



# ART SPECIFICATIONS

A-ROO COMPANY : OHIO • FLORIDA • TEXAS • CALIFORNIA

www.a-roo.com



@aroocompany

**The premier sleeve, sheet and roll film we provide is printed via flexographic or rotogravure processes. We also offer other branded items using digital and offset printing on a variety of substrates e.g., card stock, label paper, PP (polypropylene), PS (polystyrene), etc.**

THESE MEASUREMENTS AND GUIDELINES ARE TO BE USED AS A GENERAL REFERENCE GUIDE FOR ARTWORK AND DESIGN CONSIDERATIONS. IF ADDITIONAL INFORMATION IS NEEDED PLEASE CONTACT AN A-ROO COMPANY SALES PROFESSIONAL.

## ART FORMATS

Supply all color graphics in **Pantone™ Spot color format or CMYK (cyan, magenta, yellow & black)**, not RGB (Red, Green & Blue). RGB files must be converted to CMYK before printing. Due to color shifts that occur when converting to CMYK, please check proofs carefully to ensure the color meets your expectation. Please note that computer monitors do not accurately represent color.

**Color Matching** It is critical to provide a color sample when color matching.

**Pantone Spot Colors** ensure legibility and quality for small text and graphics that would be compromised in CMYK because of registration. It is best to use spot colors wherever possible. Additional spot colors may be chosen to ensure your artwork prints correctly. The Pantone coated swatch book is used for accurate printing on plastic film substrate.

To select a Pantone color visit: <https://www.pantone.com/color-finder>. Please identify Pantone colors in the swatches panel.

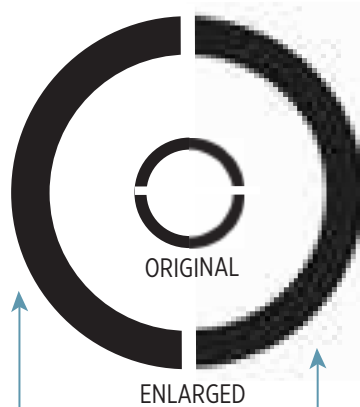
### Accepted File Types:

Adobe Illustrator: .ai  
Adobe Illustrator is a vector artwork program and the preferred program for flexographic and rotogravure printing.

Encapsulated Postscript: .eps  
Scalable Vector Graphic: .svg  
Portable Document Format: .pdf  
Please preserve the vector information in the three file types above by saving your files with editing capabilities and outlining your text.

Adobe Photoshop: .psd  
Photoshop is a raster artwork program used mostly for photo editing and web design. All Adobe Photoshop artwork must be placed in Illustrator as a linked image and the original CMYK tiff must be provided. We can place the Photoshop file into Illustrator if you cannot. Please preserve the editing capabilities to include the layers and channels information.

Tagged Image Format File: .tiff  
JPG(JPEG): .jpg or .jpeg  
The two formats above are other acceptable raster formats that can be placed as a linked image in an Illustrator file. Also provide the original file.



### Vector Art

Resolution independent art made from 2D points connected by lines to form shapes that allow for unlimited scaling, large or small.

### Raster Art

Resolution dependent art made from rows of pixels. The art quality degrades as pixels/art increases in size.

Raster artwork resolution/  
image size must be  
**300 DPI (dots per inch)**

## ROYALTY HOLDING ART

Customers will be responsible for any fines and/or fees that are incurred because of royalty-holding art or copy.

## PROOFS

You have invested a great deal of time and money into your project. Take the time to verify your proofs, scrutinize the item size, spelling, language translation, UPC # etc. with great care. The proof is the last look before pre-press and production. Additional costs may occur if adjustments are not called out at this critical stage.

## DIELINES

If you need a dieline contact your sales representative and one will be provided for you.

## WHITE INK ON CLEAR SUBSTRATES

Indicate white ink and clear areas on separate labeled layers.

When printing on clear film:  
Should the final product be opaque or transparent?

1. Process inks (CMYK) and various spot inks will be transparent.
2. White ink is used to prepare surfaces so colors are not transparent. Even if white is not a color used in the design — it is frequently printed under all colors to increase the design's opacity.
3. White ink will be more visible on clear materials than darker colors.
4. Spot colors with a percentage of white ink in them will be more opaque.
5. Consideration for this must be made during the design process.

