Packiro

Artwork Guideline

Stand-up pouch



Checklist and everything you need to know
for creating the printing data correctly

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Before you get started...

1. ...please take time to read these instructions!

Here you will find all the information you will need to correctly design your artwork and perfectly create your print data. We created the templates to specifically comply with our printing requirements. Therefore, we ask you to use them exclusively, read this information carefully and follow the guidelines.

After you upload your print data into our system, we will check if it is ready for print. Wherever questions arise, please don't hesitate to contact us at **info@packiro.com** or call us on **+49 221 828 2720 0**.

Thank you for trusting us!

Your Packiro Team

Important!

We can only accept PDF files. Please do not send us open files. This way our workflow will go smoothly and many errors can be avoided.

Expert advice:

Want to use dark colours? Then feel free to contact us in advance. Because during production with Robin, Ben or Nils light colouring can occur at the sealed areas, since digital ink pigments are very sensitive to heat.

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2. Templates

In order to make sure that your packaging looks exactly as you want, it is important that you select the right template. Use our templates only, since they have been adapted to our specific printing requirements. You can download the templates here: packiro.com/en/help/print-templates

This is how you select the right template:

1. Material
Each Pouch-Material has specific printing properties and therefore its own template.
Ensure that you select the right template for the material you've chosen.

2. Sizes
Our Martha & Toni pouches are available in 7 sizes (XXS, XS, S, M, L, XL, XXL), our Robin, Ben & Nils Pouches come in 6 sizes (XXS, XS, S, M, L, XL)

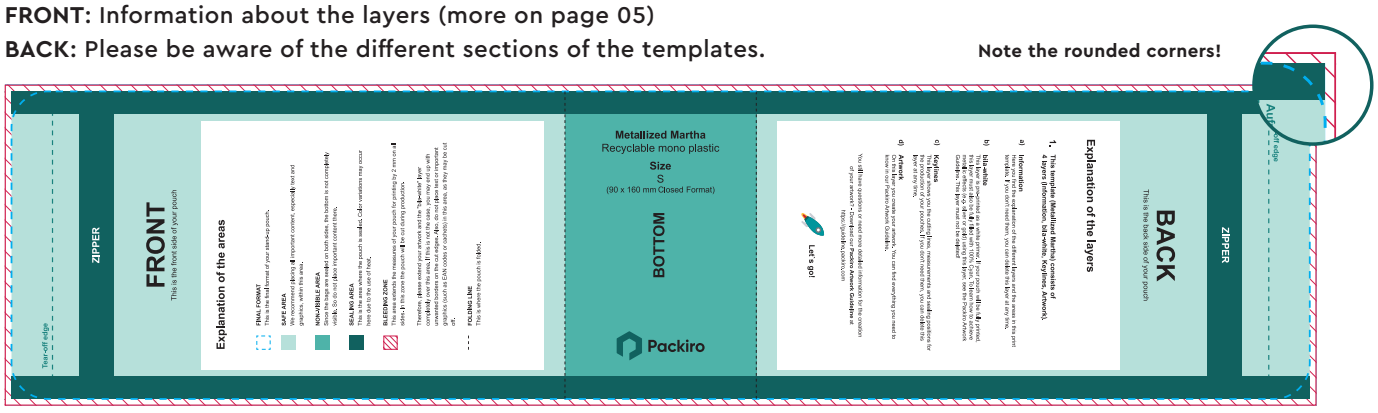
3. Add-Ons
Some add-ons, such as a euro hole, must be taken into account in the artwork creation.
Make sure you have selected the template with the proper add-on.

In the template you will find further **important information** for the correct handling.

Bleed Zone: Pay special attention to the 2mm bleed zone to avoid unwanted cuts and edges! The 2mm bleed will be removed during production. Please always create backgrounds and objects that are cover the entire file format to avoid page margins.

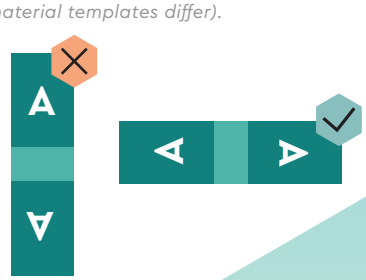
FRONT: Information about the layers (more on page 05)
BACK: Please be aware of the different sections of the templates.

Note the rounded corners!



Example template - Martha / Metallized plastic, size S, without euro hole (Other material templates differ).

The orientation of the templates should not be changed for the print data. (During design, the workspace can of course be rotated, the only important thing is that the print data is saved in the original orientation).



