



FORT DEARBORN COMPANY

Gravure Shrink Sleeve File Specifications

File Submission Guidelines

Customer Supplied Artwork

- All new orders must have a minimum of two containers to accompany artwork.
- A sleeve specification form must be completed. This will insure exact sizing and positioning for sleeve label.

File Formats

- Electronic file format, Macintosh format preferred. (Include fonts, support files, and prints)
 - Adobe Illustrator
 - Adobe Photoshop (Support files and color work)
- FDC can handle a variety of other file formats. Contact the Art Director if you need assistance.

Disk Media

- CD ROM
 - DVD-R
- FDC can handle a variety of other disk media. Contact the Art Director if you need further assistance.

Proofs

- A color proof is to accompany all electronic files. On the proof, there must be PMS numbers and or actual color swatches listed that will print on the final label.
- A signed Kodak (or equivalent) must be at press side for color match and copy, if copy has changed after the Color Proof has been approved, a PDF will be attached to the Kodak for press side copy match. If Fort Dearborn has not prepared files, outside vendor must supply color target and copy target prior to press so a pushed proof can be made for press side color match.

Art Guidelines

- The minimum type size for good legibility is 6 point for positive print and 7 point for reverse print. Typefaces with small serifs or thin strokes should be avoided. A minimum of .008" stroke width is required.
- The standard for traps is .008 to .020", if a smaller trap is required, contact the Art Director.
- Borders or outlines that trap over colors must be a minimum of .016" in width. This allows for a .008" trap.
- Customer must supply UPC code numbers.
- UPC codes should be positioned on design to run in machine direction with a bar width reduction of .001" (Gravure). FDC discourages running UPC codes in cross machine direction due to scanability issues. Note: Shrink labels UPC bars should run horizontal due to shrinkage of the label.
- UPC codes must be in the darkest available color (preferably black) to provide adequate scanability. Other acceptable colors are dark blue, dark brown and dark green. If none of these colors are available, contact the Art Director.
- The background color behind an UPC should be white or light in color. This will provide adequate contrast for optimum scanability.



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Art Guidelines *(continued)*

- A minimum size bar code on any container is 90% magnification. On containers 2½ gallon or larger, the minimum size bar code is 120% plus bearer bar around bar code. If a smaller magnification code is required, contact the Art Director.
- A minimum Gravure printed dot is 4%; Gravure can fade to 0%. Both of these are art-dependant.
- FDC is capable of printing line screens up to 250 lpi. Contact Art Director prior to submitting art to determine which line screen will best fit your specific requirements.
Gravure: 150 lpi – 250 lpi.
- Gravure Standard Ink Densities

Black	185-195
Cyan	150-160
Magenta	150-160
Yellow	95-110
- Customers are responsible for any misspellings or errors on artwork that they furnish FDC or engraver.
- Any changes or additions to artwork will be invoiced to customer.

Contact Information

If you have any questions or comments please do not hesitate to call or e-mail the FDC Art Director. E-mail address is brgraphics@fortdearborn.com