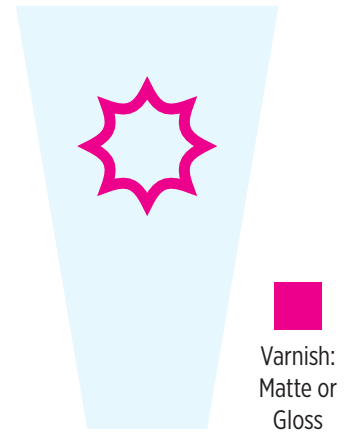


## WHITE INK ON METALLIC SUBSTRATES

Please indicate white ink on a separate labeled layer. Please indicate areas where the metallic substrate shows through on a separate labeled layer.

## VARNISH

Indicate varnish on a separate layer.



## BARCODES

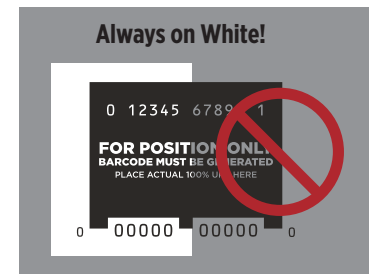
As long as you provide the complete UPC number and put a UPC placeholder on your artwork file a UPC will be generated for you.

**White ink must be printed behind machine scannable barcodes.**

A 'basic' barcode is always 2 colors. Don't forget to count White, as a color!

Avoid using light colors for the bars, which may make the code difficult to scan.

All UPCs will be positioned to print in the direction of film movement on the press. (See print direction diagram on pg 4)



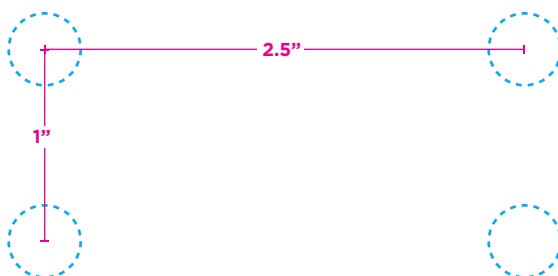
## VENT HOLE MEASUREMENTS

Vent Hole Sizes



Layout

Vent holes must be spaced by a multiple of 2.5" horizontally and/or 1" vertically from each other.



## CYMK VS. SPOT COLORS



**CMYK**

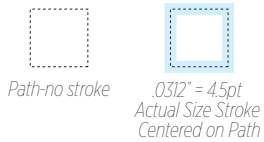
If you have reverse print or non-photo elements in process colors, a spot color should be chosen instead.



**SPOT**

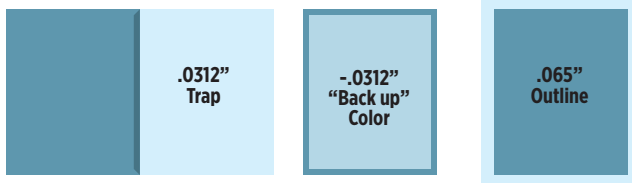
## TRAPPING

### Flexo & Gravure



If two colors touch or butt, trapping may be required. Trapping compensates for the limitations of the printing process and is accomplished by intentionally overlapping colors.

Lighter color spreads under darker color.

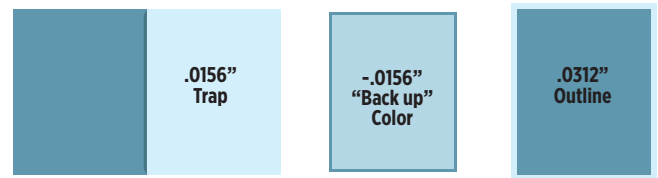


### Digital & Offset



Traps range between .0033" to .0156" depending on the substrate and intended printed content.

Lighter color spreads under darker color.



## FONT & LINE WEIGHT

### Flexo & Gravure

#### Minimum Sizes (Reverse Print)

**2pt Line**

**10pt Bold Sans Serif**  
**14pt Bold Serif**

Size may need to be altered due to individual font characteristics.

#### Symbol Sizes (Reverse Print)

® , © , ™ should be at least .125 dia.

® , © , ™ should be at least .140 dia.

#### Minimum Sizes (Positive Print)

.5pt Line

7pt Sans Serif

9pt Serif

Size may need to be altered due to individual font characteristics.

