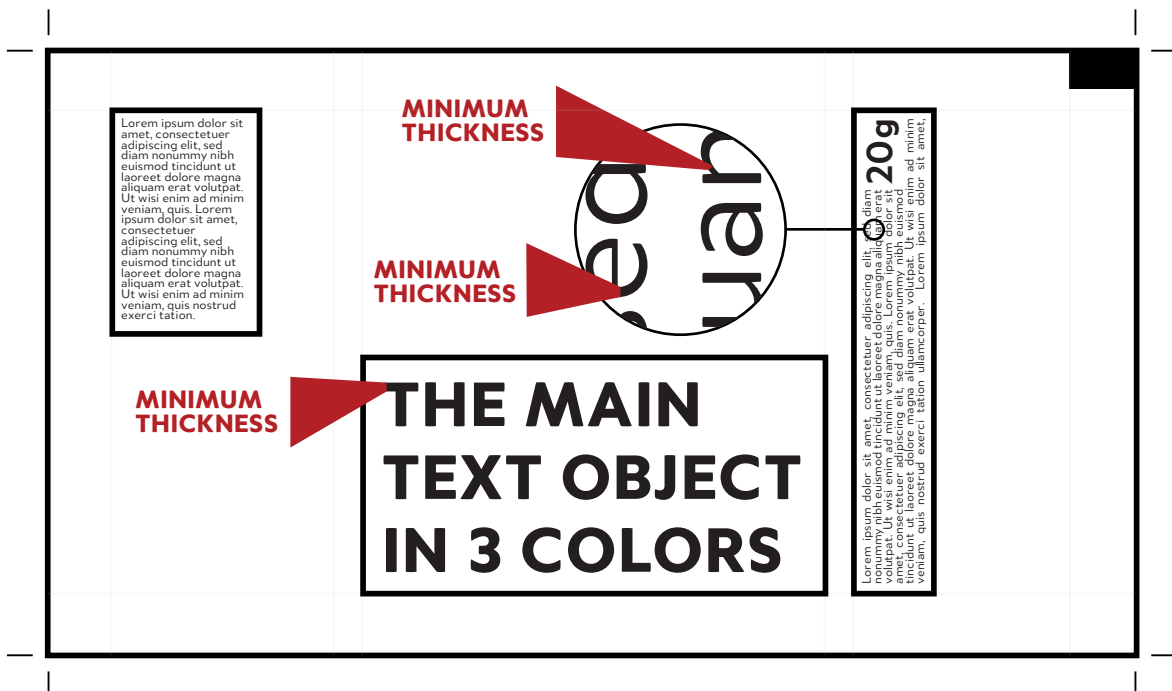
For the main text objects you can use max. 3 colors. For all other text objects use 1 main color.

**ROTO** - Minimum thickness of line (0,10 mm) | Minimum thickness in “reversing” (0,15mm)

**FLEXO** - Minimum thickness of line (0,12 mm) | Minimum thickness in "reversing" (0,15mm)

**DIGITAL** - Minimum thickness of line (0,08 mm) | Minimum thickness in "reversing" (0,14 mm)

All texts must be submitted in Outlines!



