



Artwork Submission Guidelines For Rotogravure

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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.

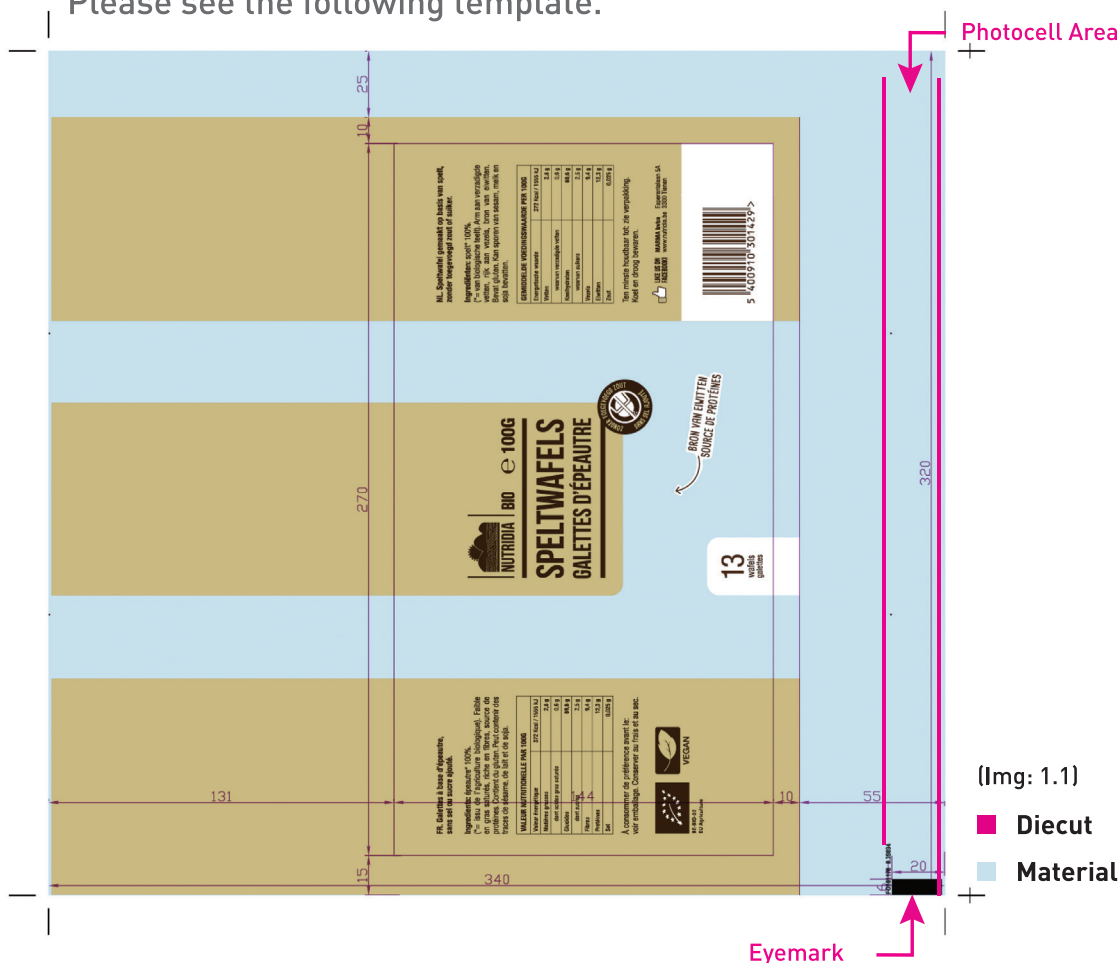
Organise files in a single folder (using the product name as the folder title), which should include: the layout files, a links sub-folder containing the picture files and, lastly, a preview sub-folder, in which low-resolution *.pdf or *.jpeg versions of all layouts are placed as in the example below.