#### Symbol Sizes (Positive Print)

Sans Serif ® , © , ™ should be at least .08 dia.

Serif ® , © , ™ should be at least .10 dia.

Fonts need to be included with art or outlined.

IF FONT IS NOT PROVIDED AND TEXT EDITING IS REQUIRED, CUSTOMER MAY BE CHARGED FOR FONT PURCHASE OR A SIMILAR SUBSTITUTE FONT WILL BE USED.

### Digital & Offset

#### Minimum Sizes (Reverse Print)

**1pt Line**

6pt Bold Sans Serif

**9pt Bold Serif**

Size may need to be altered due to individual font characteristics.

#### Symbol Sizes (Reverse Print)

® , © , ™ should be at least .060 dia.

® , © , ™ should be at least .075 dia.

#### Minimum Sizes (Positive Print)

.5pt Line

4pt Sans Serif

5pt Serif

Size may need to be altered due to individual font characteristics.

#### Symbol Sizes (Positive Print)

Sans Serif ® , © , ™ should be at least .050 dia.

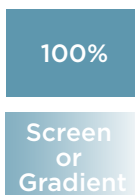
Serif ® , © , ™ should be at least .070 dia.

Fonts need to be included with art or outlined.

IF FONT IS NOT PROVIDED AND TEXT EDITING IS REQUIRED, CUSTOMER MAY BE CHARGED FOR FONT PURCHASE OR A SIMILAR SUBSTITUTE FONT WILL BE USED.

## SCREENS & GRADIENTS

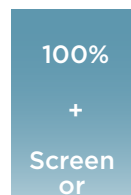
### Flexo & Gravure



Designs containing large solid flat areas of color and screens or blends of that same color will be separated into two plates (solid on one, screen on the other), and will use two separate ink stations on the press.

GRADIENTS CANNOT "DROP" OR FADE TO 0%, FADE LIMIT IS 10% ON ALL FLEXO JOBS.

### Digital & Offset

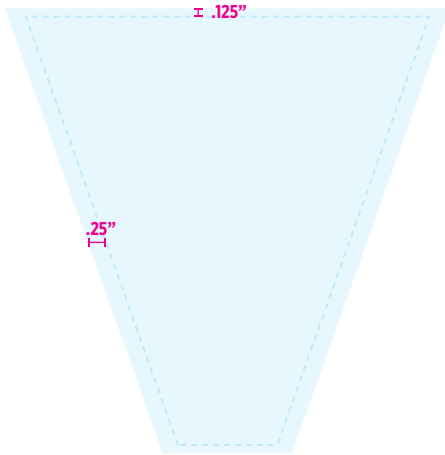


Designs containing large solid flat areas of color and screens or blends of that same color can share the same plate and do not need to be separated.

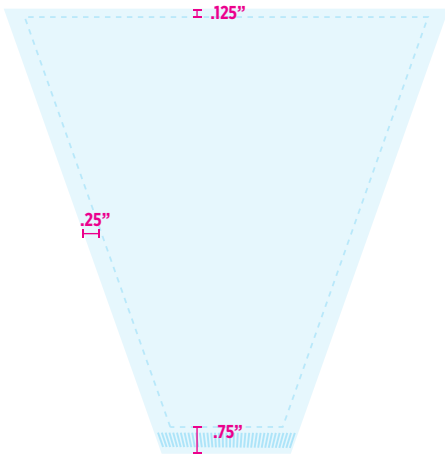
GRADIENTS CANNOT "DROP" OR FADE TO 0%, FADE LIMIT IS 3% ON ALL DIGITAL & OFFSET JOBS.