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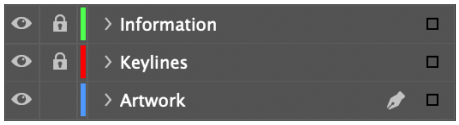
3. Layers

The templates are created with different layers. Each material template has its own layer-properties. Please note the detailed information in each material template

- **Layer order**
  It is important that you keep the order of the layers as it is and not change it.
- **Naming of Layers**
  Please don't adjust the names of the layers. Stick with the name provided.
- **Visiblity**
  Before you create your print data, make sure that all the **layers are visible.**



Example-Template: Martha & Toni



Example-Template: Robin, Ben & Nils

These are the layers:

- **Information**
  Here you find a summary of all the important information.
- **White Primer „bila-white“**
  (only applicable for Toni & Martha)
  Will be printed as white base coat.
  Please do not delete!
- **Keylines**
  Contains important cutting and folding lines, dimensions and sealling zones for the production.
- **Artwork**
  Your artwork has to be placed on this layer!

Important! Please keep the layer order and do not change any names. Make sure that all layers are visible when you create the print data.

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4. White Base Layer "bila-white" (only applicable for Toni & Martha)

Toni and Martha have a white base layer on which your artwork will be printed. For the printing process we have created a **bila-white layer** and a **bila-white color**.

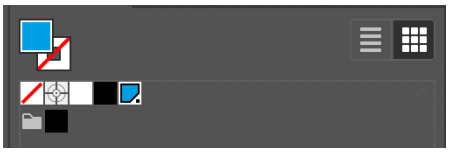
The **cyan color on the bila-white layer** is pre-printed as a **white primer**. If your pouch will be completely printed, this layer must also be filled with 100% cyan.

- The **bila-white layer** may not be deleted.



Example of bila-white layer

- The **bila-white color** may not be renamed, edited or deleted.



Illustrator bila-white Swatch

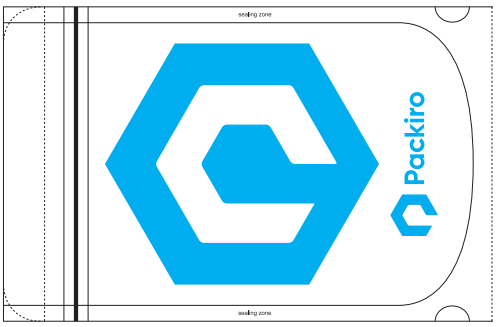
Important! The "bila-white" layer and color are important for the print production and must not be deleted!

Guideline

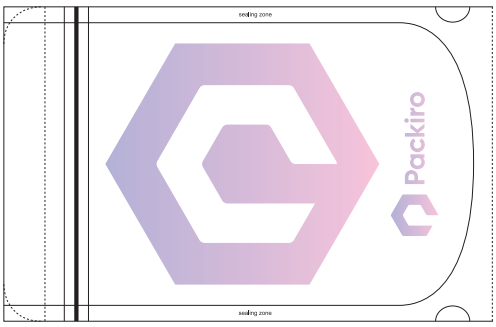
4.1 Window and transparent Elements for Toni

Toni allows you to make the pouch partially **transparent**. To do this, in addition to your artwork, you must also edit the white primer on the "bila-white" layer.

4.1.1 Your pouch mainly has a transparent background and works with design elements (logo, text, etc.)?
Create the the bila-white layer by copying all elements from your artwork layer. Place them in the same place in the bila-white layer and color them with the bila-white color on the Swatches panel.

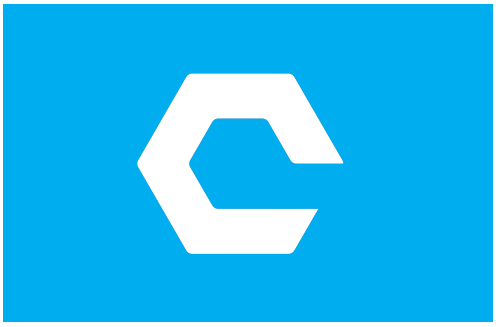


"bila-white" layer for the artwork
(Material: Transparent Toni)

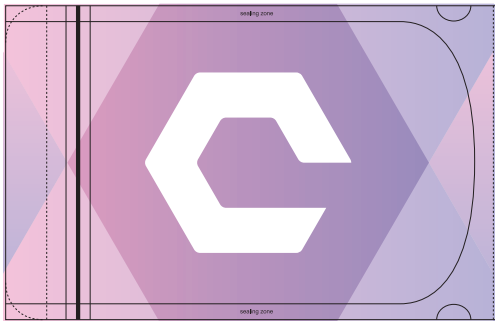


Artwork layer
(Material: Transparent Toni)

4.1.2 Your pouch is printed and has individual transparent elements or windows?
Here you do exactly the opposite. Cut out the elements that should appear transparent on the bila-white layer and on the artwork layer.



