

REQUIREMENTS FOR PAPER CUP, SALAD BOWL AND ICE CREAM CUP DESIGN FILE PREPARATION



PRESENTATION

Artworks are accepted in *.pdf format. Do not set any additional marks and bleeds while saving the .pdf file.

- ! Fonts and illustrations must be converted to outlines.
- ! Do not change artboard dimensions!
- * Technical objects and colours should be removed in the final artwork.
- ! Do not change technical lines color to CMYK.

DRAWING

The exact and particular product cutter drawing / template provided in TEMPLATE section should be used for the Artwork preparation. You can use Rectangular or Warped template. Both are equally acceptable.

- ! Artwork should be in 1:1 scale.

COLOURS

ISO 12647-2 standard is used in a printing process, which guarantees CMYK values printed just as they should be. All Pantone colours are converted to official CMYK values. However, not all Pantone colours can be printed in CMYK. No claims concerning unexpected colour result are accepted.

- ! The max amount of dye per one dot cannot exceed 280 %. The min value of the printed dye is 5%. Contrast between colors must be atleast 30%, for example background 35% design elements 5%
- * For Rich Black please use C 45 M 45 Y 45 K 100.
- ! Do not use Registration colors in the design.

The recycled cardboard we use for the second wall of the paper cups is not bright white, it's greyish. herefore the paper cups won't be bright white if the design of the cup has white background.

ILLUSTRATIONS AND EFFECTS

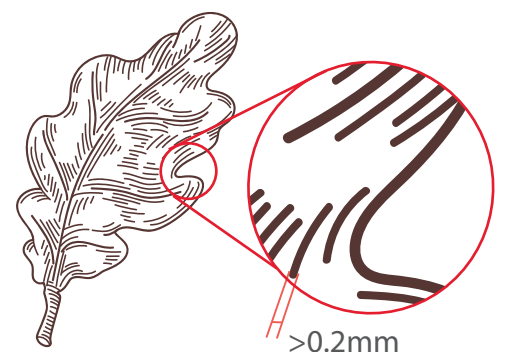
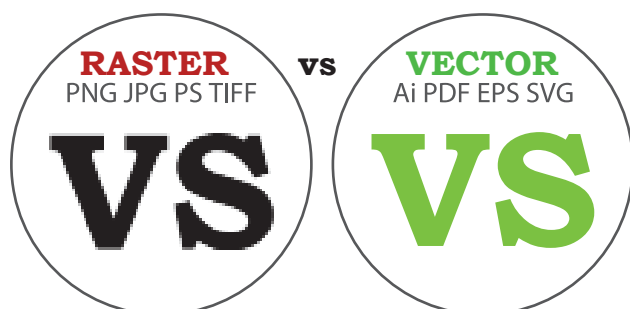
The resolution of images should not be less than 250 dpi.

- * Do not increase the resolution of the illustration using graphic applications. This will not increase its quality.
- * Avoid using PNG and JPG raster elements on cups.

If you are using PNG files with transparent background or JPG logo with background please keep in mind that background around the design element will be (might be) different from the rest of the background color, graphic element and background might be treated differently and it might have a visible unwanted affect on the printed cups.

TEXT AND LINES

- * Text size should not be smaller than 2mm - 8,5 pt. Thickness of line should not be thinner than 0.2mm.

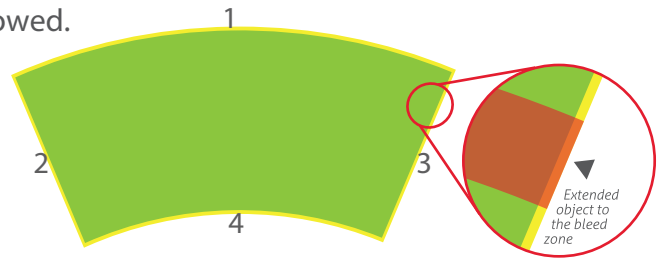


- ! This is a must.
- * This is preferable.

BLEED AND SEALING ZONES

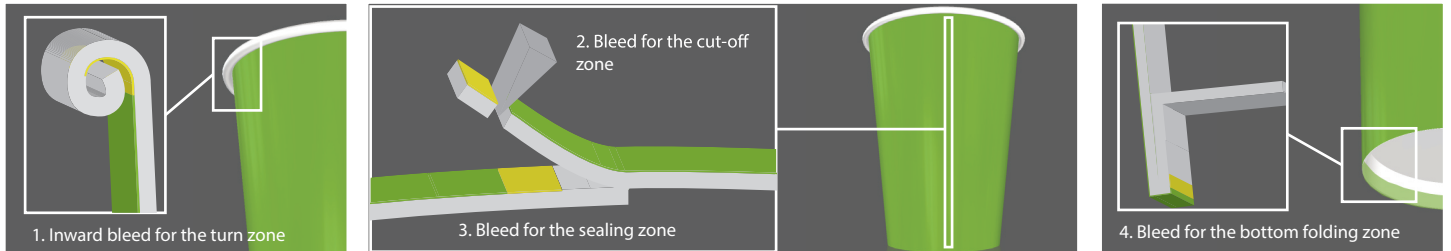
Bleed requirements indicated in the template should be followed.

- ❗ There should be no objects outside the bleed zone.
- * All the Objects and texts should be placed at **least 2 mm from the Visible zone** borders.
- * If you desire the object to be extended to the edge of the cup, the design should be made accordingly by extending the object to the bleed zone.