## FROM LIVE TEXT TO OUTLINED TEXT



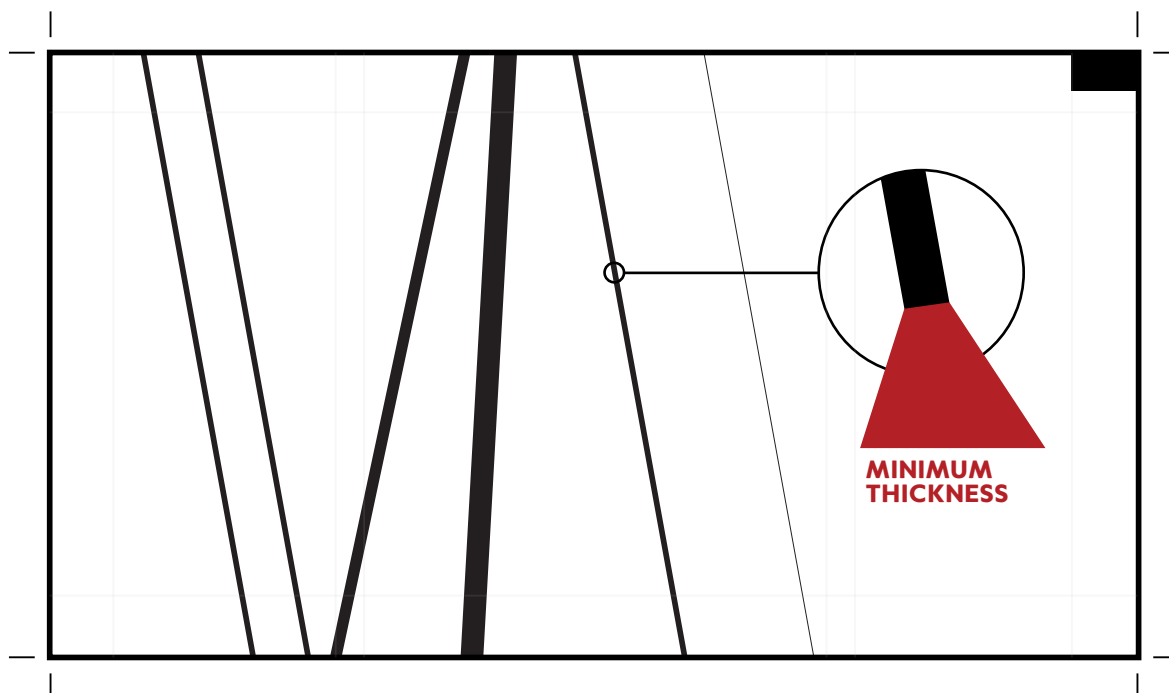
# 7 | VECTOR LINES IN OUTLINES

**ROTO** - Minimum thickness of line (0,10 mm) | Minimum thickness in “reversing” (0,15mm)

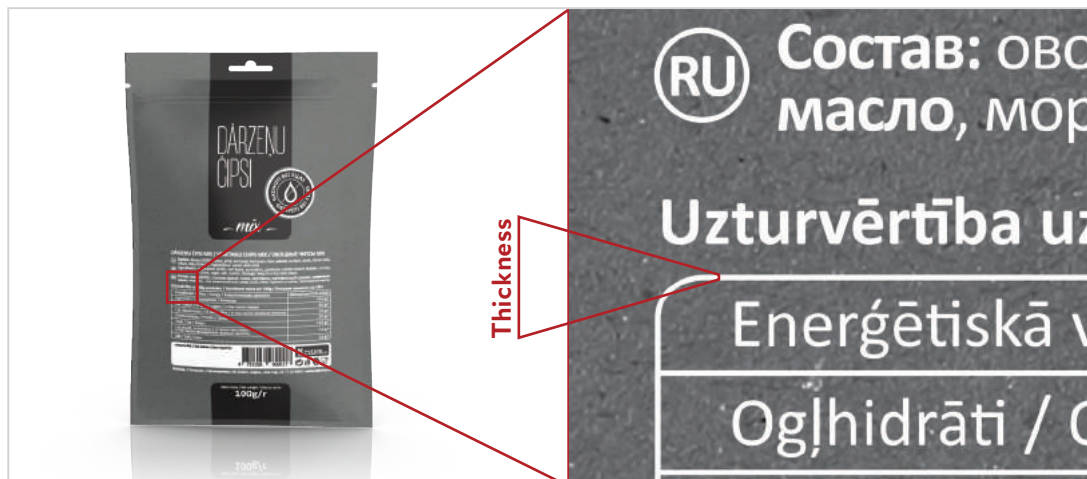
**FLEXO** - Minimum thickness of line (0,12 mm) | Minimum thickness in “reversing” (0,15mm)

**DIGITAL** - Minimum thickness of line (0,08 mm) | Minimum thickness in “reversing” (0,14 mm)

All lines should be submitted in Outlines!



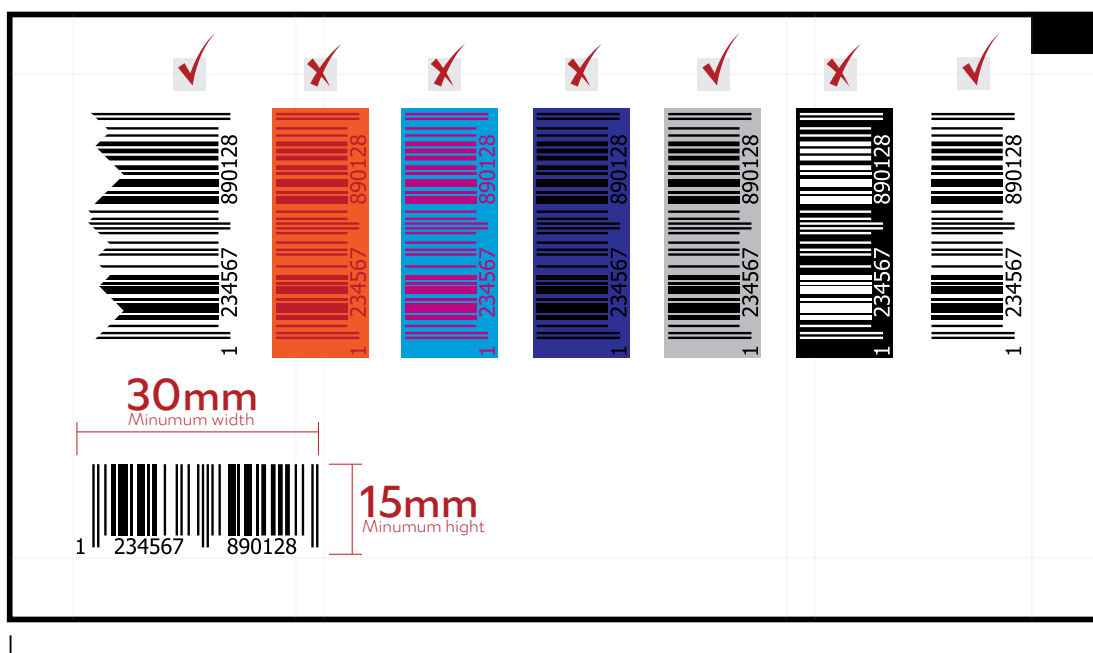
## EXAMPLES / WARNINGS / SUGGESTIONS



# 8 | EAN BARCODES

## WARNING!

Be careful with the choice of color for the Barcode and background of it. It must be in contrast! In case if it won't be readable our quality control team will let you know that before print.



