

Artwork Submission Guidelines

Contents

Contents	02
Intro	03
General Information	04
Layout File	05
Image Files	08
Layout Handling	10
Printing - Digital Proofs	11
Contact	12



At A. Hatzopoulos SA, we believe that successfully addressing client-specific needs requires more than a functional mastery of polymer conversion technology and rotogravure/flexography printing processes; in addition to our specialist knowledge of the flexible packaging materials market, we place equal emphasis on customer care.

Our commitment to excellence, in combination with our mission to deliver outstanding client service, has earned our firm the excellent reputation it enjoys today. A. Hatzopoulos SA have been operating in the flexible packaging field for over 80 years, and have continually evolved to become synonymous with honesty and quality.

At A. Hatzopoulos SA, we provide high-level services and are dedicated to maintaining and expanding our capabilities and expertise in order to meet the ever-diversifying needs of our clients.

In this vein, the present document was constructed to facilitate and expedite the overall pre-press process.



General Information

Pre-press artwork processing is performed via utilization of the ArtPro software package by Esko Artworks.

Compatible/suitable file formats:

- **Layout:**



Adobe Illustrator CS6



or ArtPro



or PDF (high resolution) (version 1.5 and above)

- **Images: files**



Adobe Photoshop CS6 (with layers)



or TIFF



or non compressible EPS

CAUTION.

We do not accept Adobe InDesign files.

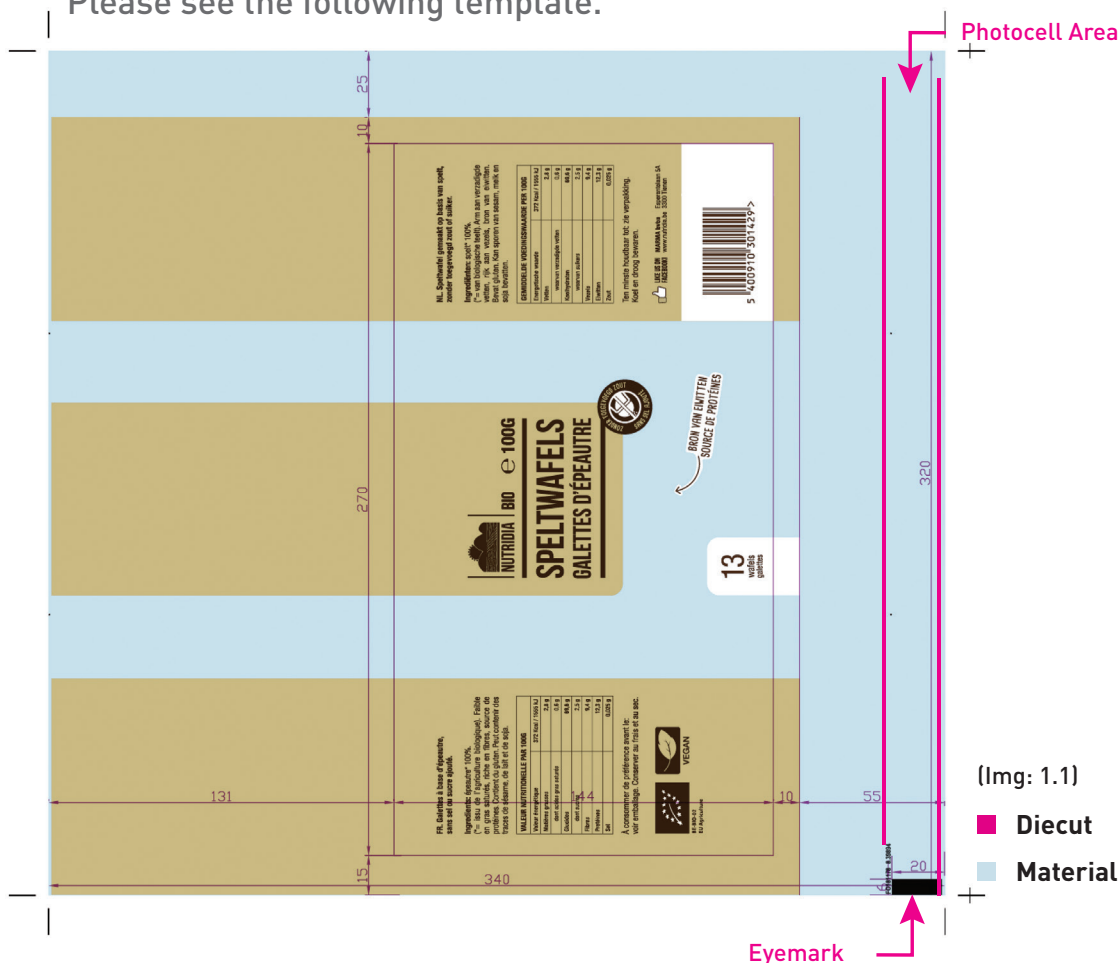
Organise files in a single folder (using the product name as the folder title), which should include: the layout files, a links sub-folder containing the picture files and, lastly, a preview sub-folder, in which low-resolution *.pdf or *.jpeg versions of all layouts are placed as in the example below.