"bila-white" layer for the artwork
(Material: Transparent Toni)



Artwork layer
(Material: Transparent Toni)

Guideline

4.2 Metallized elements & highlights for Martha

For Martha the "bila-white" layer can be used to give elements or areas the effect of appearing in silver or metallic colors.

Removing the bila-white color ensures that the aluminium-colored material becomes visible, so that the metallic effect is created.

- **4.2.1 You would like to use the silver base material in your artwork?**
  In order to have elements appear silver, proceed with the steps described for Toni (see 4.1.1 or 4.1.2).

- **4.2.2 You would like to give colored elements, backgrounds etc. a metallic effect?**
  Then you can print that color directly on the silver base material. On the layer "bila-white" cut out the areas, that are supposed to be metallic. This way your artwork will be printed directly on this base material in these areas, thus giving it the metallic effect.

1



Artwork-layer

2



"bila-white" layer:
the elements are cut out

3



The finished Artwork:
The yellow shapes were printed directly on the silver base material and shine with a metallic effect.

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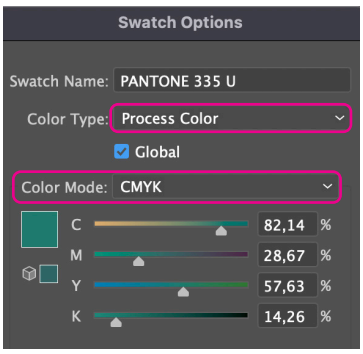
5. Colors

CMYK: It is important that the document and all colors in the document all colors in the document are created in CMYK color mode.

This way you can check whether the document is created in CMYK mode:
Main menu → File → Document Color Mode → CMYK Color



Special colors such as pantone must be converted to CMYK.
Proceed using the name of the special color.



Color field option

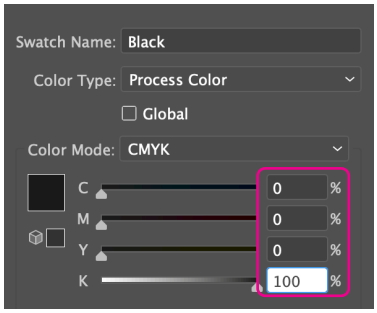


Spot or special color mode



Process- and CMYK color mode

100% Black: We advice black to be submitted as 100% (K) black.



100% Black

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6. Images

- The images used must have a **300dpi (Pixel per Inch) resolution. Lower dpi-values than that will appear blurry and pixelated. A higher resolution is not necessary, it only increases the file size and prolongs the upload.**

- You can check the image size in Photoshop. Make sure that the resolution is always proportional to the size of the image. Your image must be 300dpi on the actual siz e in your layout.

The effective dpi value is of importance, not the absolute value. Meaning the dpi value in relation to the picture's original width and height!

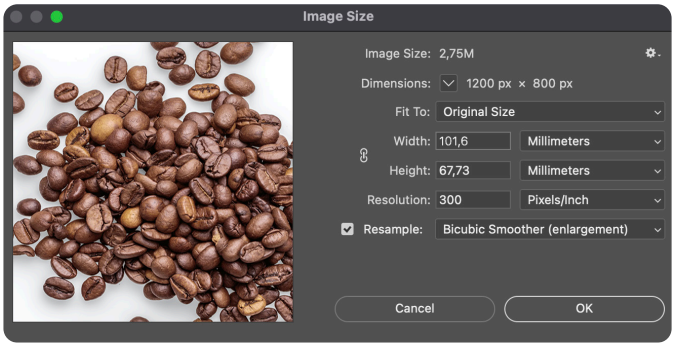
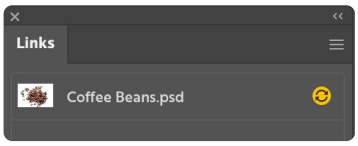


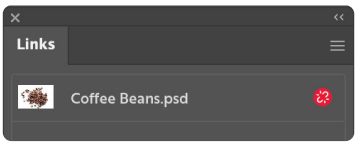
Image size in Photoshop

- **Don't use JPEG files. But PSD or TIFF files with 300dpi.**

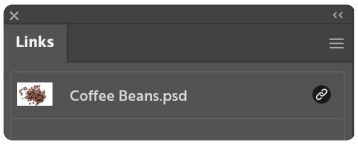
- Make sure that no links are missing and that they are all up to date.
In the „Links" window you will see a warning as soon as there are errors.