### PRINT DISTANCE FROM SLEEVE EDGE

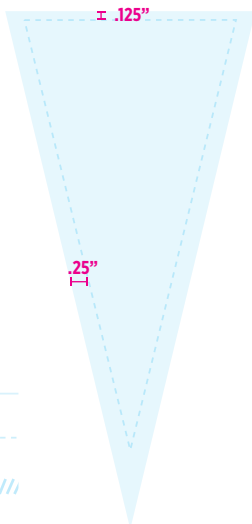
Open Bottom Sleeve



Sealed Bottom Sleeve

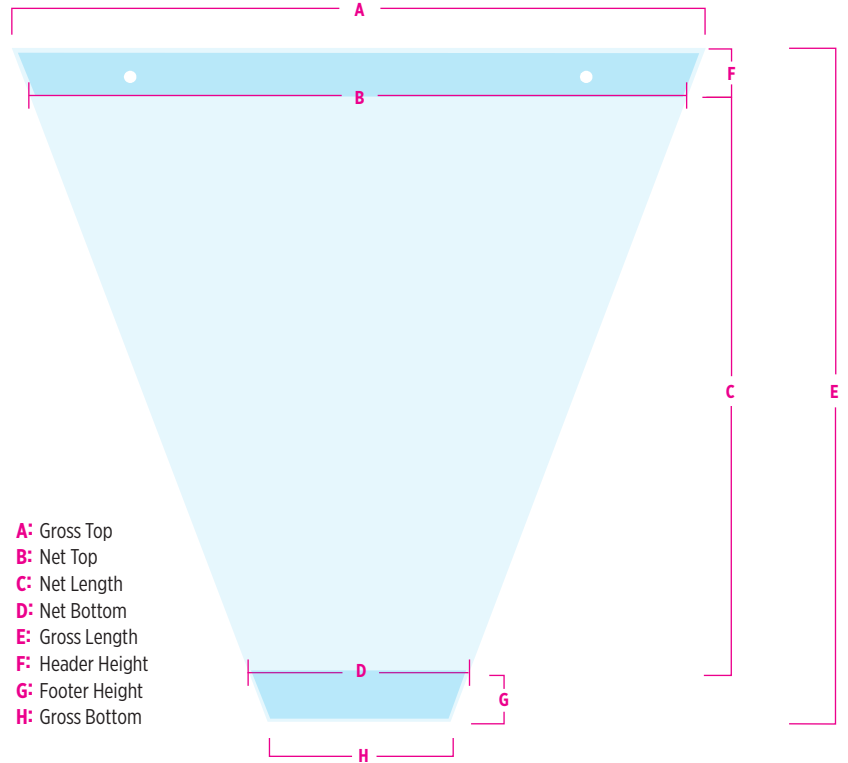


Cone Sleeve



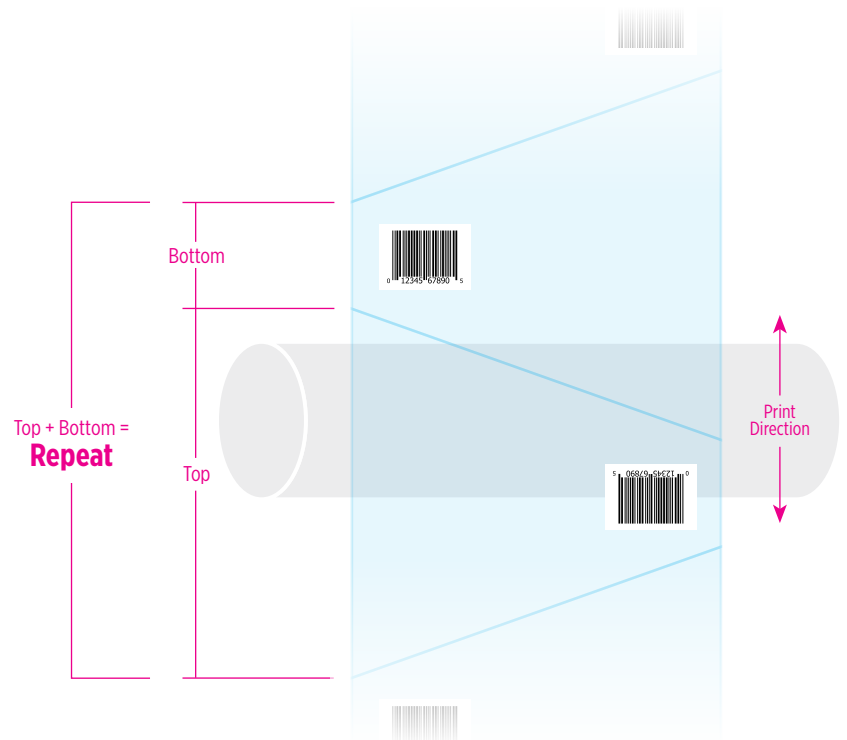
- Trim Edge
- Safe Artwork Area
- Bottom Seal