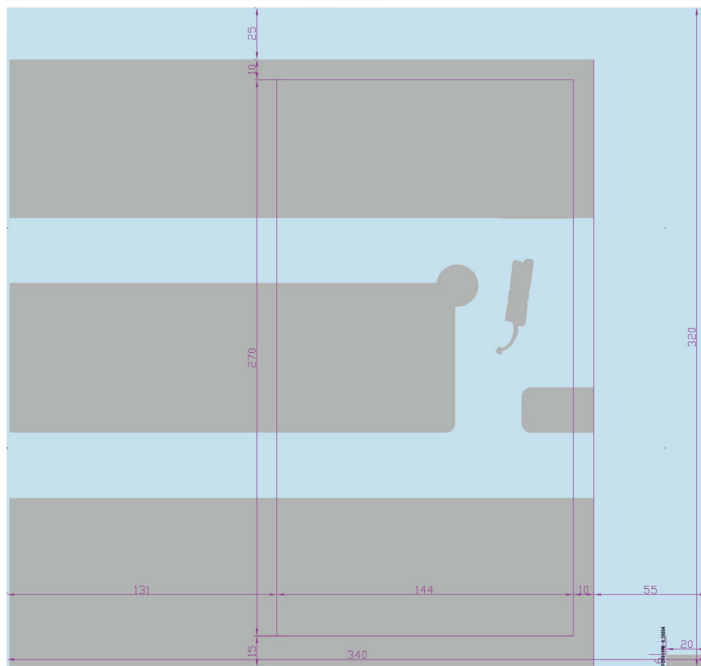
- **Amendment / Modification** of artwork specifications requires resubmission of digital files.

Layout File

- **Dimensions:** precise definition of layout dimensions (width – height) (Img: 1.1)
- **Mechanical Design:** precise definition of slitting/folding positions and miscellaneous necessary marks. For shrink sleeves the mechanical design of the bottle is also requisite. (Img: 1.1)
- **Way of unwinding:** position of the main logo on the reel (Img: 1.4)
- **Edge cutting:** 5mm from the perimeter
- **Photocell:** precise definition of the position of photocell/photocell tray
- **Barcode (Barcode Magnification: <80%)**
- **White:** Exact position of the white. (Img 1.2)
- **Cold-Seal:** Exact position of the cold-seal. (Img: 1.3)

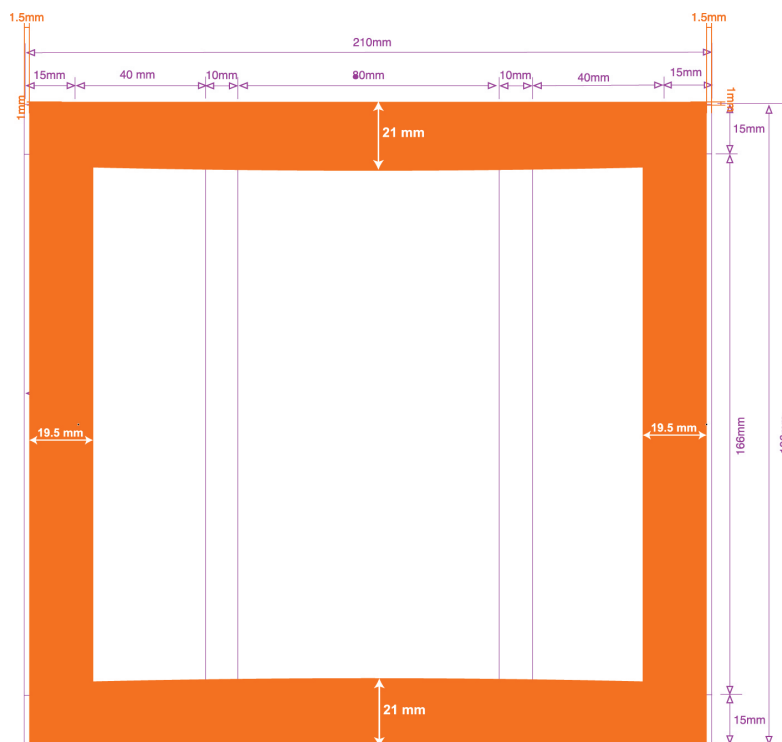
Please see the following template.