## EXAMPLES / WARNINGS / SUGGESTIONS

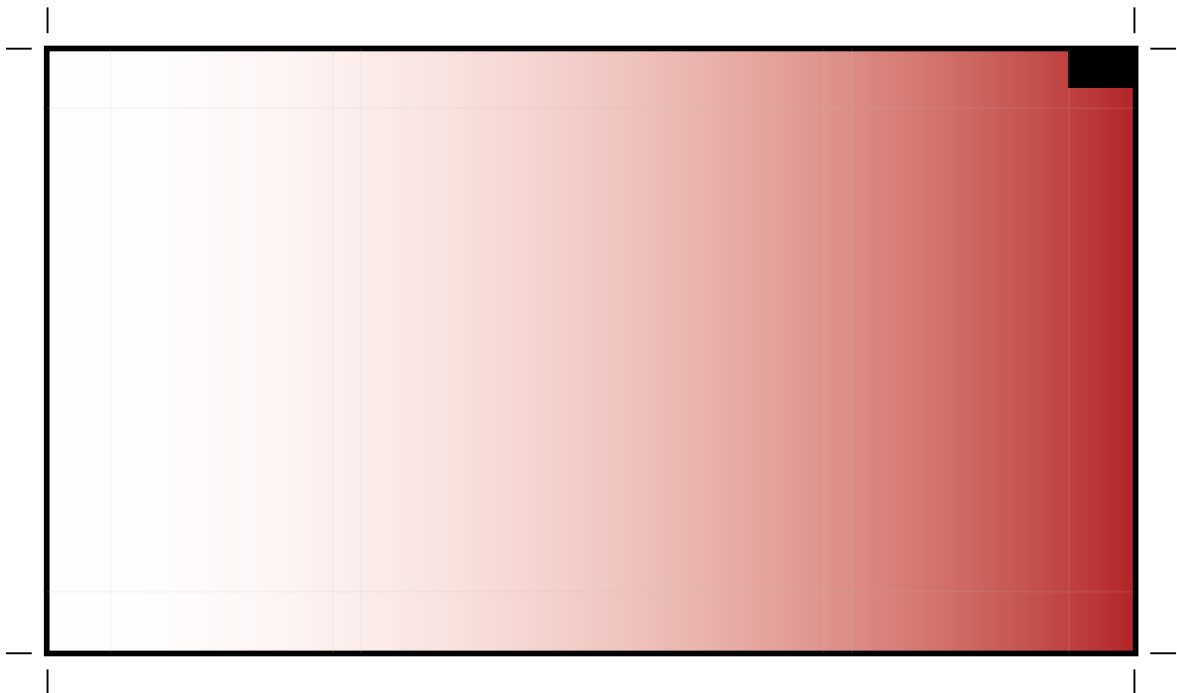


# 9 | TRANSPARENCY GRADIENT (RASTER PARTS)

Do not forget to make vector transparency, gradients and special effects like shadows - Rasterized!

How to do it in Adobe Illustrator?

- ① Select field you want to rasterize
- ② Go to Object
- ③ Select Rasterize...
- ④ Click in window Transparent background
- ⑤ And you are done!

