

# Important!

**Please read the following information and keep it in mind when creating your artwork.**

**3mm Movement:** During the printing and cutting process there can be up to 3mm of movement. It is your responsibility to ensure that artwork extends to the bleed line and any important text/graphics are placed within the allocated safe areas; any artwork outside of these lines risks being obscured or lost. For this reason we recommend that you do not use fold lines as artwork breaks.

**Spelling & Grammar:** We do not proofread text; it is your responsibility to ensure that any text contained within the artwork is correct before sending it to us.

**Failure To Comply With Our Guidelines:** These guidelines have been put in place to ensure our ability to create the final product as well as its quality; failure to adhere to these guidelines can result in us rejecting the artwork. In the event of this, we will send the artwork back to you for correction; doing so will affect the lead time and therefore the attempted delivery date of the product.

## Quick Guide

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## Before You Begin

### Opening Our Templates

We recommend using Illustrator to create your artwork; our templates are provided in an Illustrator-friendly PDF format (open the PDF in Illustrator by right-clicking and selecting 'open with' and then Illustrator).

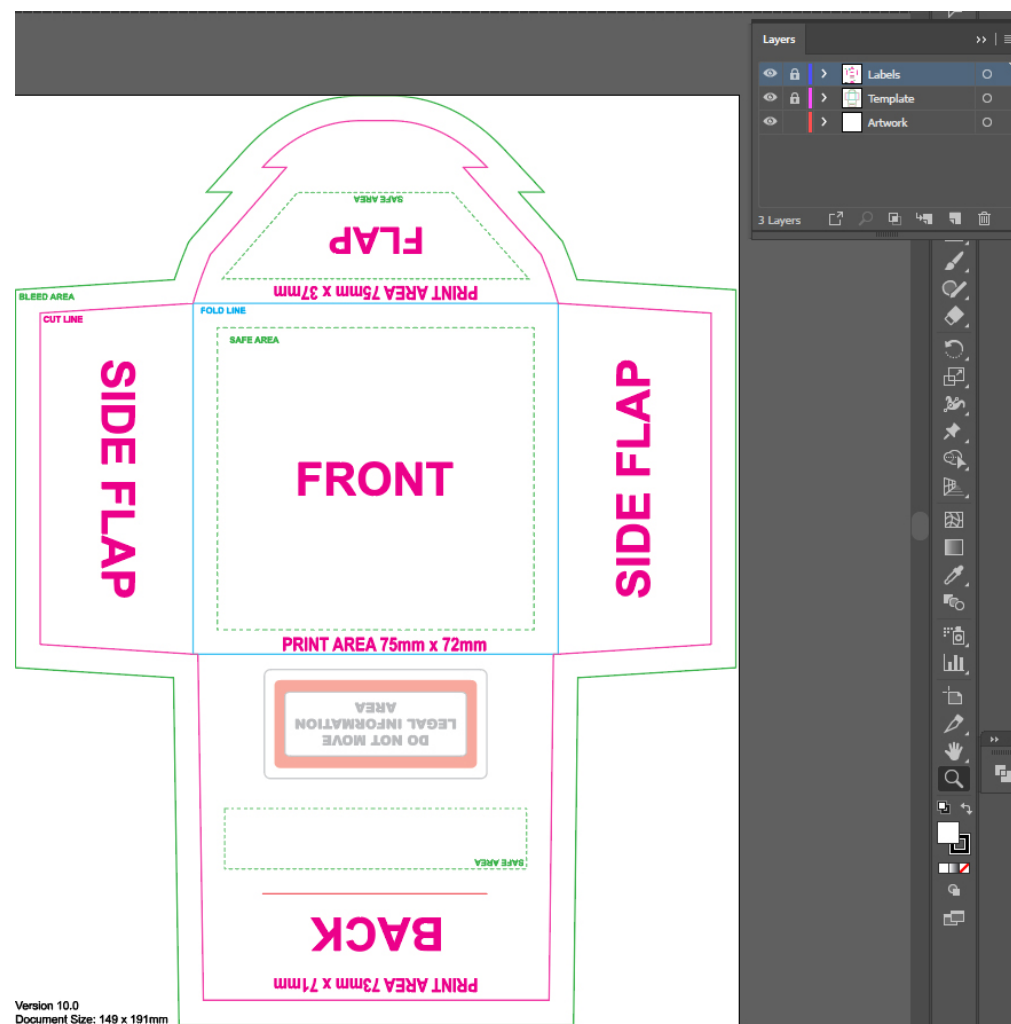
To use our templates with other design software such as Photoshop, create a new document the same size as the supplied template and place it into the document on a separate layer from your artwork.

Our templates state their size in the lower left; make sure to place them in at 100%.

### How Our Templates Work

Our templates are artwork ready with the layers already set up.

They're the correct measurements for your final product and any cutting tools that may be needed to create it; therefore, it is important not to edit the template layers themselves when adding or creating your artwork.