(Img: 1.2)

- Diecut
- Material
- White



(Img: 1.3)

- Diecut
- Cold-Seal

REEL UNWINDING DIRECTION

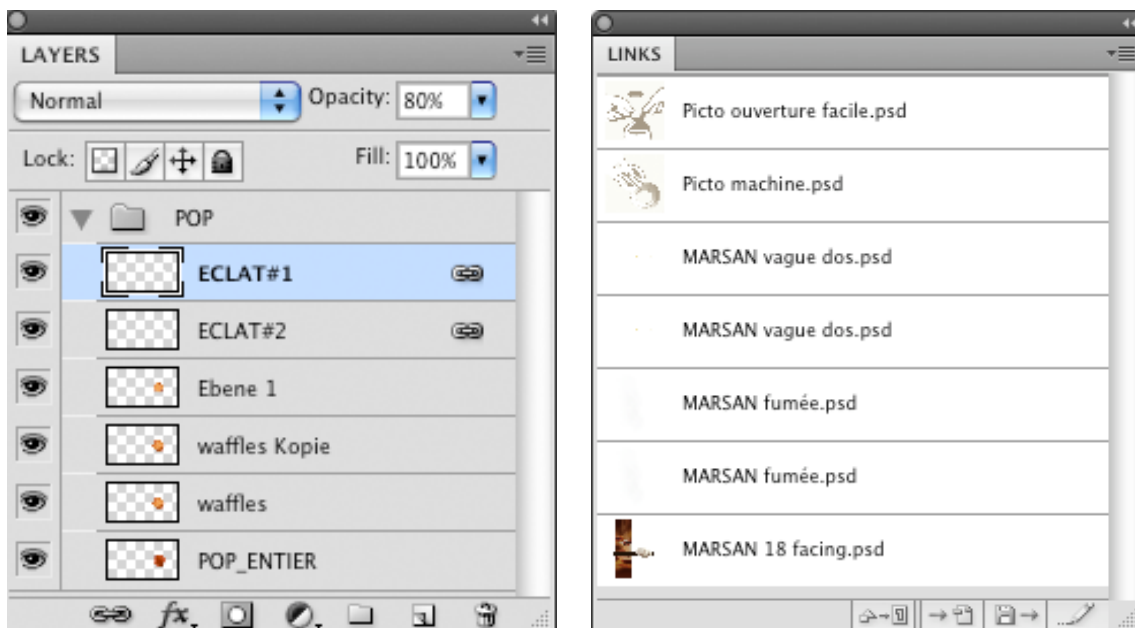


(Img: 1.4)

Layers with a lucid/logical structure are requisite.

- Artwork/creative design
- Text: it is imperative that all text be outlined (in vector mode)
- Technical details: presence of photocell, photocell tray, barcode, etc
- **White Layer**
- Mechanical design/slitting (for shrink sleeves the mechanical design of the bottle is also requisite)
- Others: cold-seal/primer/lacquer layers

If image files are included in the layout, those must NOT be embedded (placed as links).



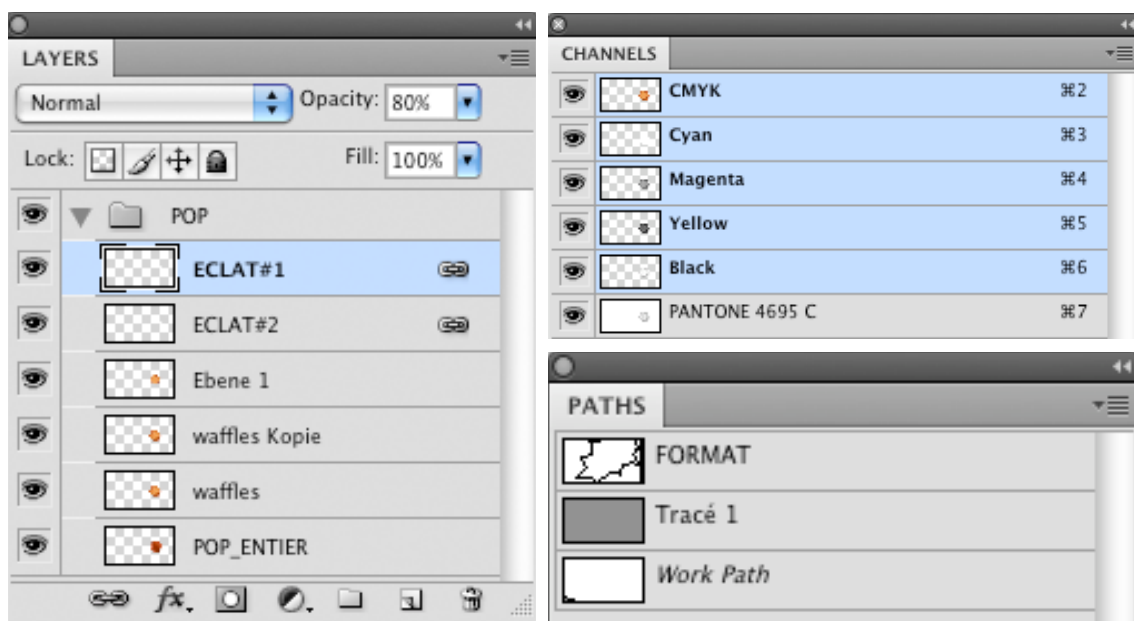
ATTENTION

In case there is any specific color target to follow during printing, this must be also sent along with the artwork files. Color targets may be digital proofs of creative agencies or samples of previous print-runs of the same packaging.

