

# REQUIREMENTS FOR PAPER CUP DESIGN FILE PREPARATION



## PRESENTATION

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

! Fonts and illustrations must be embedded when designing the layout.

## DRAWING

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

! Layouts must 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 colour can be printed by CMYK. No claims concerning unexpected colours result are accepted.

! If You did a PMS to CMYK conversation, we are not responsible for the final result.

! Do not attach the colour profiles if you do not know exactly how they work.

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

! Digital proof is not a print proof. Please be aware that only professional and calibrated monitors can show a result which is close to the printed artwork.

! Please note that colours printed on uncoated cardboard for single wall cups and colours printed on coated carton for double wall cups might look different. Since coated cardboard allows the ink to sit on the surface, it remains rich and vibrant. The uncoated sheet allows more ink to be absorbed into the paper. Therefore uncoated cardboard is a more matte finish whereas coated is more glossy.

## ILLUSTRATIONS and EFFECTS

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

! When creating layouts, raster objects should preferably be embedded instead of linked.

\* Do not use raster illustrations in \*.gif, \*.bmp, \*.png formats.

\* Do not increase the resolution of the illustration using graphic applications. This will not increase its quality.

## TEXT and LINES

All fonts must be converted into curvilinear objects.

\* Avoid rastered text. This can negatively affect its readability.

Small inverted text must have a plain background, only 1 intensive integral colour, and its font size cannot be smaller than 6 points.

Small non-inverted text must 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

min 0,3pt

## RESPONSIBILITIES

Prepress will only make artwork suitable for printing. We won't check and we are not responsible for:

- Object mismatch at the gluing flap point. Please make sure You prepare your artwork after You read our requirements and instructions for design file preparation.
- Colour mismatch. As mentioned above, ISO 12647-2 standard is used in a printing process, which guarantees CMYK values printed right, just as they were in a digital file. If you compare CMYK printed paper cups in our Printing House with the CMYK printed cups from the other Printing House, the colours might look different. It is very likely your previous supplier was not using worldwide printing standards properly. Also, If you did a PMS to CMYK conversation, we are not responsible for the final result.

! This is a must.

\* This is preferable.

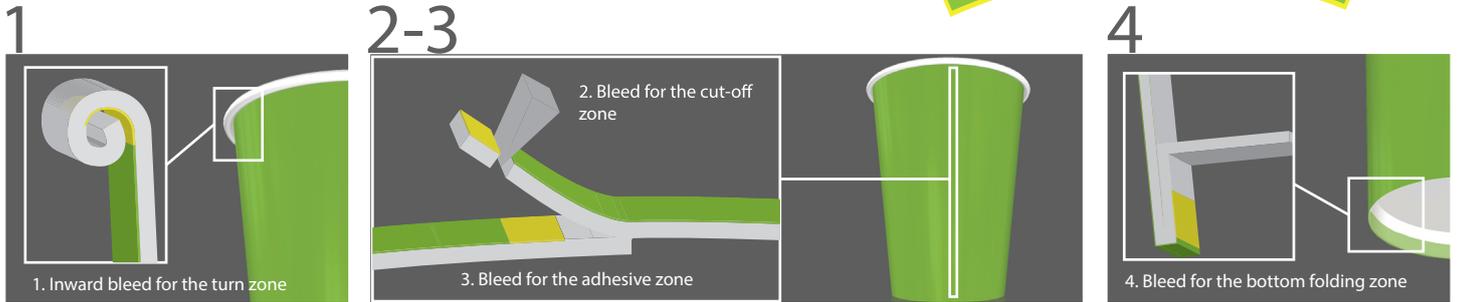
## BLEED AND ADHESIVE ZONES

Bleed requirements indicated in the template must be followed.

❗ There should be no objects outside the bleed zone.

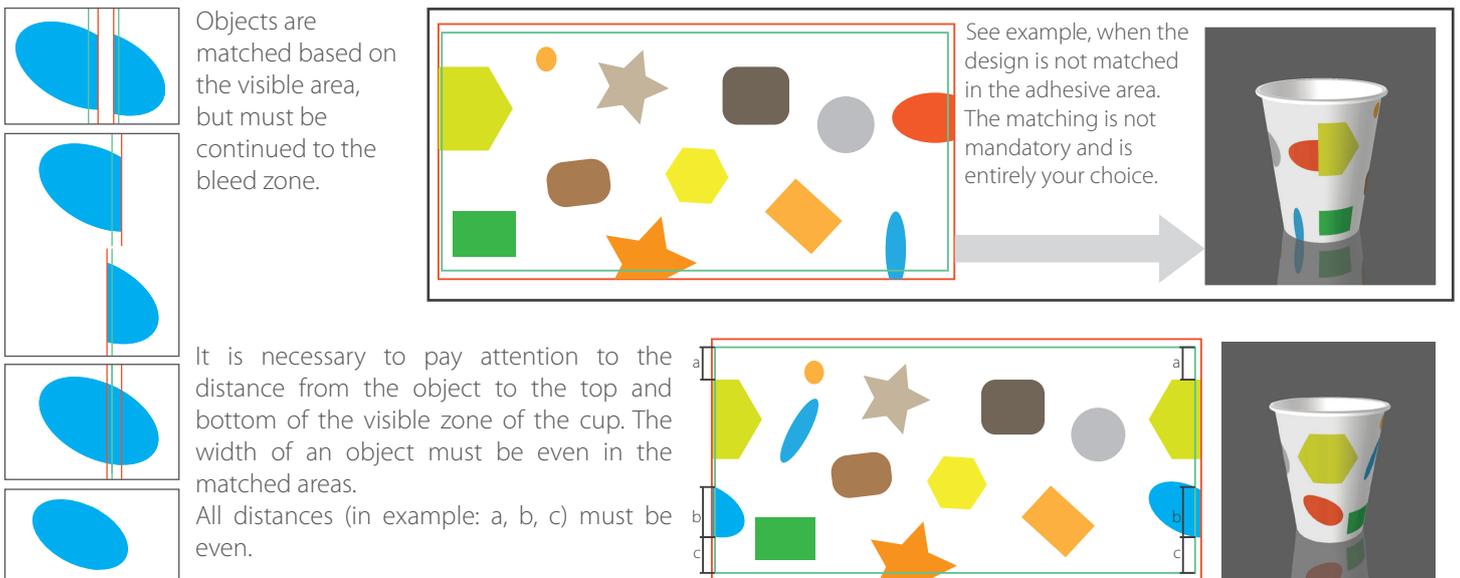
Clarification of bleed used in the production of cups

- Visible zone
- Bleed zone



## OBJECT MATCHING

It is necessary to know a few principles in order to achieve cup object integrity by the adhesive line. Remember that technical discrepancies (which are unavoidable) may occur due to the possibility of minor mismatch during the formation of cups. Therefore, it is recommended to avoid linking elements by the adhesive line.



## WARP GUIDE LINES

If you choose to use warped template please pay attention to the guide (yellow) lines. Objects in the layout should be fomed/bent parallel to the vertical and horizontal guide lines. The examples are shown on the right.



❗ This is a must.

⚙ This is preferable.