



# Artwork Design Guide

## for Print-Your-PAK Labels



# Let's make your labels look their best!

The following guidelines are intended to assist you in getting your artwork

## PRINT READY

They are not intended to be exhaustive or fail safe, but by following the simple tips will help to minimise the risk of some common problems that occur when printing digitally

### Formats

To make your artwork flow through our systems quickly we insist on **High Resolution PDF** files.



## High Resolution PDFs

Our digital presses print at 1200dpi\* - High Quality.

To achieve the best print results please ensure any raster artwork, .jpeg, .pngs etc. are at least a minimum of 300dpi. This includes ALL embedded logos or photographs.

\* When artwork allows



440 dpi



40 dpi

## Getting the files to us

As high resolution files can be quite large it may not always be practical to email the files. We will accept links from file sharing sites such as

**wetransfer** **opentext™** **mailbigfile**

## PLEASE HELP US

If possible could you name your .pdf files the same as the sorts on your order.

Customer Official Order  
1000 x Pink Flower Labels



Pink Flower Label.pdf



66600044 Label A.pdf

**SystemPAK**



## Cutters

Please indicate on your design the shape of your label.  
Name this SPOT Colour swatch 'CUT'.



Swatch Options

Swatch Name:

Color Type:

☒ Global

Color Mode:

<input type="color" value="#FF0000"/>	C	<input type="range" value="0"/>	0 %
<input type="color" value="#0000FF"/>	M	<input type="range" value="100"/>	100 %
<input type="color" value="#00FF00"/>	Y	<input type="range" value="0"/>	0 %
<input type="color" value="#FF0000"/>	K	<input type="range" value="0"/>	0 %

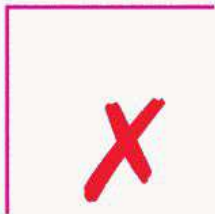
☐ Add to my Library

☐ Preview



## AVOID

Please refrain from using square cut corners.  
We recommend using corners with a minimum 2mm radius\* -  
this allows easier stripping of waste away when we cut the label.



May tear and leave  
burred edges when cut



Clean cut, easy to strip waste

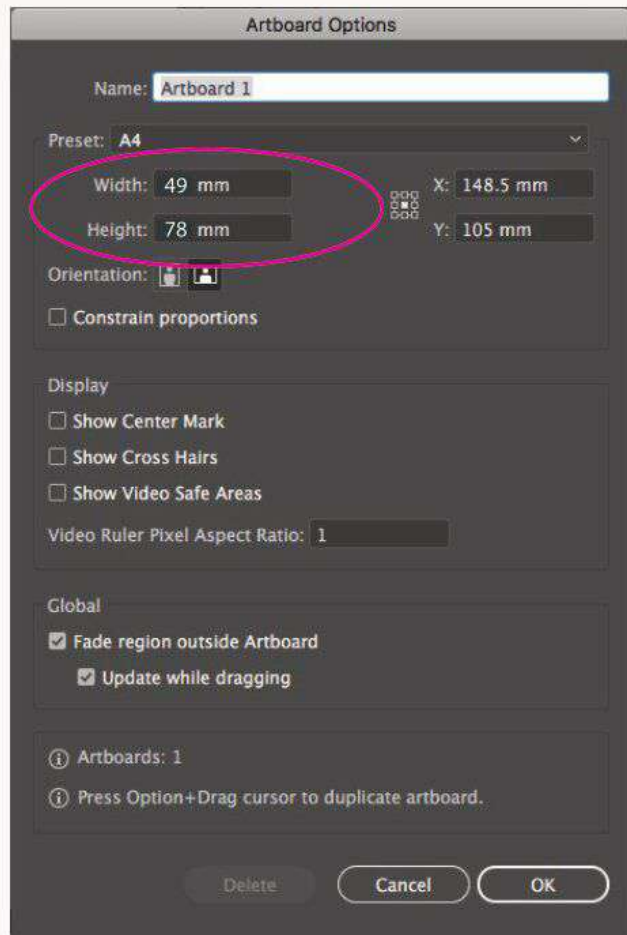
\* The majority of our stock cutters  
have 2mm radius corners

## Bleed & Artboard/Canvas Size

If you have colours that run right to the edge of the label you need to “bleed” these colours 1.5mm over the edge of the cutter.  
We require 1.5mm bleed all the way around.

