Printed Film - Artwork Guide
(Cast Films)

Do you have vector artwork?

Vector art is the needed format for artwork and to produce printing plates. Below is a list of some.
EPS - Encapsulated Post Script
SVG - Standard Vector Graphic
PDF - Portable Document File (Must be Vector art.)
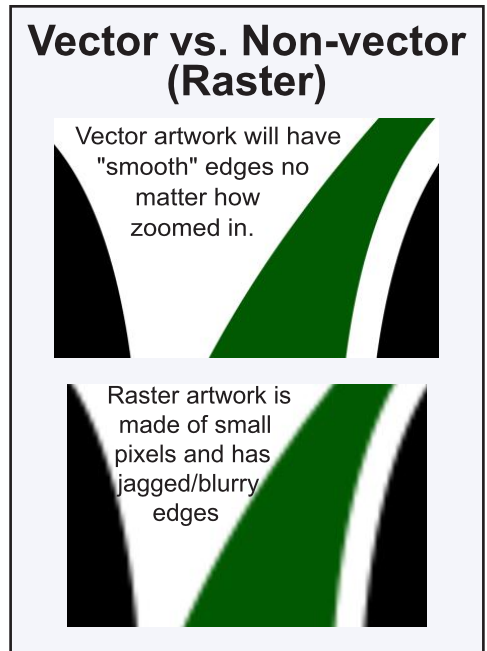AI - Adobe Illustrator
CDR - Corel Draw exported as EPS.

IMPORTANT - Please convert all fonts to outlines

Non vector artwork are files like: JPG, GIF, TIFF, BMP, PNG
If these are all that is available please send the highest resolution image possible.

The non-vector formats can be used for reference only but will require the art department to re-create them from scratch as vector artwork which increases the cost of the artwork. If text is not converted to outlies please supply the fonts used along with the artwork.
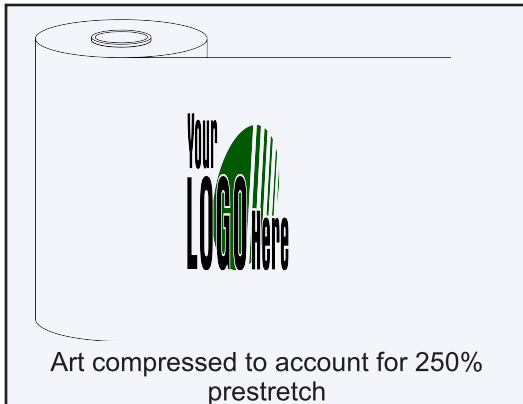
IMPORTANT-
- Using non-vector art and saving them as vector formats does not make them proper vector artwork.
- Adobe Photoshop cannot create vector art.

Vector vs. Non-vector (Raster)

Vector artwork will have "smooth" edges no matter how zoomed in.

Raster artwork is made of small pixels and has jagged/blurry edges

Does artwork use specific Pantone (PMS) colors or another universal coloring system?

Pantone - PMS numbers are preferred but RGB, CMYK, HEX or other values can be used. Values are only used as a reference. Exact color matching is not possible as noted on the artwork and signoff sheet.

Art compressed to account for 250% prestretch

Will the film be stretched prior to wrapping load?

If yes please specify the percentage of stretch. The artwork will be reduced to compensate for the stretch percentage so the final logo will be the proper size.

IMPORTANT - Prestretching film will cause the color of the ink to be lighter than the original color after the film is stretched.
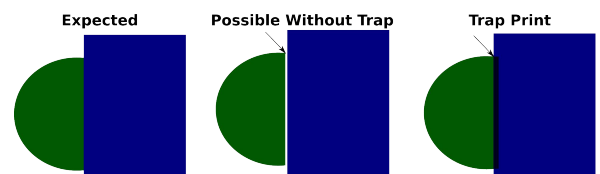
How many colors?

