

# DRESSED TO PREPRESS

## Artwork Requirements

As software is upgraded constantly this is a guide only, if you are unsure how to supply your files please contact one of our Pre-Press Team.

Eliminating delays in processing artwork files helps us to keep print deadlines.

Please read the following information as failure to supply files to these specifications may result in extra processing charges.

### Accepted Media:

We can accept the following:

- Dropbox, WeTransfer, Hightail
- Email (ensure compression software is used e.g. Zip, Stuffit etc.)
- FTP (please talk to an Account Manager for details)
- USB external devices

### We accept the following applications:

- Adobe Illustrator
- Adobe Photoshop (images only)
- Adobe InDesign (files will be transferred to Illustrator for proofing/press setup).

**Images:** All elements (for e.g. Images, fonts) used in the creation of these documents must be supplied.

**Fonts:** Fonts used in the document either have to be outlined or supplied to us.

**Bleed:** Files are to be created with 3mm bleed where applicable.

**PDFs and scans:** PDFs are not suitable for output in our Pre-Press environment and are used only for proofing purposes.

Scans should be at 300 to 350dpi for grey scale or colour scans and 600dpi for line art scans, then saved as eps or tiff format to be imported into documents. They should be scanned to the final size required. If they are to be enlarged in the layout document, do not exceed 150%.

### Colour:

Files must only contain the colours that are actually being used in the document. Please remove all unused colours. In no circumstances should the RGB colour mode be used in files used for commercial print media. Ensure that all colours are created using either the Pantone (PMS) system or process (CMYK).



### Proofs:

Colour copies or PDFs are to be supplied with all jobs, and samples supplied for colour matching if applicable.

### Pre-Production Team

"Kiwi Labels have an Integrated Pre-Production (IP) operation, unlike most."

We supply a high quality product from concept to design to Pre-Production to finished label solutions. This is a unique service in the New Zealand market place.

### What Is IP?

100% of all files supplied are manipulated by our IP team. This ensures all parameters are optimised for manufacture, brand management and client utilisation.

All final art files are produced on site by our IP team. Printing plates are produced on site by our IP team.

IP Encompasses:

- Concept
- Design
- Colour separation and replication
- Technical distortion, trapping and repeatability management
- Film Negative processing and manufacture
- Photo-Polymer Printing Plate processing and manufacture
- Security library of all specifications and final Print Ready tools
- Total file alteration
- Digital Print

By providing the IP solutions, Kiwi Labels retains complete control of:

- Critical timelines
- Confidentiality of branding
- Cost control
- Brand development

### Graphics Files Supported:

As would be expected, Kiwi Labels operate and manipulate across all major IT platforms:

- In-Design (all versions)
- Photoshop (all versions)
- Illustrator (all versions)