Please ensure your artboards are correct.  
Your media/artboard settings should be the size of the label + 3mm (total bleed)

***We do not require Crop Marks.***





## Safe Zone

The yellow dotted line is our 'safe zone' tolerance area.

We advise any important text or logos to be 2mm in from the cutter edge.

Anything over this area may be lost when we cut the final label.

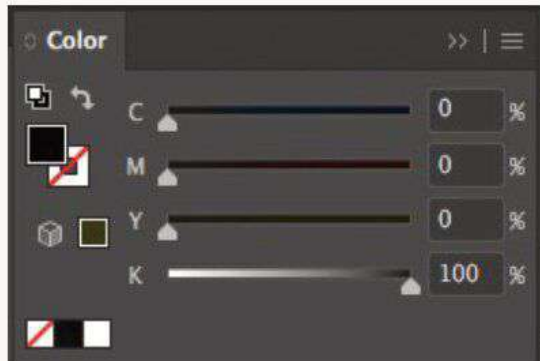


## Black & Greys

Black and greys print best when you use the Black separation only.

Please do not mix other colours into the black (or grey) channel. If you do, the colour could look muddy and difficult to read.

***This includes Barcodes!!***



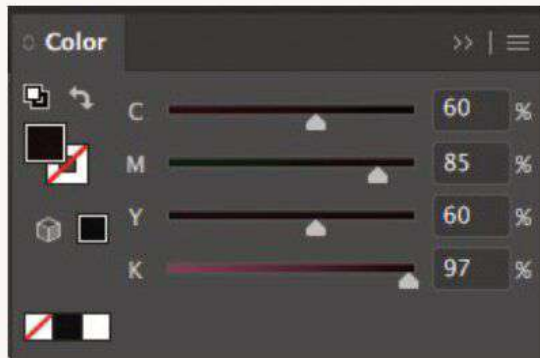
# 100% Black Text ✓

Clean & sharp, easy to read

## AVOID

Four Colour Process text - especially on small body text.

This will cause possible registration issues.



# 4 Colour Black Text ✗



## RGB

Set up your artwork using a CMYK colour space.

Any RGB images will be converted to a CMYK colour space, which will cause shifts in colour, especially blacks or bright colours.



RGB IMAGE

CMYK IMAGE



## When printing upon Metallic or Clear Substrates

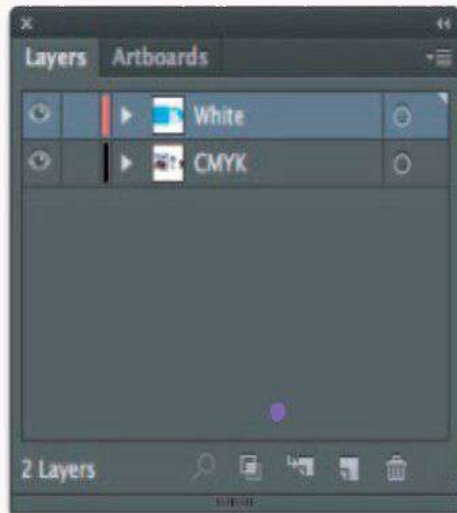
Our CMYK toner is translucent and when printed direct onto metallic or clear substrates the material is visible through the toner.

Any colours that should be flat and NOT metallic OR translucent should be given a white toner layer (under pin).

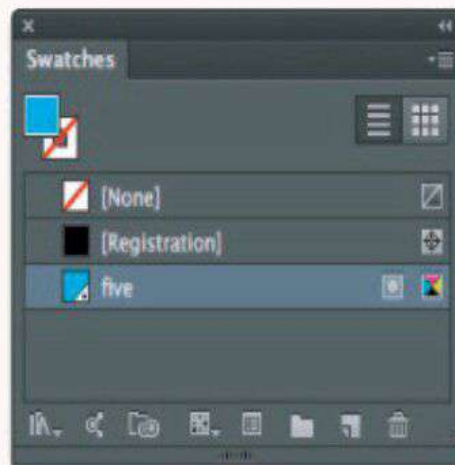
We suggest creating an individual layer within your design labelled "White"

Naming a **custom swatch** called '**five**', colour areas of your design where the white layer is required.

This '**five**' colour is set **on top** of the CMYK layer with 'Overprint' attribute selected.