### ANATOMY OF A SLEEVE



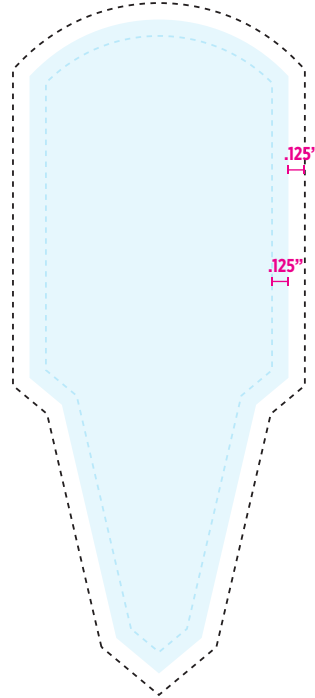
- A:** Gross Top
- B:** Net Top
- C:** Net Length
- D:** Net Bottom
- E:** Gross Length
- F:** Header Height
- G:** Footer Height
- H:** Gross Bottom

### SCANNABLE CODE AND PRINT DIRECTION

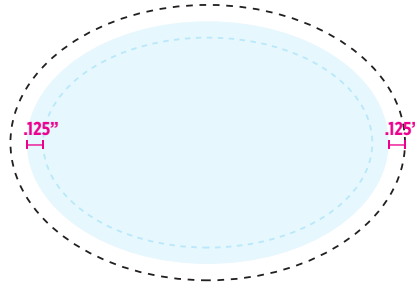


## PRINT DISTANCE FROM ITEM EDGE

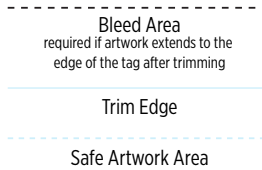
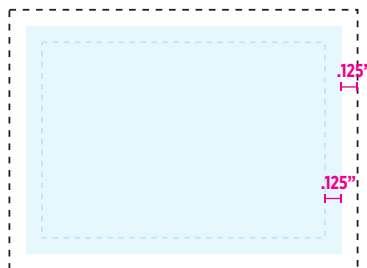
Stick Tag

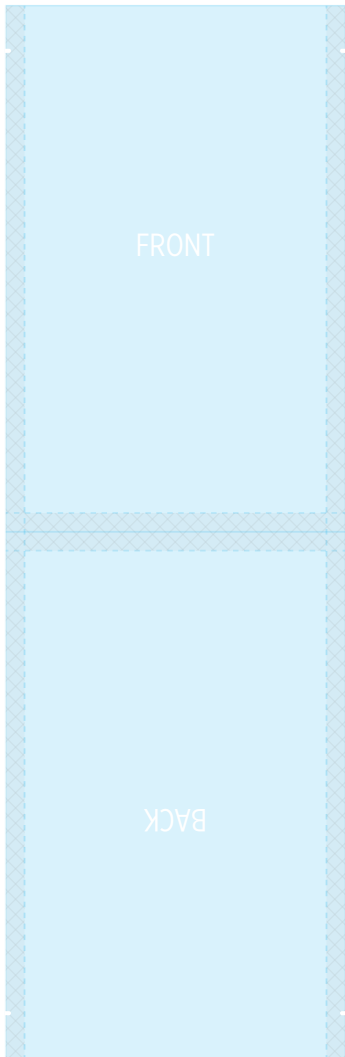
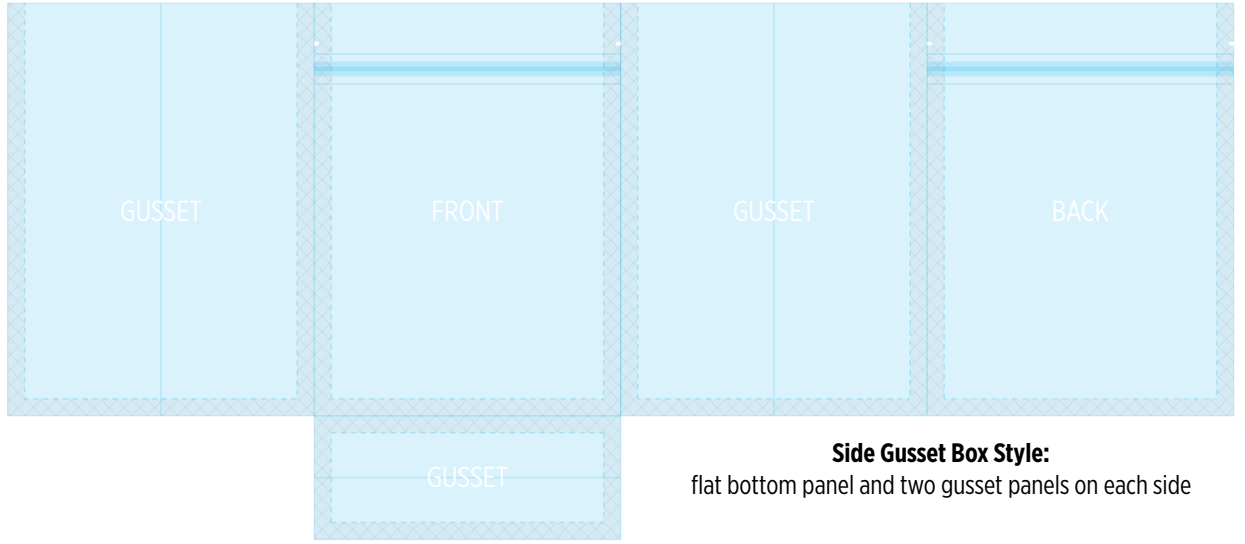