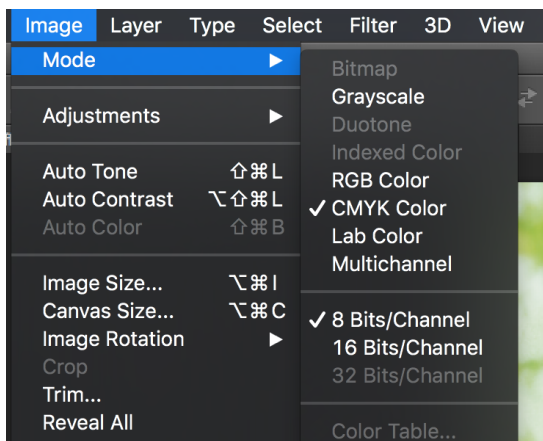
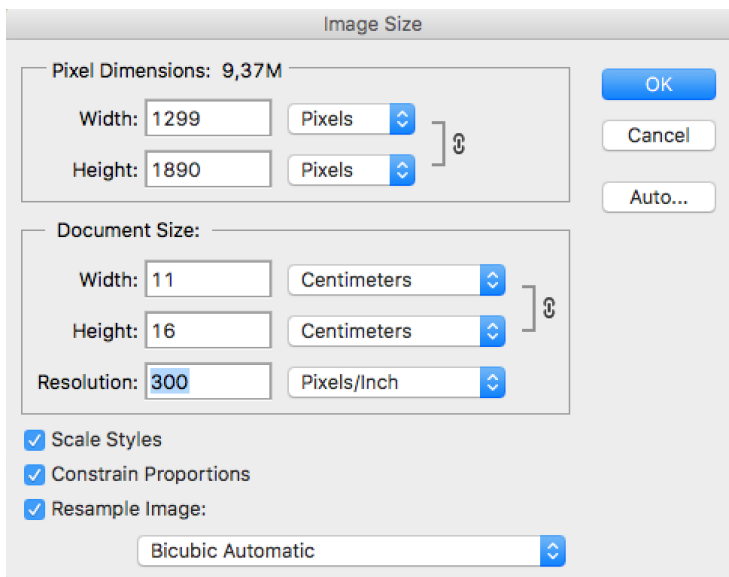
Image Files

For Photoshop files, the following should be included:

- Layers: not merged.
- Channels: CMYK and extra channels in Pantone.
- Paths



- **Mode:** CMYK,
- **Resolution:** i) at least 300 ppi at printing size of the picture
ii) bitmaps: at least 1200 ppi,
- **Colour Profile:** picture files must include a colour profile (assigned) and not untagged.
- **Colour Images:** photoshop files.
- **Grayscale Images:** grayscale TIFF.



Layout Handling

- **Colours:** the CMYK and Pantone Colour System is utilized. Colours specified as Pantone should not be renamed
- **Character size:** for positive characters the minimum size is 5 pt, whereas for negative characters the minimum size is 6 pt
- **Line Width:** for positive lines the minimum width is 0.15 mm, whereas for negative characters the minimum width is 0.18mm
- **Gradients:** for flexography, when the layout incorporates a ClipArt or vector design, then it should be submitted in the format of a *.psd or *.tiff file. For rotogravure, when the layout incorporates high surface grading, then it should be submitted in the format of a *.psd file

Printing Proofs

- **Printing:** prior to submission of artwork to the pre-press department of A. Hatzopoulos SA, please ensure that digital files are accompanied by a real size printout at 2400 dpi on paper, or by a proof and a printed sample (if available).

Proofs are digitally generated, using the following equipment:

- Epson SuperColor P7000
- gmg proofMedia semiMatte 250g/m2
for flexography in semi-matte paper.
- Dupont Cromalin Digital AQ
for rotogravure in Gloss paper.

Contact

For additional
information/queries,
please contact:

Head of Rotogravure
Pre-Press Dpt
Mrs Zontanou Sofia
T. +30 2310 50.24.95
e-mail. artworks@hatzopoulos.gr

Head of Flexography
Pre-Press Dpt
Mrs Ventouri Aimilia
T. +30 2310 75.45.25
e-mail. ventouri@hatzopoulos.gr

A. Hatzopoulos thank you in advance for your cooperation, in the frame of the guidelines set out herein.

