

General Guidelines

File Requirements:

File Type: PDF only. Save with “Adobe 7 (PDF 1.6) compatibility.”

Colour Space: CMYK only. RGB files will be automatically converted.

Fonts: Convert all fonts to outlines.

Images: Embed images at 100dpi minimum resolution at final size.

DO NOT INCLUDE: Registration marks, crop marks, or colour bars

Sizes:

Product Size: Artwork must match the product size at 100%

Contour Cuts: Cut paths must match the product size at 100%

Banners & Mesh Banners: Artwork be at 10% of the final size. e.g 1000mm = 100mm / 10m = 1000mm

Bleeds:

Straight Cuts: Bleeds will be auto generated.

Custom Cuts: Add a 3mm bleed around the cut path.

Spot Colours:

Name spot colours accurately (e.g., Pantone 123c).

Contour Cuts

All substrates thicker than 3mm, all inside cuts will require a 10mm radius.

Note that Printrade reserves the right to simplify complex cut paths to maximise the quality of the final product.

Use of Cut Paths:

We use the following naming conventions for naming layers for our paths:

Kiss-Cut – Used for stickers, to only cut through the sticker, not the backing paper

Thru-Cut – Used for cutting shapes through the material (known as die cutting)

Score – Used for scoring Corrugated Plastic for folding.

Crease – Used for Creasing Corrugated Boards or Cardboard sheets

Settings up for cut paths:

- Your file must include layers.
- Label your cut layer as “Kiss-Cut” (or any other cut path) and your CMYK layer as “CMYK.”
- Your Kiss-Cut paths must use a 0.1pt stroke.

White Ink

Printrade allows for printing with white ink on selected products. With the option to “flood white” or “spot white.”

Spot White - This allows you to design with white ink within your artwork.

Flood White - Flood white will flood the print with white ink behind the CMYK Print. (usually used for printing on clear substrates such as acrylics).

Settings up for White Ink:

- Your file must include layers.
- Label your white layer as “White Ink” and your CMYK layer as “CMYK.”
- Create a swatch names “White-Ink.”

Layer Breakdown

Kiss-Cut White-Ink CMYK

Layers panel:
 - Kiss-Cut Layer
 - White-Ink Layer
 - CMYK Layer

Color panel:
 - Cut Path Stroke Colour: Make it stand out from the artwork colours

Stroke panel:
 - Cut Path Stroke Weight: 0.1pt Stroke
 - Cut Path Alignment: Center Aligned

Transform panel:
 - Cut Path Dimensions: Must Match Order Size

Saving PDFs

- Save your file as a PDF.
- Choose “Adobe 7 (PDF 1.6) compatibility” when saving your PDF to preserve your layers.
- Under Options, make sure “Create Acrobat Layers from Top-Level Layers” Is checked.