We can print up to four colors of ink. Not to be confused with CMYK four color spot printing. It is possbile to use screen printing (half toning) that gives the appearance of different shades of ink color(s).
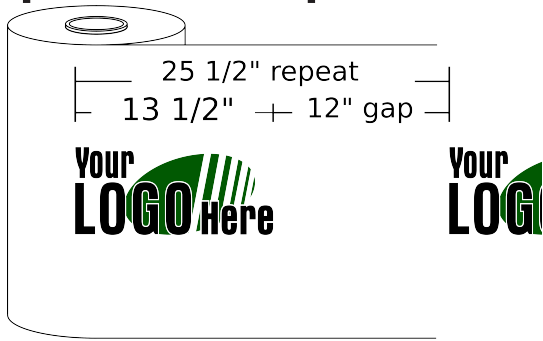
If multiple colors, do colors "touch" or overlap?

While we do our best to prevent this, due to the nature of "stretch" film when multiple colors are close together there is a chance the colors can separate in the printing process. A technique that can be used is to "trap print" these areas. Trap printing is when one color (if possible the lighter color) extends into the other color a small amount to account for shifting in the printing process.

If colors overlap the ink colors will influence each other since the inks are not opaque. For example, red printed over blue will be purple where they intersect.

Screen printing

Appears to be three colors but the "gray" is actually small dots of black, applying less ink and giving the appearance of another color from a small distance.

| Expected | Possible Without Trap | Trap Print |

Repeat vs. Gap

25 1/2" repeat
13 1/2" ⊢ 12" gap

Is there an expected "repeat" or gap size between impressions?

Repeat is the distance from the beginning of a print pattern and when it "starts" again.

The gap is the distance between the impressions (prints).

There can be multiple and staggered logos in a job.

How large can we make the logo?

This is one of the most asked yet hardest questions to answer because all artwork is different. Basically the largest we can print in the machine direction of the roll is 25 1/2". However for plate mounting reasons we cannot have artwork larger than 25" "wide". This would only leave a 1/2" gap between prints. The "height" of the artwork will vary depending on the overall shape of the logo. A square logo at the maximum size would be 25" x 25" and most likely extend off of the surface of the roll of film in the web direction. This would require a smaller logo size. A rectangular logo would be able to go up to 25" in width and the height would be consistent with the proportions (ratio) of the artwork.


Printable Area

Printable Area

Artwork that is taller than it is wide will extend past edges of film if it's too wide.

Artwork that is wider than it's taller will extend past our physical width limitations if the height of the logo is too large.

The height and width of the logo that we can print will be based on the artwork itself.

IMPORTANT - When spiral wrapping a pallet it's advisable to leave room in the print layout to account for the overlapping film during the wrapping process. ALSO consider ink coverage. Anywhere there is ink the film will lose ALL its cling.

< Machine direction >
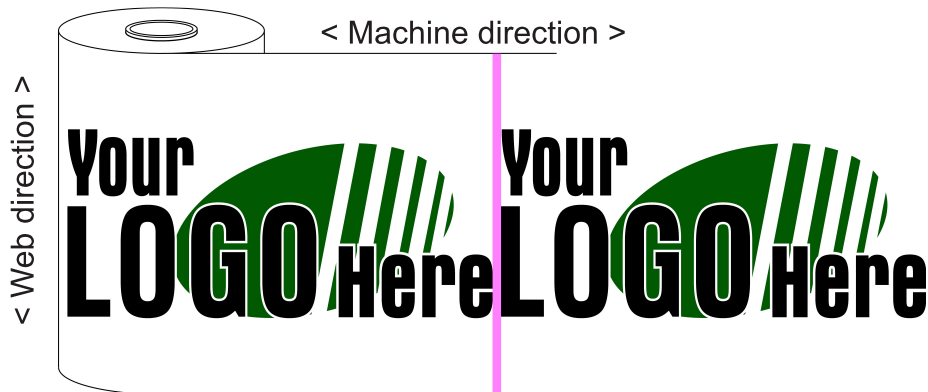
< Web direction >

Currently the largest logo we can print (in the machine direction) is 25" wide which would leave only a 1/2" gap between prints.

Is this all you can do?

Absolutely not. There are many techniques, layouts and printing methods that can be done. Each job is unique!