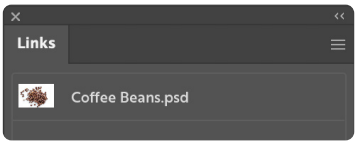
Link not updated



Link Missing

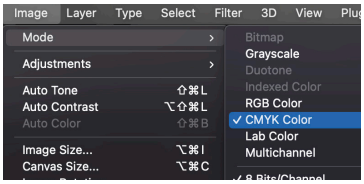


Link not embedded



No Errors

- Select the CMYK color mode for your images.



Color mode in Photoshop

Guideline

7. Fonts and Lines

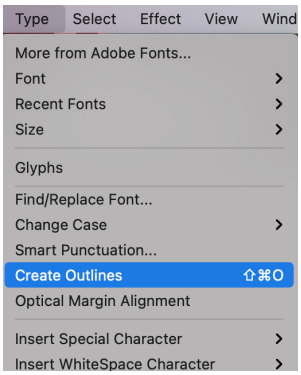
- The font size must be **at least 6pt.**

  Take note of the minimum line weight.
  - Positive lines (dark lines on light background) must be **at least 0.25 pt (0.09mm)** thick.
  - Negative lines (light lines on dark background) are recommended to be **at least 0.5pt (0,18mm)** thick.

- Make sure to outline all fonts. (in order to avoid any missing fonts). **Important: This should be your last step when you are sure that everything is correct. You won't be able to edit any text afterwards.**

How does this work?

Select your text and choose the following from the menu "Type" → "Create Outlines"



Important!

The fonts must be converted to paths in the final print file!
After that, texts are no longer editable. This should be your last step.

Small tip: Make a copy of the file before you save the print data and convert the fonts to paths, so you have a backup in case something needs to be changed.

8. EAN Barcodes / QR Codes

- Please test if all EAN Barcodes/QR Codes work before uploading the print data.

- It is best if your barcode is a vector file and therefore scalable in size.
  If not, make sure that the quality and size of the image is good enough.

- EAN Barcode/QR Code should be provided in black with a white background to ensure the hasslefree scanning of the code.

Checked all boxes?

9. Quick-Check: Here is an overview of the most important things to check off

- ⬡ Used the correct template?
- ⬡ Is your layout on the artwork layer?
- ⬡ All layers "visible" and with their original name and order?
- ⬡ Did you delete the „Information" layer?
- ⬡ All colors in CMYK mode?
- ⬡ All elements and backgrounds are all the way to the margin and extended to the bleed area (2mm)?
- ⬡ Images set to the correct resolution (300dpi)?
- ⬡ All images and graphics correctly linked and embedded?
- ⬡ Are all fonts converted into paths/outlined?



Then you can create your print data.

