

DESIGN PROCEDURES AND SPECIFICATIONS

For design preparation, digital files

and

proofing

for brick style cartons



Alternapak’s procedures and specifications for design preparation, digital files and proofing.

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Procedure summary

1. Customer submits digital files and, if necessary colour reference.
2. Alternapak provides proofs to customer for approval.
3. Customer signs proof and returns proof to Alternapak.
4. Alternapak will use signed proof and/or colour reference as a guideline for printing.

Note: for more information please contact our Prepress Department by e-mail prepress@alternapak.com or phone +31-24-7410900.

Procedure

1. Digital files and colour references submitted by customer

Digital files

For design preparation gridsheets are available on request.

Data can be processed from the following programmes and/or file formats:

Esko ArtPro, Adobe Illustrator, Photoshop (only images), InDesign, EPS, PDF and JPEG files.

When other programmes or file formats are used this could result in additional processing time and cost.

Colours need to be defined as process colours or Pantone colours. Please use C colours for clay-coated board and U numbers for non clay-coated board.

Do not forget to include:

- All layers (do not flatten).
- The colour profiles (if used)
- The embedded pictures (use links)
- The fonts
- The full text and do not convert in outlines (leave them editable)
- A low resolution PDF as "lay-out model"
- The Pantone colour numbers if required

To upload files please use our simple and secure upload service: www.alternapak.wetransfer.com

Standard e-mail can be used also for files up to 10 Mb but please compress files.

Colour references

If the customer would like Alternapak to use certain samples as colour reference for the preparation of the proofs, please send Alternapak 4 signed samples.

Without colour samples the digital file will be used as colour reference.

If there is a miss-match between the printing surface (clay-coated or non clay-coated) of the provided sample and the board type used for printing then the colours will be emulated as well as possible.

2. Proofing provided by Alternapak

The type of proof (hard and/or soft proof) made under authority of Alternapak and submitted to the customer depends on the complexity of the design and printing process.

<i>Type of design</i>	<i>Printing process</i>	<i>Print quality</i>	<i>Type of proof</i>
Complex	Flexo Premium (FR)	Top quality	Hard proof
Complex	Flexo Process (FP)	High quality	Hard proof
Complex / Simple	Flexo Eco (FE)	Standard quality	Hard or soft proof
Simple	Flexo Line (FL)	Standard quality	Soft proof

In principle simple designs are line art only (colours are not composed) and can therefore be clearly defined by means of Pantone or colour reference. All others are complex designs.

Hard Proofs

Hard proofs are made by Alternapak on a calibrated inkjet printer on standard substrate and will be used for colour and lay-out approval.

Soft proofs

For lay-out approval a PDF will be used as soft proof.

In case of simple designs a soft proof will also be used for colour approval.

Note: for 100% correct lay-out a PDF file needs to be opened in the latest versions of Acrobat Reader only.

Note: colours seen on customers computer screen or on a print-out can only be used as an indication.

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3. Customer approval

Printing can not take place before the hard and/or soft proof has been approved and Alternapak's main office has been informed.

Hard Proofs

Alternapak will provide the customer with two identical hard proofs.

One proof is to be signed for approval by the customer and one proof is for the customer's file.

The customer should check the hard proof carefully on both the colours and lay-out prior to approval.

The signed proof needs to be returned to Alternapak's main office.

The hard proof is a reference for all full-colour (CMYK) elements.

Spot colours are indications only. The Pantone numbers mentioned refer to the Pantone color guide.

Sample colours mentioned refer to the colour references supplied by the customer.

The hard proof is most reliable when printing will take place on clay coated board. When printing on non clay-coated board small colour deviations may occur.

Soft Proofs

Alternapak will send the customer a link to download the soft proof (PDF file).

The customer should check the soft proof carefully on lay-out (and colour in case of simple designs) prior to approval.

To submit approval the customer should return the e-mail with the link or

send a separate e-mail to prepress@alternapak.com with the design and revision numbers.

Process time for prepress

The process time is dependent on various factors, such as complexity of design, date of receiving files and samples, corrections to be made, etc.

Therefore as an indication only please consider the following process times:

<i>New designs</i>	1 to 3 weeks
<i>Changes to existing designs</i>	1 week

4. Print start-up at Alternapak

The signed proofs (including the signed colour references, if available) will be used by Alternapak as a reference for the first printing batch. The best achievable print result will be used as a "mother sample" for repeat printing batches.

Be aware that as in any industrial process, production deviations can occur.

Print specifications

<i>Printing process</i>	<i>Screening</i>	<i>No. of colours</i>	<i>Print surface</i>	<i>Print quality</i>
Flexo Premium (FR)	48 l/cm	up to 8 colours	Clay-coated	Top quality
Flexo Process (FP)	48 l/cm	up to 6 colours	Clay-coated	High quality
Flexo Eco (FE)	34 l/cm	4 – 8 colours	Non clay-coated	Standard quality
Flexo Line (FL)	24 l/cm	up to 5 colours	Non clay-coated	Standard quality

<i>Font sizes</i>	<i>Sans Serif</i>	<i>Serif</i>	<i>Script</i>	<i>Minimum line thickness</i>
Solid colour	5 pts	6 pts	10 pts	0,1 mm
Dia-positive	7 pts	8 pts	12 pts	0,2 mm
Composite colours	8 pts	8 pts	12 pts	0,2 mm
Composite colours dia-positive	8 pts	8 pts	12 pts	0,25 mm

Bleed 5 mm

<i>Dot gain</i>	<i>Minimum</i>	<i>Maximum</i>
Design should be made with:		
Minimum - maximum dot	2 %	100%

In print it will result in:		
Minimum - maximum dot	8 %	98%

Colour Profile for digital proofs
Type Standard Flexo profile

Colours
Colour system Pantone Matching System
Print sequence YCMK –PMS colors (from light to dark)
Maximum ink coverage 320 %
Print register max 0,25 mm (color to color)

<i>EAN-code size</i>	<i>Minimum</i>	<i>Maximum</i>
Bar Width Reduction	80%	200%
	25 micron (EAN-code will be replaced to guarantee the correct BWR)	

We would like to point out that if the above mentioned specifications are not adhered to, this could have consequences on the final quality and/or delivery time.

For further information and/or assistance please contact our Prepress Department:

Address Main Office Alternapak Europe B.V.
Kerkenbos 1035
6546BB NIJMEGEN
The Netherlands

Telephone +31 - (0)24 – 74 10 900
E-mail prepress@alternapak.com

Upload designs www.alternapak.wetransfer.com

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