## Template Breakdown

### Labels:

The large text on the label layer indicates each section of the template and how to orientate artwork placed within those sections.

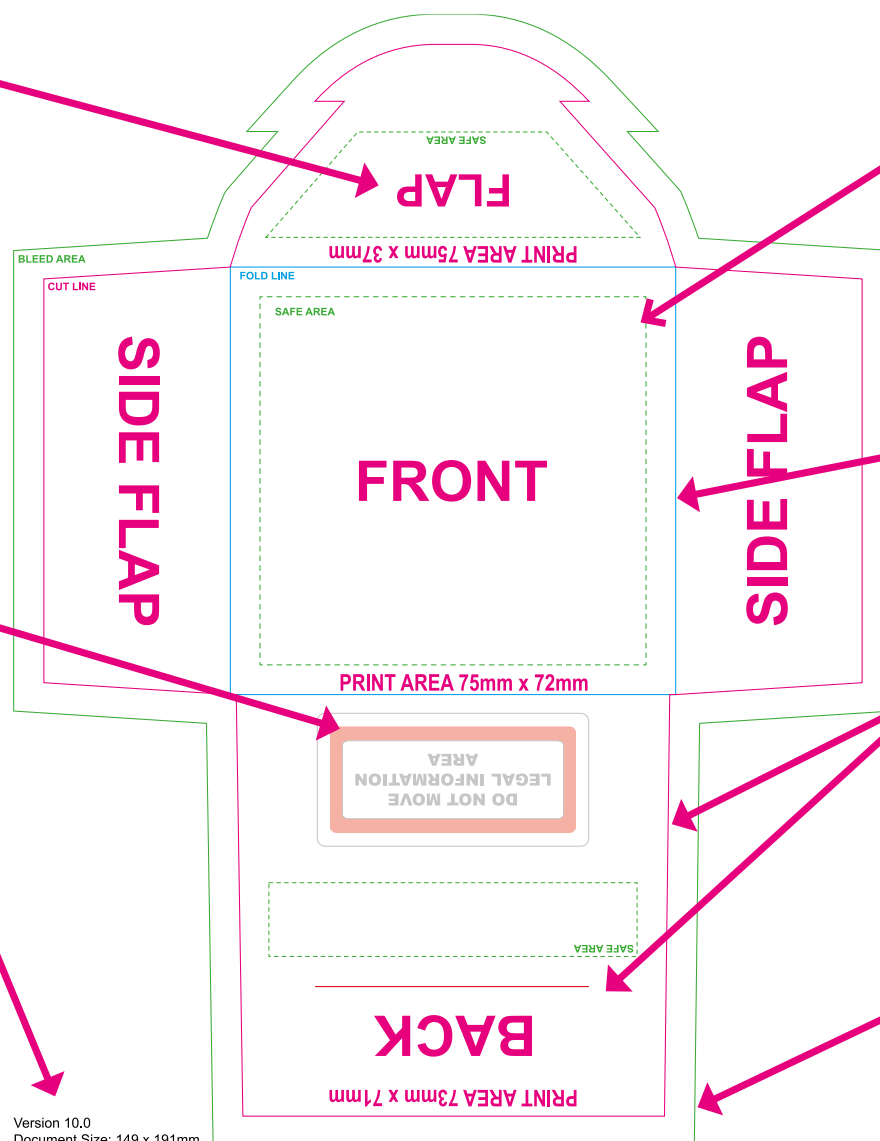
In this case, when the template is printed and assembled, the 'FLAP' section will be folded over the 'BACK'; the orientation of the word 'FLAP' indicates that any artwork placed here must be placed upside down.

### Legal Information:

This area is for the ingredients label. This cannot be removed or resized; take this area into account when creating a design, as anything in this area will be obscured.

### Document Size:

This is the actual size of the template; do not resize, stretch, or skew the template in any way. If you are creating a document outside of Illustrator, ensure that the document/artboard size matches this measurement.



### Safe Area: - - - - -

This denotes areas that are not at risk of being cut or obscured; important artwork and text should always be placed within the safe areas of a template.

### Fold Line: —————

A crease will be added on these lines; do not use these lines as an artwork break. Artwork may not line up to this exactly, as movement can occur during cutting.