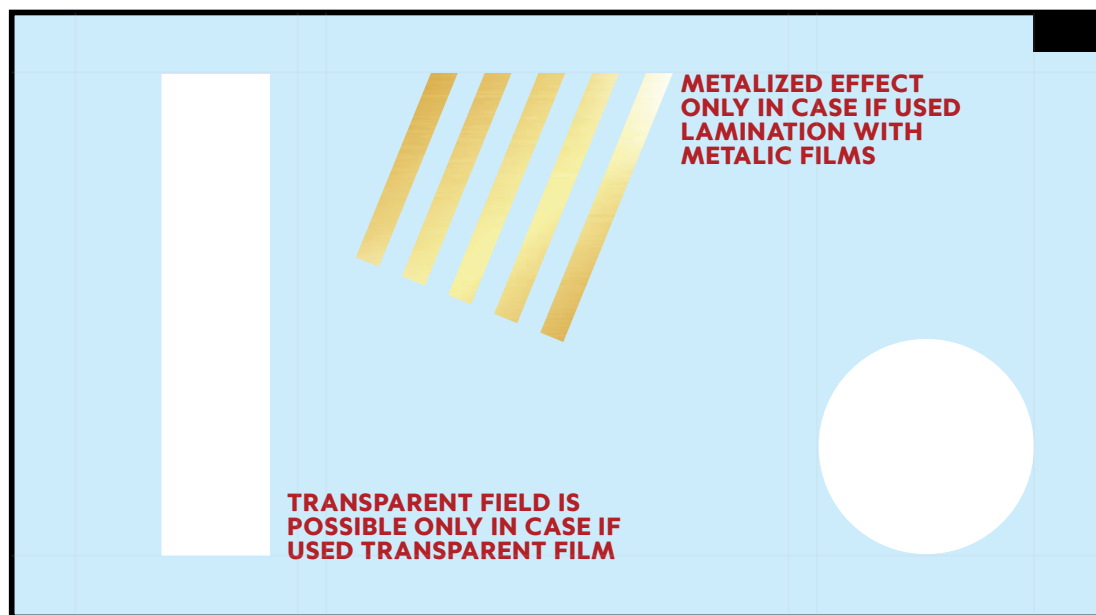


# 10 | WHITE COLOR ATTRIBUTES

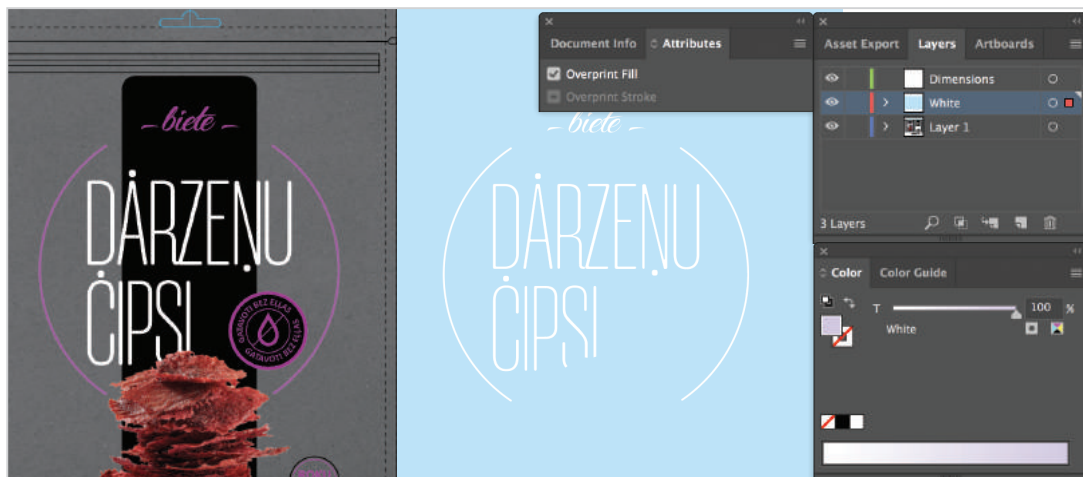
White overprint is used for certain effects. Firstly for areas that need to remain opaque or non-metallic. Secondly for light transmittance reduction. It is possible to print even two layers of white overlay. White overprint commonly is used when there is a need for Transparent windows, Metallic or other effects in designs.

Colour imitation of white overlay field

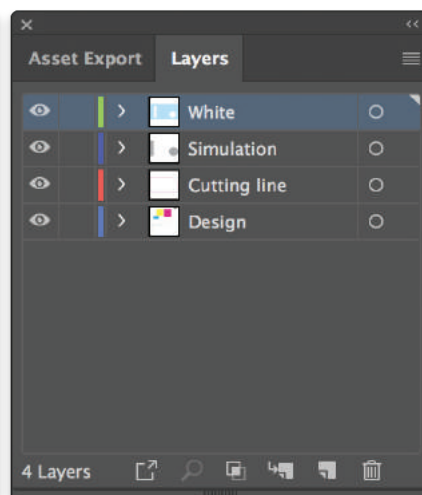
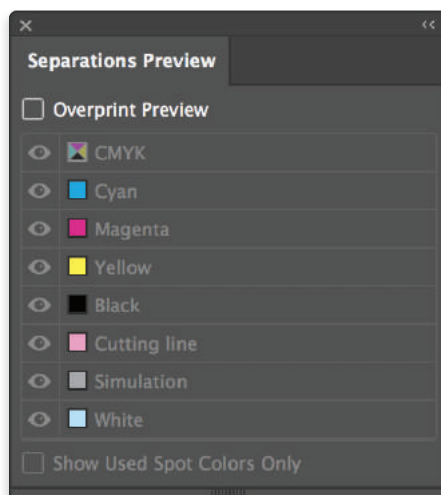
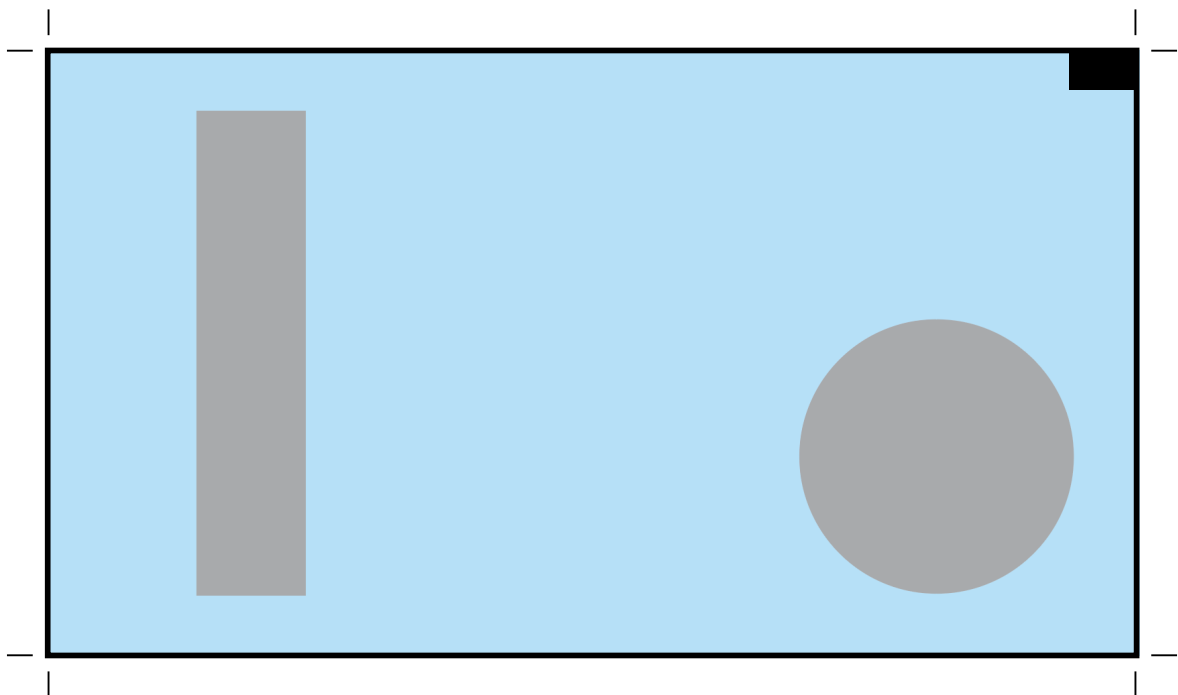
- ① Inlay all artboard with new field, except the area/s need to stay transparent / metallic and then select that field.
- ② Fill that field with new Spot color and name it as "White".
- ③ Make it as Overprint fill. It is small window at section Attributes that need to be checked.