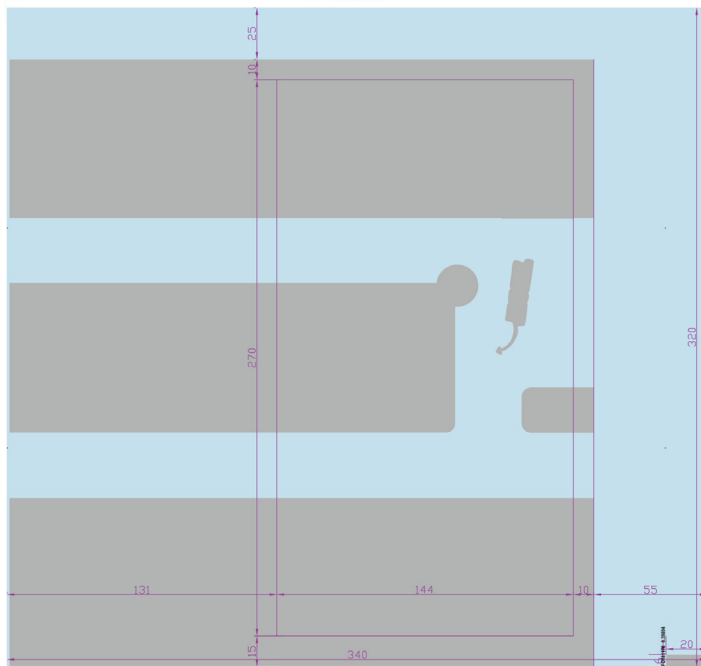
- **Amendment / Modification** of artwork specifications requires resubmission of digital files.

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: $\leftarrow 80\%$)**
- **White:** Exact position of the white. (Img 1.2)
- **Cold-Seal:** Exact position of the cold-seal. (Img: 1.3)

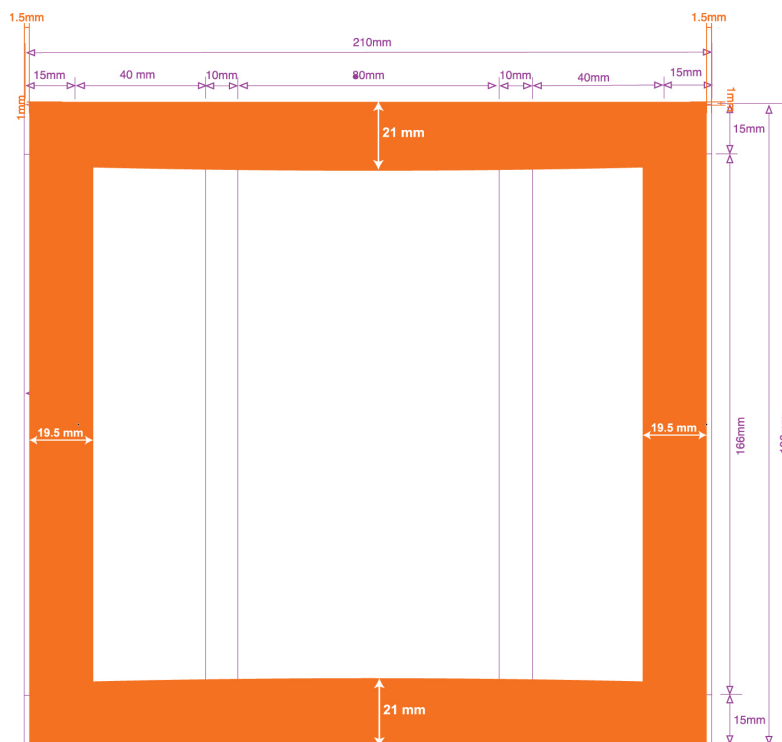
Please see the following template.





(Img: 1.2)

- Diecut
- Material
- White



(Img: 1.3)