Label

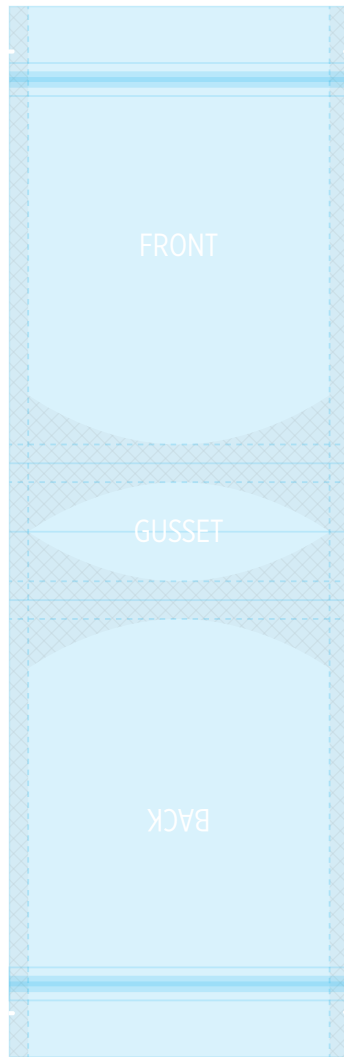


Card





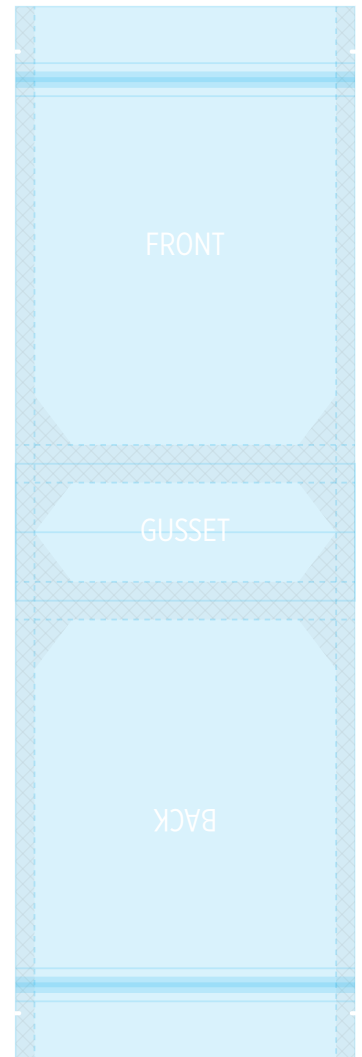
**Flat Pouch Style:**  
no gusset



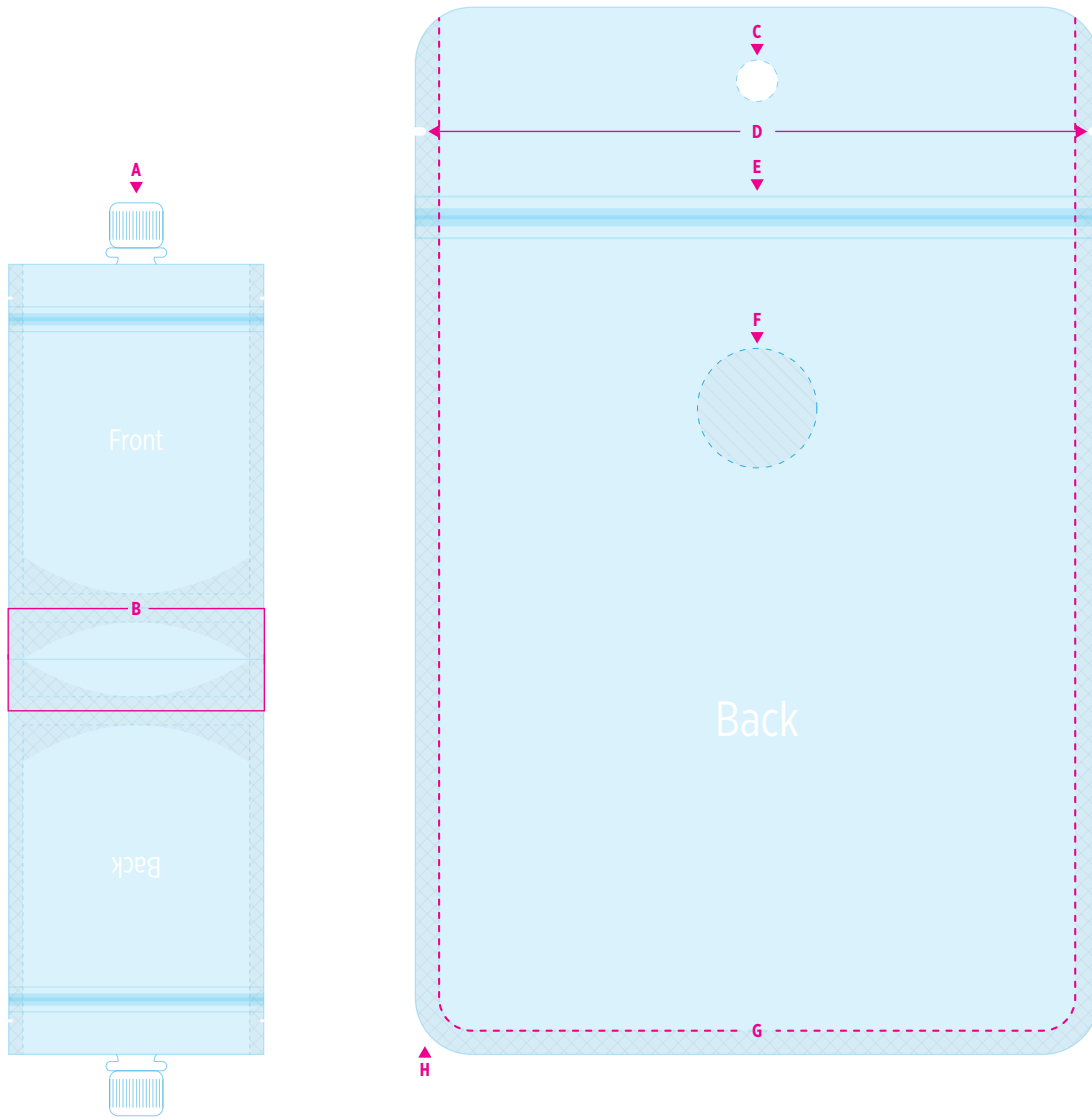
**Round/Barrel-Shaped Style:**  
rounded bottom



**Plow Style:**  
rectangular bottom  
with no gusset seams



**K-Style:**  
rectangular bottom



**Air Valve:** releases internal air while keeping external air from entering

**Spout:** can be added to the top of a pouch or come off the side at an angle

**2mm Border:** may need to be added to pouch bag edges to allow for any shifting during production. The border may be the substrate or a solid color.

**Hang Hole:** various sizes and shapes - most common are 8 mm round, inverted T, and osha

- A:** Spout
- B:** Gusset
- C:** Hang Hole
- D:** Tear Notches
- E:** Zipper
- F:** Air Valve
- G:** 7 mm Seal
- H:** Rounded Corners