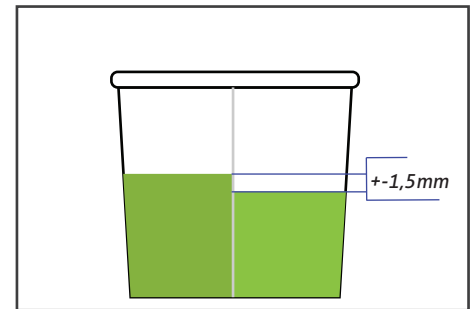
Clarification of bleed used in the production of cups

- Visible area
- Bleed zone

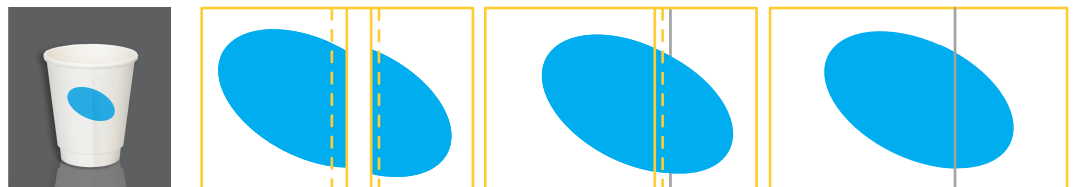


OBJECT MATCHING

Please be advised on some principles about matching the design elements by the sealing zone. If you choose to match some objects through the sealing zone, please note that there might be up to 1,5 mm objects mismatch after the formation of the cups.



When designing the Artwork, please note that objects at the sealing zone are matched based on the visible area, but should be continued to the bleed zone.



Object matching at the sealing zone is not mandatory and it is entirely your choice.



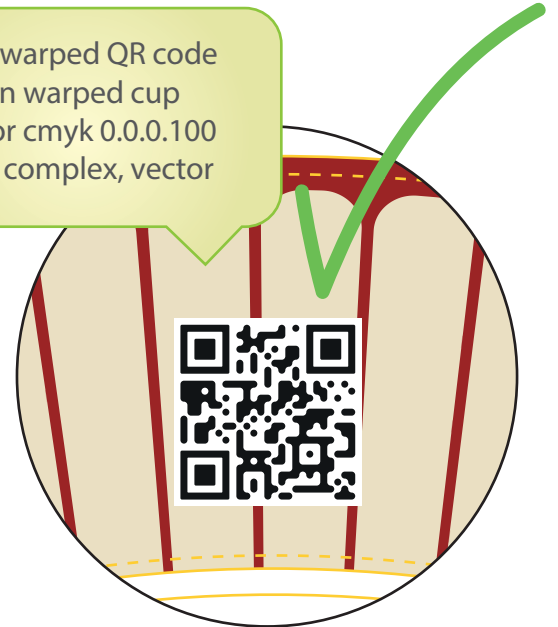
QR CODE

- * Recommended QR code sizes bellow, for DW and SW cups.
- * Code must be on the top of the contrasting color, for example: black on white background.
- * Code must be placed centered at the lower part of the cup.
- * Code should be placed not warped on warped cup, see explanation image bellow.

Optimal QR code height:

| CUP SIZE | MIN QR | MAX QR |
|----------|--------|--------|
| 4 oz | 20 mm | 30 mm |
| 8 oz | 20 mm | 30 mm |
| 12 oz | 20 mm | 40 mm |
| 16 oz | 20 mm | 40 mm |

Not warped QR code
on warped cup
Color cmyk 0.0.0.100
Not complex, vector

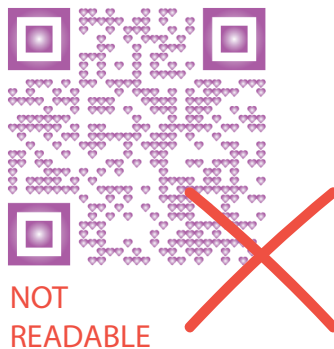


Some examples:

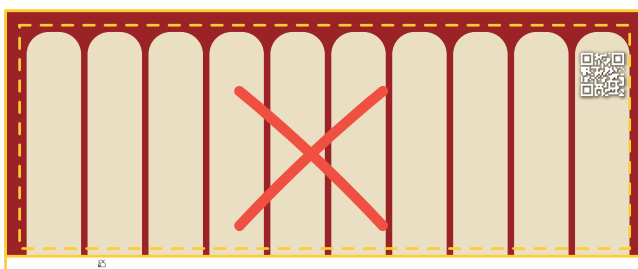
Good, easy recognized
by all devices



BAD, complex, low
quality raster, multiple color.



BAD, smaller then 20 mm
top corner not contrasting color.



BAD, warped on warped file, deformed.



- * When generating QR code online, from all formats that you can choose save it as SVG format, this format is best for print and online use also.

! This is a must.

* This is preferable.

SUPD LABELING

From July 2021 the EU Single Use Plastic Directive (SUPD) requires standard “Plastic in Product” marking for the range of packaging items, including beverage paper cups, which are made partly of plastic. Perfectly legible and indelible labeling is necessary regardless of plastic content level in the product.

! If you are ordering paper cups, please make sure that you have placed PLASTIC IN PRODUCT label in the design of the paper cup.

The label must be placed horizontally on the cup, away from the drinking area. Dimensions of the label for cups under 500ml are 1.4cm by 2.8cm. The label must contain the language of the country the product is used in. The information text PLASTIC IN PRODUCT (or its language alternative) must be in upper case and in **Helvetica Condensed Bold** font.



! This is a must.

***** This is preferable.