- Diecut
- Cold-Seal

REEL UNWINDING DIRECTION

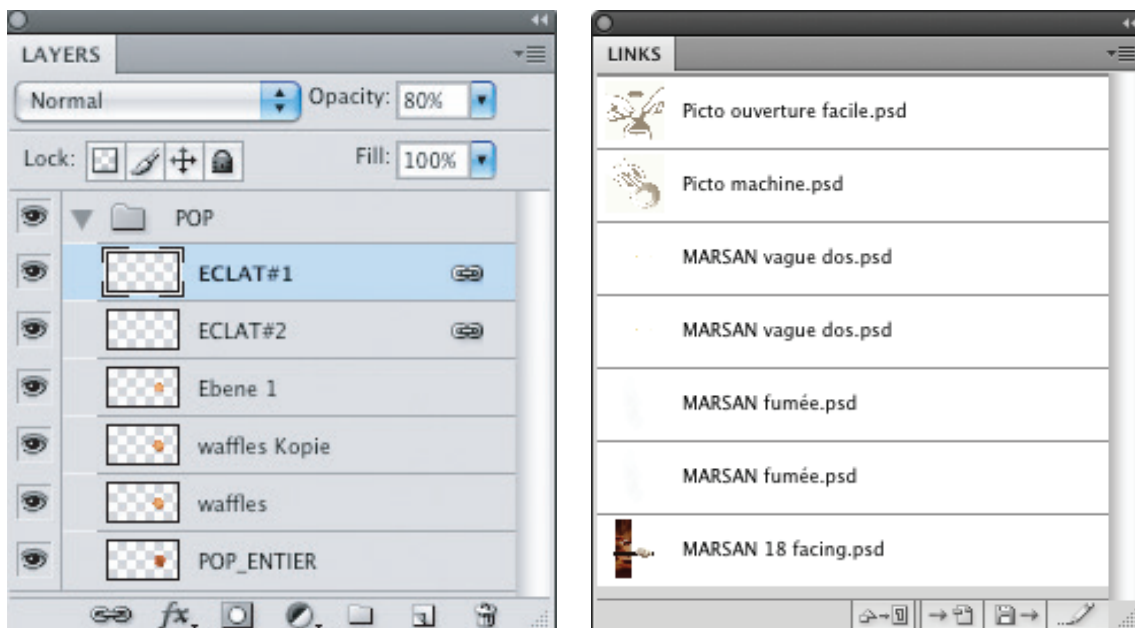


(Img: 1.4)

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).



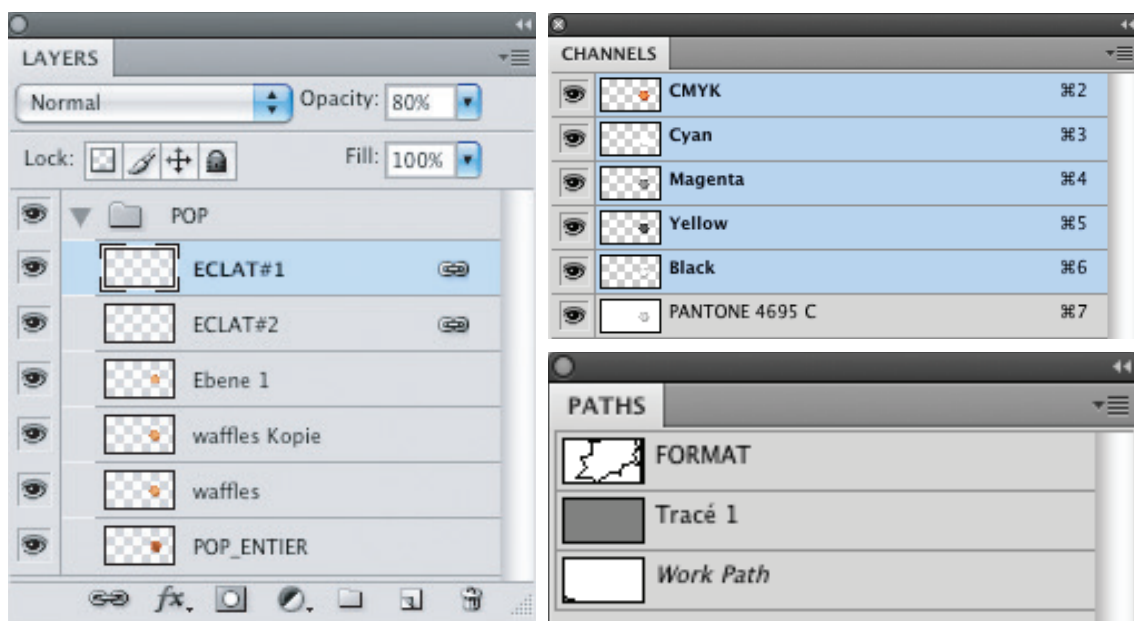
ATTENTION

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.

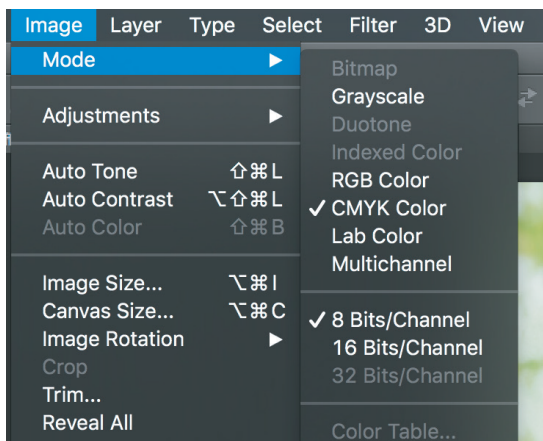
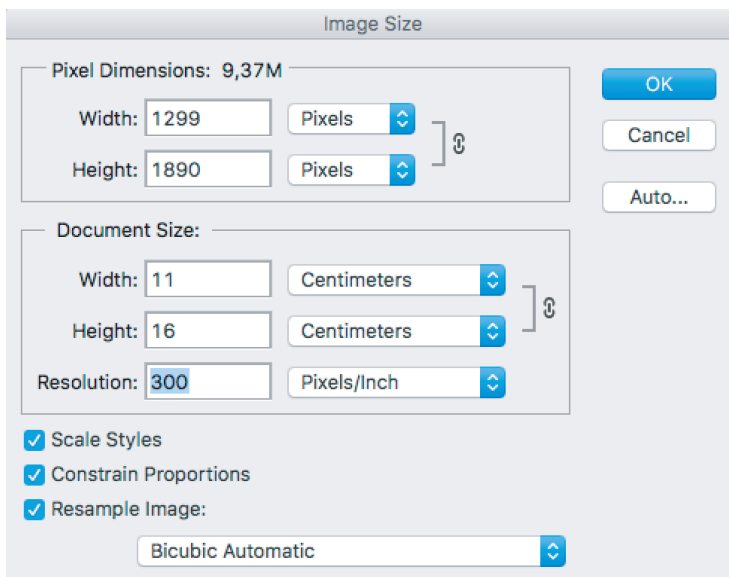
Image Files

