

ARTWORK GUIDELINES FOR SHOPPER BAGS

The better quality the artwork you supply, the better quality your printed bags will be. We require high resolution, print ready files on disk or preferably email, to ensure a high quality reproduction of your artwork.

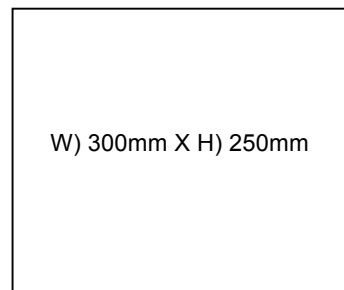
File Formats:

PDF: Press quality, high resolution PDF
Keep spot colours if any

EPS: Please outline of path text if possible to
Eliminate font issues. Keep spot colours if any

JPG or TIFF: Must be supplied at a minimum of 600dpi at
Final printing size required if text or logos are in the image.
Photos only may be supplied at 300dpi

Images from websites are usually 72dpi –too low resolution for printing purposes.
Faxed artwork cannot be used.



Maximum Image Area:

Unless stated we will always print your image to fit the maximum printable area which is 250mm X 250mm and centred.

2 Colour Logos:

When printing 2 colour logos there is always movement between the ink colours so to assure the best print result it is highly recommended to have a separation gap between the ink colours of at least 3mm. Overlapping colours may be possible where the foreground image is floating independently of the background, depending on artwork and ink used.