Top Layer  
White



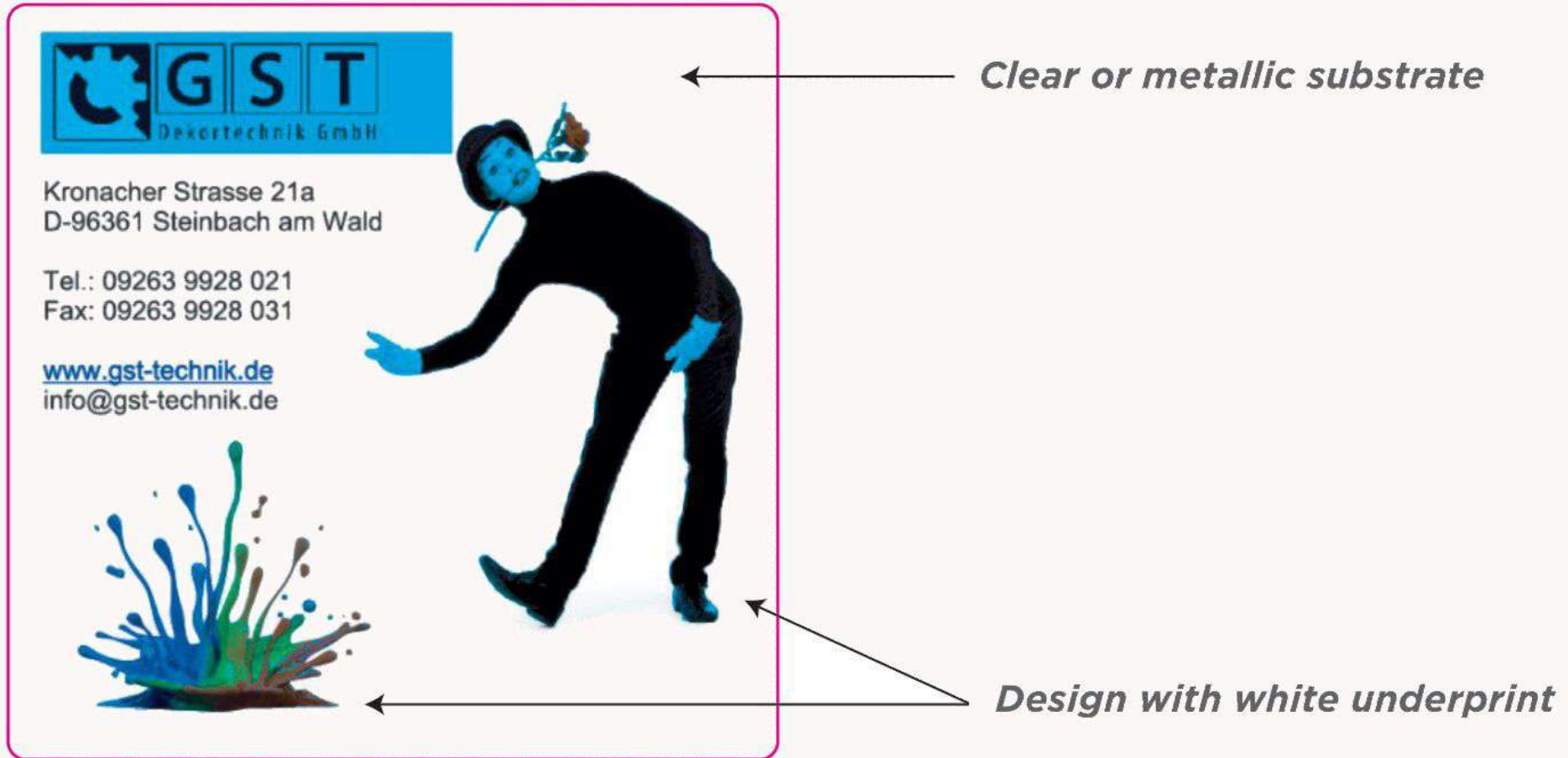
Spot White colour  
Swatch to be called 'five'