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.
Maximum colours that can be used are 10, including white(s) and varnish(es).
- **Character size:** Positive characters should have a minimum size of 6pt.
Negative character should have a minimum of 7pt. **All fonts must be outlined and not be editable.**
- **Line Width:** Positive lines should have a minimum width of 0,15mm.
Negative lines should have a minimum of 0,18mm.
(optional: All linework should be expanded and not be editable paths.)
- **Gradients:** When the design incorporates surfaces with gradients, the minimum value should be 3% and the maximum should be 97%.
That way, rough colour cut-offs and edges can be avoided. Also it would be ideal if the format of the gradient is submitted as a *.psd file.
- **White elements:** White lettering and lines should be placed on top of single colours in order to avoid registration error. If it is necessary to be placed on more than one colour, we will suggest adding a grip line of at least 0,30mm in order to give enough space for the registration to be safe.
- **Barcodes:** Barcodes should be between 80% - 150%. If smaller or larger we will not be responsible for any mis-readability. Red, brown and other colours as such should be avoided as they cannot be scanned correctly. Bar Width Reduction is not necessary as we will apply it during engraving. Barcodes should have the correct clear area left and right, or at least have enough space from other elements.

Printing Proofs

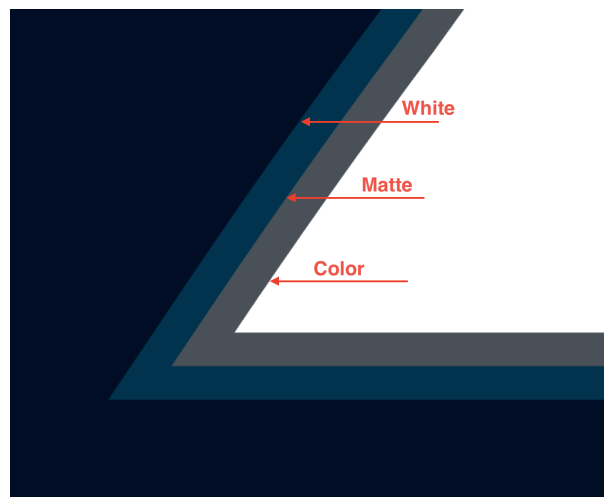
- **Printing:** prior to submission of artwork to the pre-press department of A. Hatzopoulos SA, please ensure that digital files are accompanied by a real size printout at 2400 dpi on paper, or by a proof and a printed sample (if available).

Proofs are digitally generated, using the following equipment:

- Epson SuperColor P7000
- gmg proofMedia semiMatte 250g/m² for flexography in semi-matte paper.

Print Ready Files

- **Trapping:** All elements of the design should be trapped by at least 0,25mm in order to be able to print succesfully. The nominal is 0,30mm.
- **White Pullback:** If white is in register, it should be pulled back by 0,20mm.
- **Varnish Pullback:** Effect and haptic varnishes (such as matte lacquer, papertouch, tactile etc.) if used in register, should be pulled back by 0,10mm.



- **Color Print Order:** The common order that is used is:
K, C, M, Y, Spot(s), White, Lacquer
If metallic spot colors are used we prefer to use them as close as possible to white however many times the design suggests otherwise.
If there are elements too small to handle with trapping (such as script lettering and/or fine lines etc), overprinting them is the only solution and thus the printing order changes accordingly.
However this can be adjusted according to the design by our side.
- **Color Proof:** In order for a file to be treated as print-ready, the most important is to have a color proof printed with one of our profiles, which is decided mainly by the substrate used for printing.
If the color proof that we receive is not with Hatzopoulos profiles, approving and signing off a copy of our color proofs is imperative to proceed.

Contact

For additional
information/queries,
please contact:

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