## DESIGN LAYER + WHITE OVERPRINT LAYER



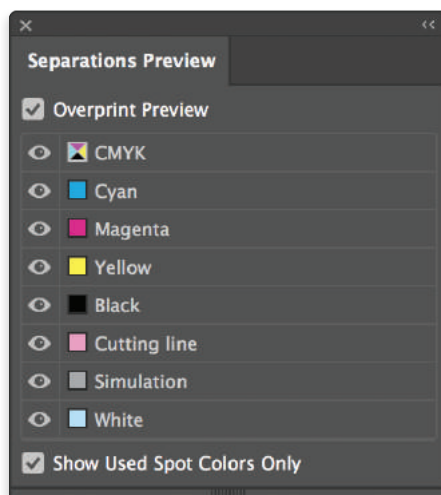
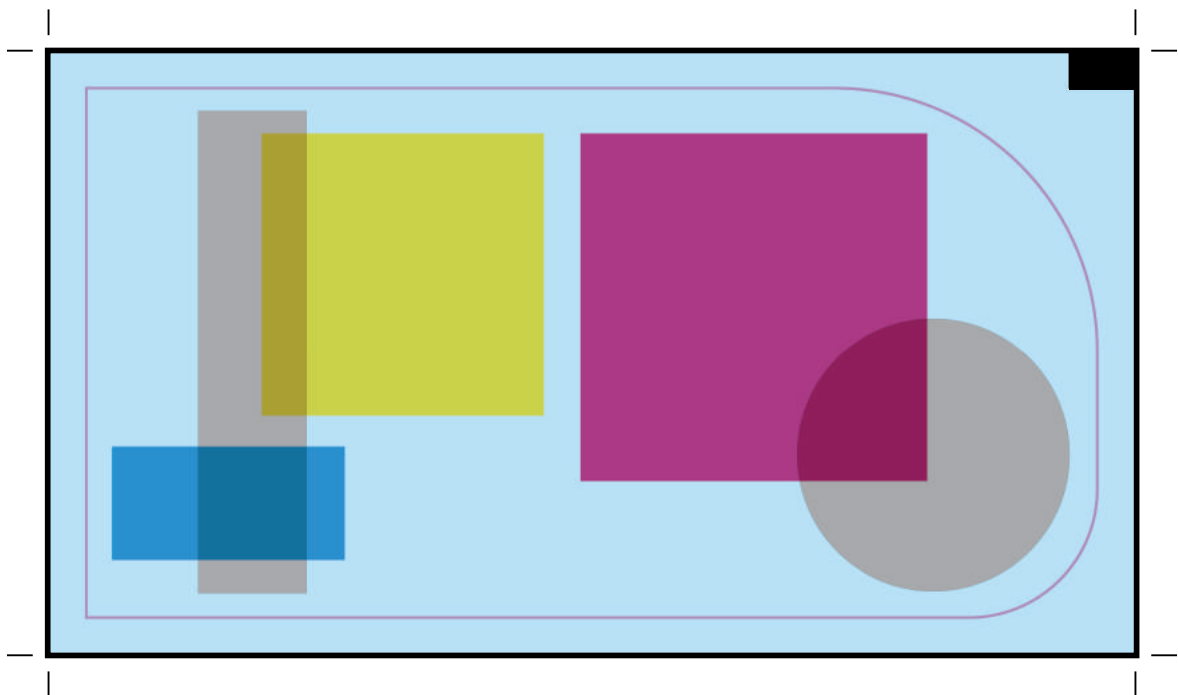
# 11 | SEPARATION PREVIEW #1



