

GENERAL INFORMATION REGARDING THE PREPARATION OF GRAPHIC FILES

When designing for the purpose of applying flexography, please follow the guidelines below.

We work on PCs (Windows), using Adobe CS5.5 and CorelDraw X5. Files should preferably be saved in the Adobe Illustrator format (maintaining layers, text on curves, bitmaps in the appropriate resolution, etc.). PDF and EPS files should be generated, according to the versions of the afore-mentioned programs (maintaining layers). For preview purposes - save a design as JPG or PDF.

Bitmaps (link files) should be attached separately, saved using the .psd or .tiff format, maintaining layers and flattened effects. When attaching .jpeg files intended for printing, ensure they are in high resolution (min. 300 dpi), without compression. Images of low quality will translate into poor print quality. Attach an overview file showing the entire design: a .jpeg or .pdf file.

Please, prepare the files to be sent, according to the rules of pre-press preparation, especially with regard to the photos used (min. 300 dpi, CMYK) and texts (converted into curves), and various other files, such as pictograms, stamps, symbols, etc. (vector versions are preferred).

The design should be saved in a text version, as a vector object converted into curves (not as a bitmap).

Texts should be superimposed, using vector graphics software. Details regarding font usage:

- minimum font height 7 points (Arial),
- minimum height of the font in CMYK components - 8 points one-element sans-serif (e.g. Arial), 10 points two-element sans-serif (e.g. Times New Roman),
- texts printed in reverse (dark background and white texts) in CMYK screens, height at least 8 points,
- texts printed in reverse (dark background and white texts) in uniform-colour background, height at least 7 points.

All effects applied in the file should be prepared at the bitmap preparation phase and flattened in it (e.g. shadows, brightening, penetration, transparencies).

Thickness of the lines used in the design shall not be less than 0.3 millimetre (outside), if the line features one colour, or 0.4mm, if the line consists of more than one colour, or it is a colour selection from a coloured background.

Multi-colour tonal transitions should not go down to less than 3% of each colour component of the gradient.

Due to the dot gain effect, it is impossible to achieve a tonal transition of up to 0% of the colour. This should also be taken into account, when designing shadows on a white background - their cut-off at the edges will be visible at 3-5% of the colour. **This does not apply to the white colour, which is not subject to "rasterisation" - white should always be prepared as uniform-colour background (however, there are special cases and subject to separate arrangements). The rasterisation of Pantone colours also requires prior consultation.**

The materials sent are processed before printing, each time.

The specific nature of flexography requires that each of the files must be arranged on an assembly grid and adjusted, in terms of colours. Any interference with the files may result in a change to the layout (also in the colour scheme: swapping CMYK components for Pantone or vice versa), and to the arrangement of some of the elements in the design (e.g. size and location of the barcode, setting the barcode in line with the print direction, etc.). Therefore, please accept the files sent to the Client before printing, to ensure full satisfaction with the final result.

After adjustment of the graphics is completed, a JPG/PDF file is sent to the Client, which is used to check the substantive correctness of the design, primarily in the context of checking the correctness of texts. Please provide any comments regarding the file. A written confirmation (email, fax) is a necessary precondition for sending the design for printing.

We can make a colour proof showing the expected final effect of the print, at the customer's request. Proof is made using an ink-jet printer, taking into account the appropriate colour profiles. This printout does not reproduce the raster, and thus neither its



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linearity nor raster breaks. The final printout on the machine can differ by 5-10% from the presented proof.

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