'five' colour swatch  
to be set to OVERPRINT

## When printing upon Metallic or Clear Substrates Continued...

### Example



**NOTE : BLACK TEXT or BLACK FLOOD areas do not require a white underpin**



## Other Common Problems

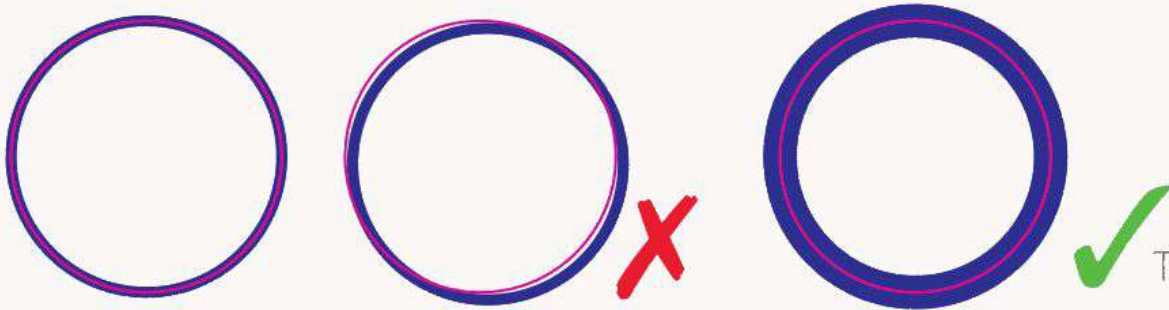
### White text on yellow backgrounds

White text on yellow or cream backgrounds sometimes look great on screen when zoomed in 400%. In reality when printed it is very hard to read, especially at a distance.

this 12pt white text is difficult to read... Avoid

### Thin borders

We print and cut at very high speeds. Cutting is a mechanical process and sometimes the cutting blades can move slightly at the high speed, if the border is thin it may look misaligned.



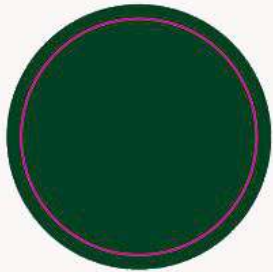
Try to have at least a 2mm border

## Other Common Problems

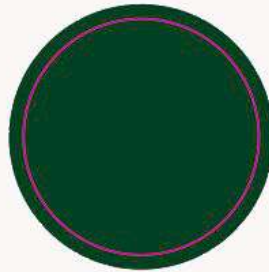
### High Toner Coverage on Polypropylene Substrates with a VARNISH finish

If your design has high toner coverage, in the cut areas of your label, the toner may **crack** when finished and may look untidy and poor quality.

We would recommend a LAMINATE finish on Polypropylene or alter the design.