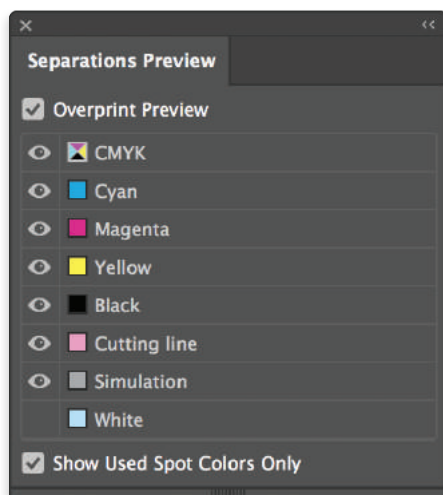
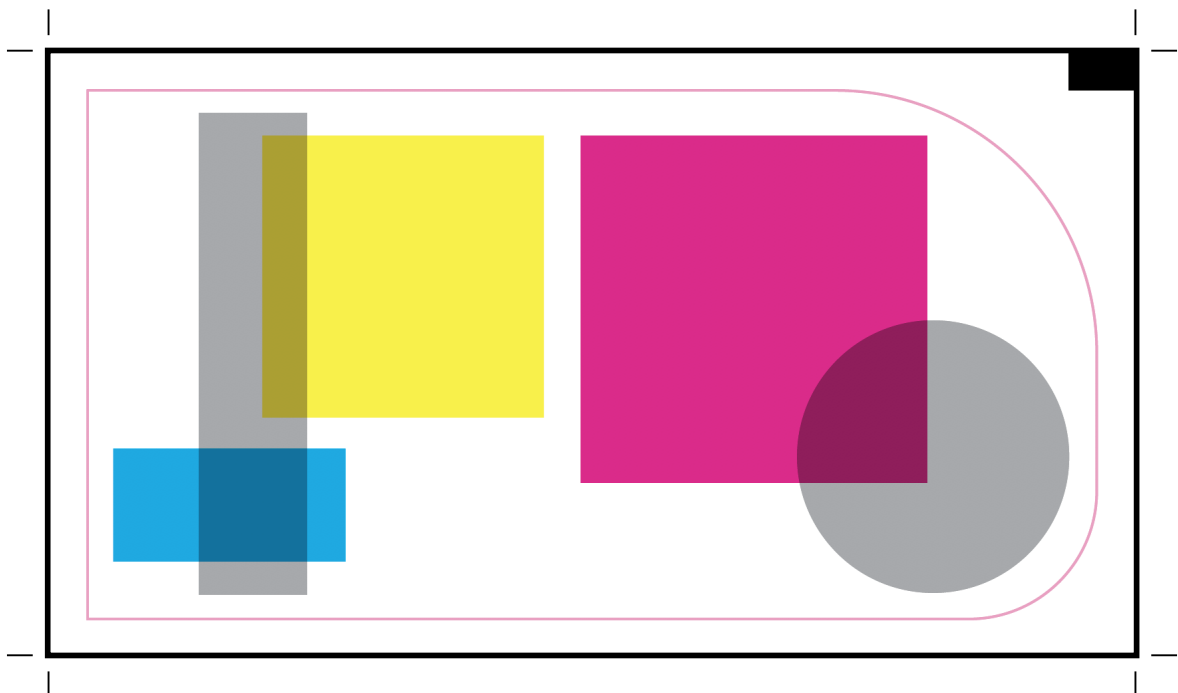
**WHITE MUST BE AS  
THE UPPER LAYER!!!**



