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 should be embedded when designing the Artwork.

(!) Do not alter artboard dimensions!

(!) Technical objects and colours should be removed in the final artwork.

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 maximum amount of dye per one dot cannot exceed 280 %. The minimum value of the printed dye is 5%.

(*) For Rich Black please use C 60 M 60 Y 60 K 100.

(!) Do not use Registration colors in the design.

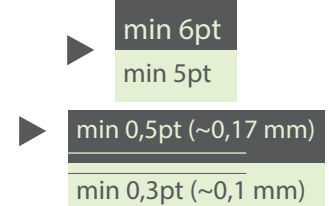## ILLUSTRATIONS AND EFFECTS

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.

TEXT AND LINES

(*) Small inverted text should have a plain background, only 1 intensive integral colour, and its font size cannot be smaller than 6 points. Small non-inverted text should have a plain background, only 1 intensive integral colour, and its font size cannot be smaller than 5 points.The minimum positive line thickness is 0.3 points. Negative - 0.5 points.
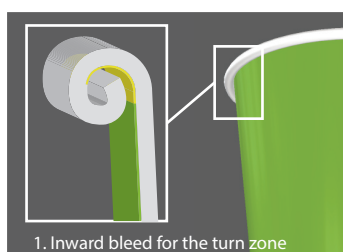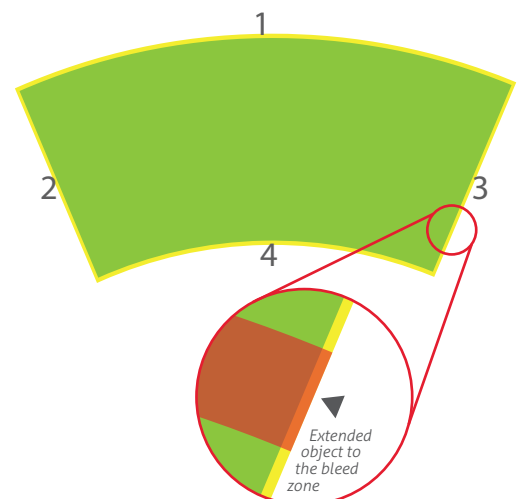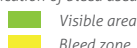
▶ min 6pt
min 5pt

▶ min 0,5pt (~0,17 mm)
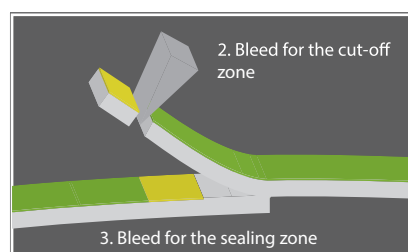min 0,3pt (~0,1 mm)

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.
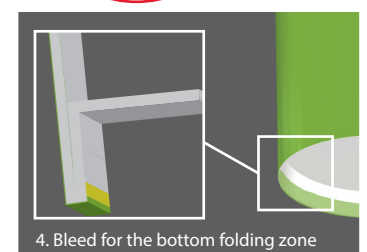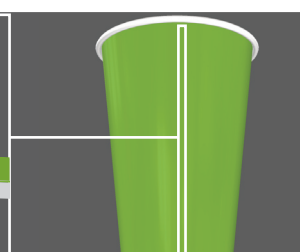
Clarification of bleed used in the production of cups

- Visible area
- Bleed zone

1
2
3
4

Extended object to the bleed zone

1. Inward bleed for the turn zone

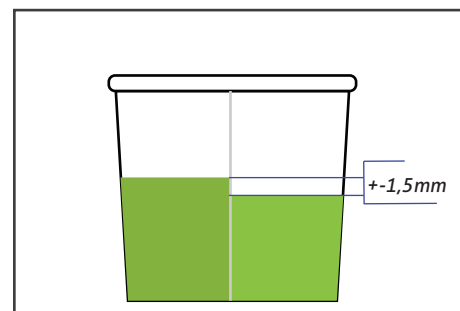2. Bleed for the cut-off zone

3. Bleed for the sealing zone
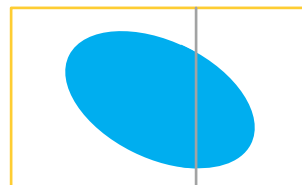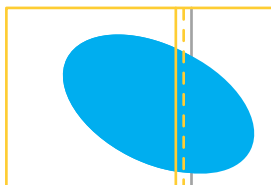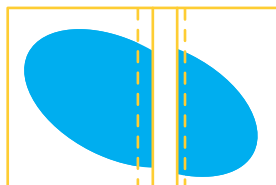
4. Bleed for the bottom folding zone

(!) This is a must.   (*) This is preferable.

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.
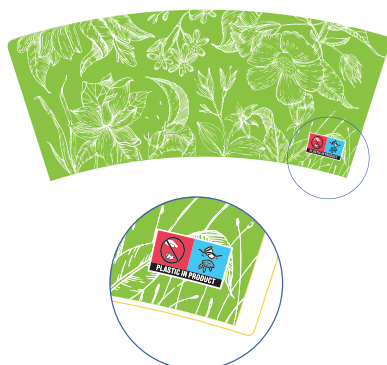

WARP HELP LINES

If you choose to use warped template please pay attention to the help lines (yellow). Objects in the Artwork should be bent parallel to the vertical and horizontal help lines. Please be reminded to remove the technical layer in the final artwork.

SUPD LABELING

! 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.