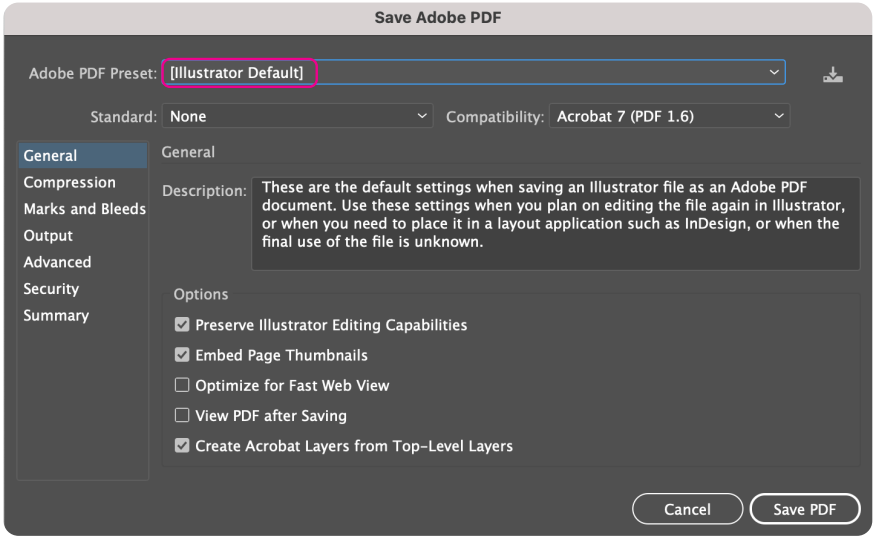
Creating Print data

10. Illustrator Print data creation

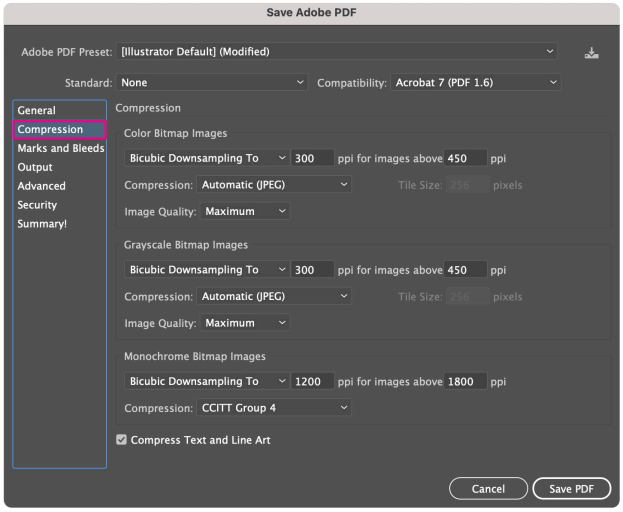
- From the menu, go to **File → Save As** and select **Format → Adobe PDF.**

General

- Now note the following setting: Adobe PDF Default → **Illustrator-Standard**
  Then you are sure that all other settings are correct.



Small tip: To reduce the file size for particularly large files (over 50 MB) we recommend using the following settings. Uploading is also faster.



Export and Upload PDF

Save your file with a proper name and keep the size and material name in the file name.

**And that's it - your print data is ready! You can now upload it on packiro.com.
Of course, we will check everything once again - then your packaging will immediately go to print and be on its way to you!**

Creating Print data

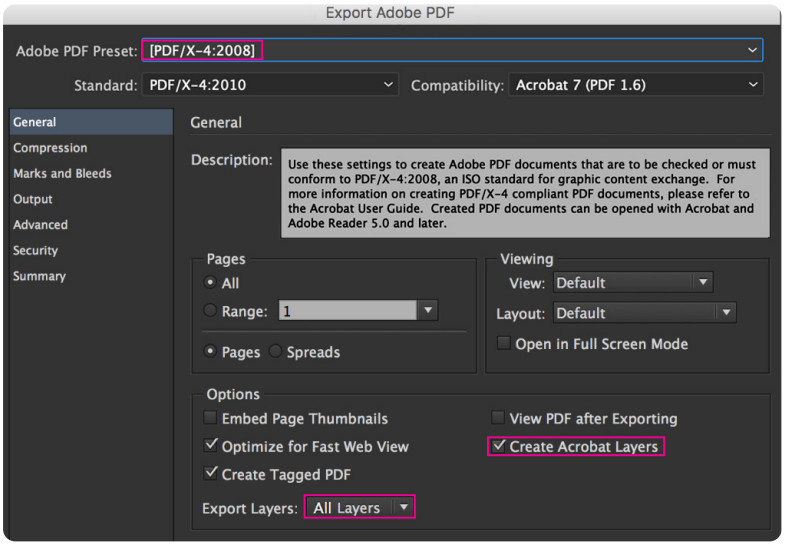
11. InDesign Print data creation

- From the menu, go to **File → Adobe PDF-Vorgaben.**

General

- Now note the following settings:

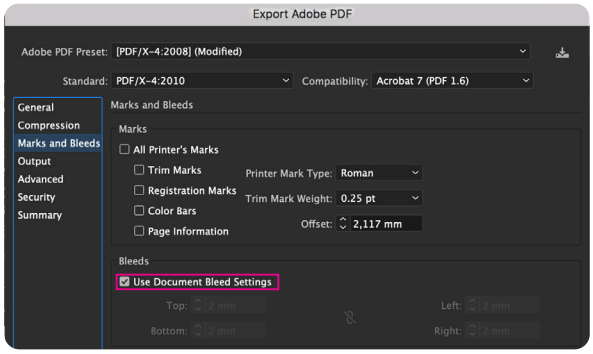
Adobe PDF Preset: → **PDF/X-4:2008**
Options: → **Create Acrobat Layers**
→ **Export layers: All layers**



Important!
When you use our templates in InDesign, it is important that the layers and colors are named exactly as they are in our templates.

Marks and Bleeds

- For the bleed, **select the bleed settings of the document** (2 mm).



Export and Upload PDF

Save your file with a proper name and keep the size and material name in the file name.

And that's it - your print data is ready! You can now upload it on packiro.com. Of course, we will check everything once again - then your packaging will immediately go to print and be on its way to you!

If you have any further questions
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or call us anytime on +49 (0) 221 828 2720 0.



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