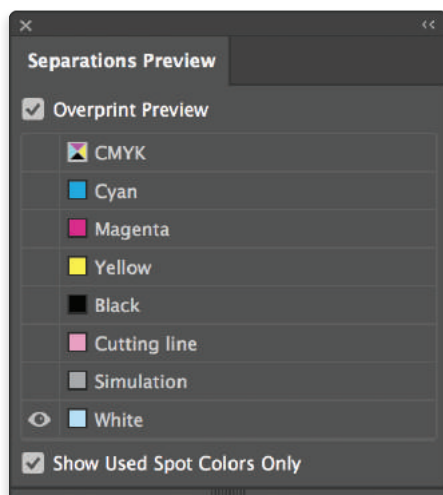
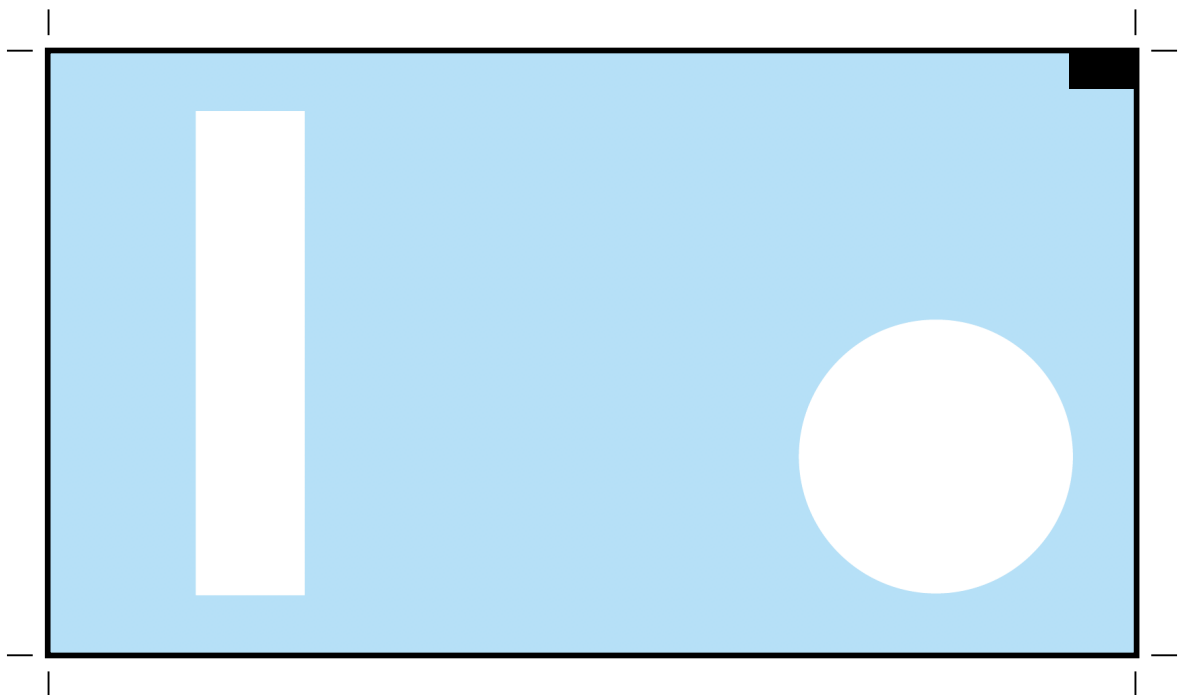
# 11 | SEPARATION PREVIEW #2



# 11 | SEPARATION PREVIEW #3



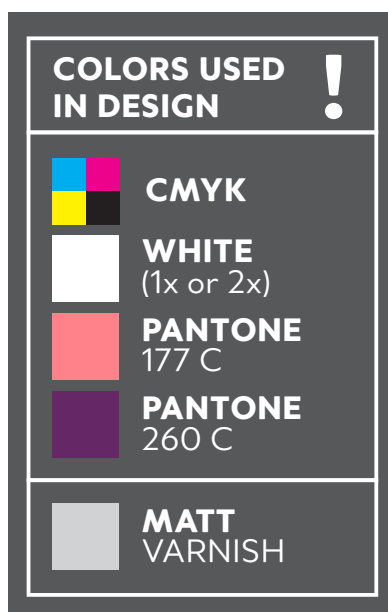
# 11 | SEPARATION PREVIEW #4



# 12 | COLOR INDICATION

WE WOULD LIKE TO SEE WHAT KIND OF  
COLORS ARE USED IN DESIGN?

EXAMPLE:



# 13 | FILE NAME



EXAMPLE:  
**IMMER\_FACTORY\_1234g\_H20xW20\_DDMMYYYY**

# 14 | REQUIRED FILES FOR PREPRESS



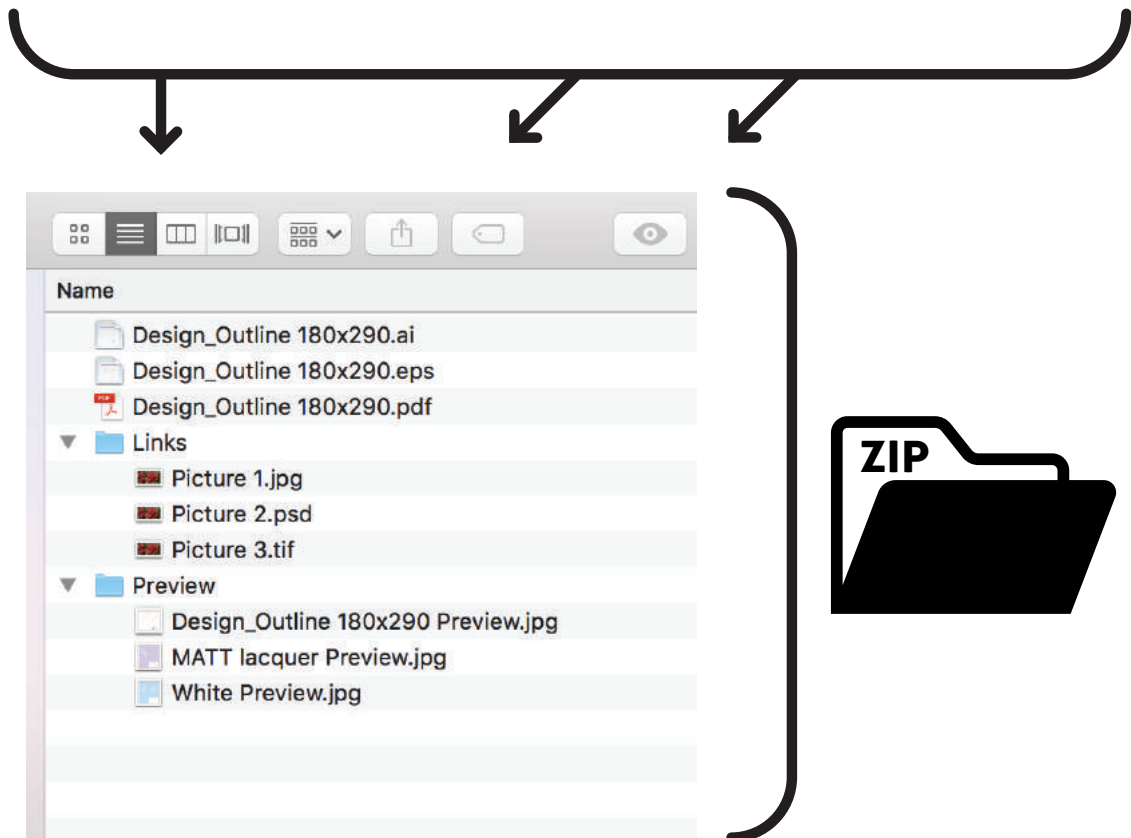
**Print files**  
(.ai /.eps /.pdf )



**Links**  
(.psd /.tiff )

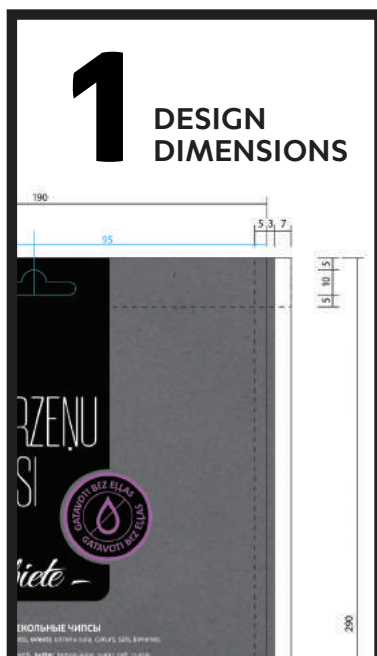


**Preview**  
(.jpg /.pdf )

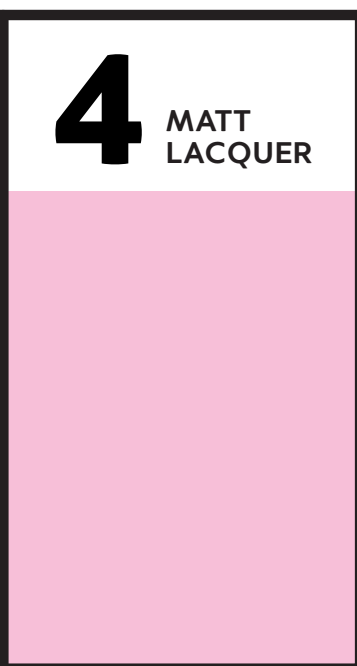
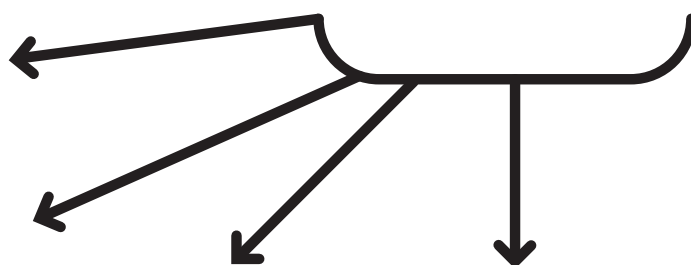


FOR HIGHLY ACCURATE COLOR DETERMINATION IT IS NECESSARY TO INCLUDE A **PRINTPROOF OR REAL PACKAGING SAMPLE** AND SEND IT VIA THE POST.

# 15 | PREVIEW FILES



**Preview**  
(.jpg /.pdf)



COMPRESS ALL YOUR WORK IN ARCHIVE AND SEND IT VIA:  
E-MAIL | [WWW.FAILIEM.LV](mailto:WWW.FAILIEM.LV) | [WWW.WETRANSFER.COM](http://WWW.WETRANSFER.COM)

# **...SAVE AS**

WE HOPE THAT STEPBYPSTEPP ASSISTANT HAS HELPED YOU!  
SUGGESTIONS, COMMENTS AND OTHER USEFUL INFORMATION IS WELCOME!  
PLEASE SEND IT TO:

**DESIGNSTUDIO@IMMER.GROUP**

WWW.IMMER.GROUP



[www.immer.group](http://www.immer.group)