300% Coverage with  
Varnish finish



300% Coverage with  
Laminate finish



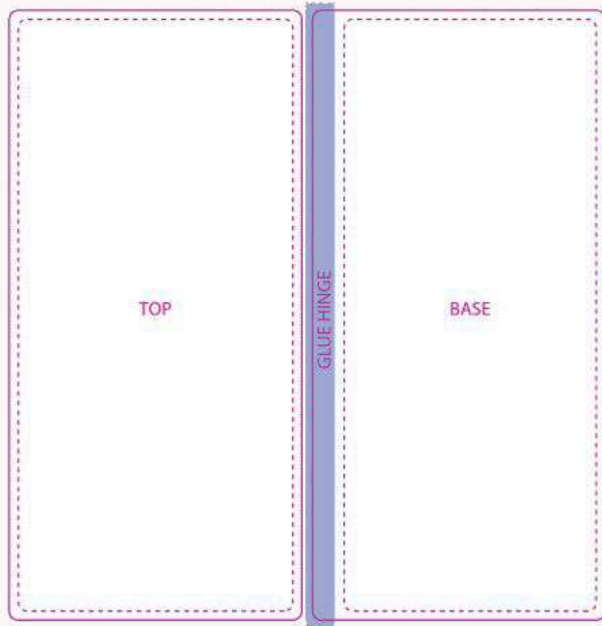


## Other Common Problems

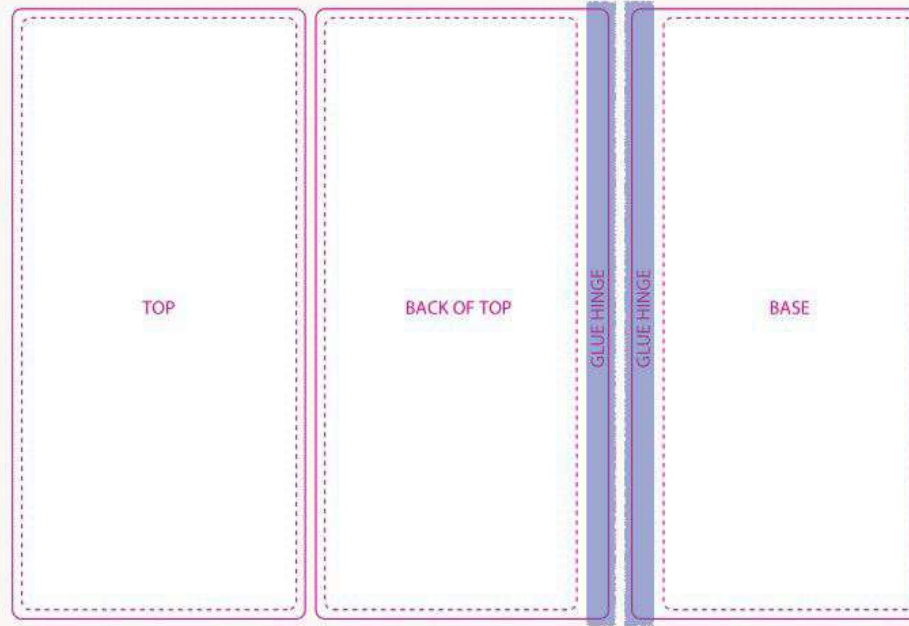
### Peel & Reveal

Examples of the set up required for peel and reveal labels.

We recommend you allow a minimum of 5mm for glue hinges and keep this area free from any text.



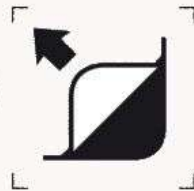
**2 Page, 2 to read peel and reveal**



**2 Page, 3 to read peel and reveal**

### DON'T FORGET

Add 'Peel Here' on the top layer!



## Technical Information

<b>Product</b>	<b>PP WHITE FTC 60 / RP37 / HD 70-FSC</b>
Sales Code	DBG/RP37/GHC
EAN	641 578 828 0317
Product Use	Multi-purpose product for rigid containers, both polar and non-polar, where good water, chemical and oil resistance is needed. The product complies with EU regulations on food safety

## Typical Technical Values

### Face PP WHITE FTC 60

Product	A white, glossy, biaxially oriented, cavitaded, top-coated polypropylene film.		
Substance	46	g/m <sup>2</sup>	ISO 536
Caliper	61	µm	ISO 534
Opacity	88	%	ISO 2471
Printability	Suitable for flexography, screen and offset printing methods. Thermal transfer is possible with selected wax-resin and resin ribbons.		

### Adhesive RP37

Type	Clear permanent adhesive		
Compostion	Acrylic, water borne		
Tack	10	N/25mm FTM 9	
Peel 90	8	N/25mm FTM 2	

### Backing HD 70-FSC

Product	A white transparent glassine backing paper		
Substance	59	g/m <sup>2</sup>	ISO 536
Caliper	52	µm	ISO 534
Tensile Strength MD	6.0	kN/m	ISO 1924
Tensile Strength CD	2.3	kN/m	ISO 1924
Transparency	50	%	DIN 53147
Sustainability	The product is sold as FSC™ Mix Credit under the FSC certificate SGSCH- COC- 004879		

## Performance

Total Caliper	131 µm ± 10%
Minimum Labelling	5 °C
Temparture	-20 °C to 80 °C
Service Temprature	From date of manufacture: 24 months, under FINAT defined storage conditions (+20-25°C and RH 40-50%). Prolonged storage at higher
Shelf Life	temperatures and/or humidity levels will shorten the shelf life.

## Information

Limitations	Not suitable for fanfolding.
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## Approvals

### Approvals and Certifications

BS 5609 approval (section 2 for unprinted label materials) for marine use.  
For food labeling applications, please consult your Systempak contact for the individual Declaration of Conformance (DoC) document of each product component for further compliance information

### Disclaimer

The performance of the product should always be tested in the actual application conditions. Our recommendations are based on our most current knowledge and experience. As our products are used in conditions beyond our control, we cannot assume any liability for damage caused through their use. Users of our products are solely responsible that the product is suitable for its intended application, and have determined such at their sole discretion. Users must comply with any applicable legislation and/or testing requirements for the finished article, and are responsible for bringing their products to market.

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