



IMPak's Graphic Submission Guidelines

*Failure to send artwork in the proper format may be subjected to delay for processing.
Each item that does not fit the appropriate format may be subject to a charge.*

I. File Preparation

Artwork Files Must Be Submitted To IMPAK As Follows:

Adobe Illustrator (.ai/.eps) **OR** Adobe Photoshop (.psd)

Note: A PDF created in either program is NOT an acceptable format

- Do not flatten artwork, keep all files in layers.
- Convert all text into "outlines"
 - In AI: Press 'Selected type' > Go to Type > Create Outlines
 - In PS: Press 'Type layer' > Go to Layer > Rasterize > Type
- Image files must be 300dpi and set to CMYK for print. Please provide all linked images.
- In Adobe Illustrator, make sure the check box for "Include Linked Files" is checked.
- Color mode must be set to CMYK.
- Pantone colors must be set and clearly labeled with the color code i.e. 7573C
- Font sizes must be no smaller than 5pt
- Bleed mark area is not required on plastic packaging. Set your artwork to the trim line.
- Seal areas are ok for printing but not good for small pictures, barcodes, or small type.

Special Instructions/Callouts

- Pantone Colors/"Spot Colors"
 - Reference the Pantone PMS # when submitting the artwork.
- Transparent Windows (Window/Vista)
 - Designate transparent areas in the artwork with the color code (C:2 M:3 Y:4 K:5)
 - All "transparent" areas must be on a separate layer named "transparent"
- Mylar Foil Knockout
 - Designate "Foil Knockouts" with color code "C:10 M:9 Y:8 K:7"
 - All "knockout" areas must be on a separate layer named "knockout"
- White Undercoat/Flood Coat
 - All "white undercoat" or "white flood coat" areas must be on a separate layer named "white undercoat"/ "white flood coat" and filled with white.
- Matte/Gloss
 - Duplicate the artboard - all items that have a matte finish should be designated with 100% Cyan.
Please note: The end result of the "gloss" on your pouch will be determined by your material.
- Holographic Material
 - If the artwork has any holographic callouts, designate it in the artwork with 100% Magenta.
 - All holographic callouts must be on a separate layer named "holographic".
- Gold Foil
 - IMPAK does not offer a standard gold foil. Please designate a Pantone gold in the artwork
 - All gold callouts must be on a separate layer named "gold - PMS #".
- Black Light
 - Designate the areas you'd like to use black light ink on a separate layer named "blacklight" using 100% Yellow.

II. Submitting artwork for Review (Informal vs. Production-Ready Artwork)

Informal Artwork Review:

- Used to become familiar with the proposed job & to aid in the the quoting process.
- Does not need to be final artwork, but if artwork changes quote may change.
- Final plate count cannot be provided at this stage.

Production-Ready Artwork (Formal Artwork Submission)

- Artwork is formally reviewed to ensure it is ready to be sent straight into production.
- It is the customer's responsibility to review & proof artwork. IMPAK does not proof spelling or grammar and does not grant reprints for these issues.
- One complimentary artwork revision by customer is allowed. If there are further revisions, a charge of \$25.00 per revision will be added to the customer's account.
- Production will not begin until final proof is signed with customer's approval and deposit is received.

In order to proceed efficiently, artwork needs to be in the above format to be considered a valid submission. If rejected, IMPAK will note what adjustments are needed to make artwork ready for production.

III. IMPAK's in-house graphic artist

Hourly Pricing

The rate of \$175/hr. for the following services:

50% of your design expense is credited back once your order is placed.

- Logo and Visual Brand Identity Creation.
- Custom Artwork, logos and illustrations.
- Typesetting (Nutritional Panels/Ingredients) UPC codes.
- Artwork review to make production-ready.
- Recommendation and/or adjustment to artwork.
- Outline text and/or divide artwork into necessary layers.
- Place artwork into custom-packaging dielines.
- Recreate previously made artwork that needs to be made "production-ready".

IV. Dieline Graphics

Dielines are available upon request. The cost of dieline is dependent on the bag style, complexity and print process. The amount is non-refundable and will be placed towards your order.

V. Proofs

Master Proofs are digital PDFs provided via email

- Note: Master Proofs are for graphics review only, not to be used for color review which will vary monitor to monitor, and printer to printer. For color review, see ink drawdown service below.
- Ink Drawdowns and Film Proofs are available by request. Price varies by material and plate count. Request a quote from your sales rep.

VI. Production

Lead time will be provided by your sales rep at time of quoting.

RUSH SERVICE: For an additional fee, IMPAK can have product(s) produced and shipped within 4-5 weeks of master proof approval and payment submission. Contact your sales representative for more information.

*If you have artwork that you would like to submit, please email prepressinfo@sorbentsystems.com
Large files can be submitted using a file share service such as DropBox, WeTransfer or HighTail.
Artwork should only be submitted after speaking with a sales representative.
Contact us at (310) 715-6600 for more information.*