### Cut Line: —————

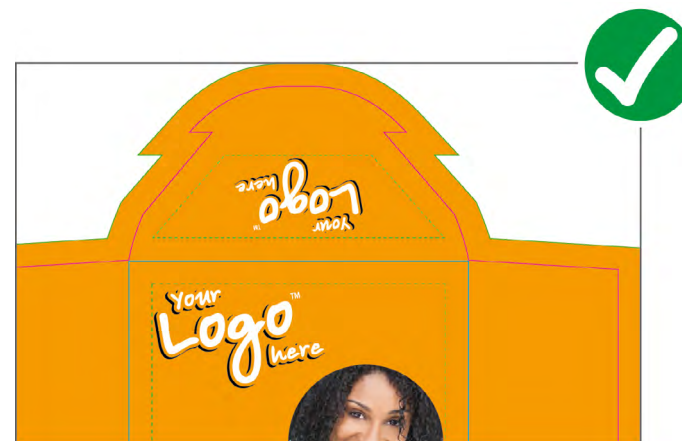
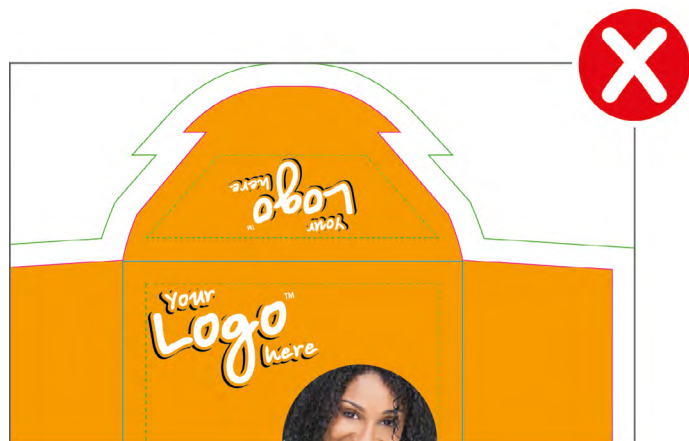
Cut lines show where the template will be cut. Some designs, such as this one, may have cut lines for tabs; be aware of these when placing any artwork elements.

### Bleed Line: —————

The bleed extends past any areas that will be fully cut out to ensure that in the event of movement (up to 3 mm), there will be no white areas showing. Extend backgrounds to this line.

Version 10.0  
Document Size: 149 x 191mm

## Setting Up Your Artwork



Bleed:  
DO make sure that your artwork fully reaches the bleed.  
DO NOT place any important artwork/text here; only block colour, patterns, or areas of photos that are not the main focus.

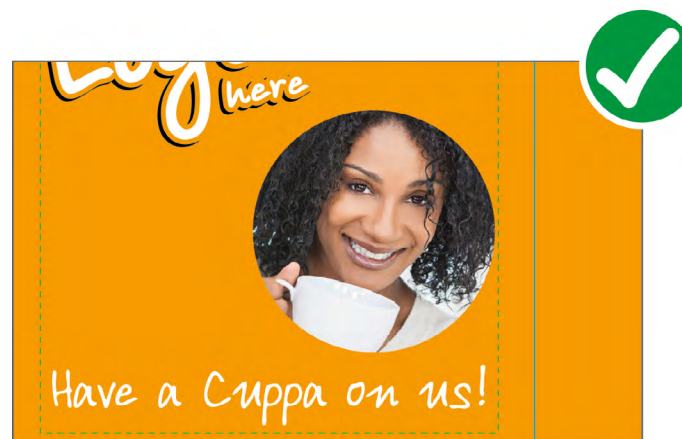
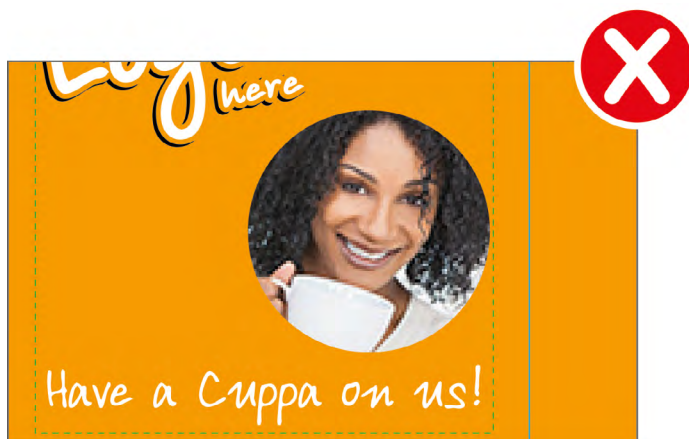
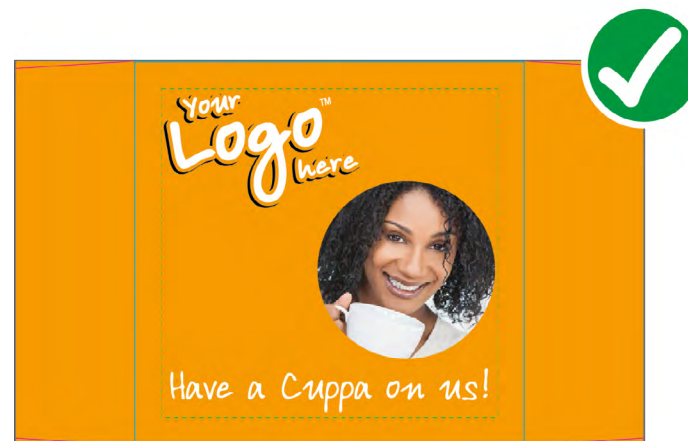
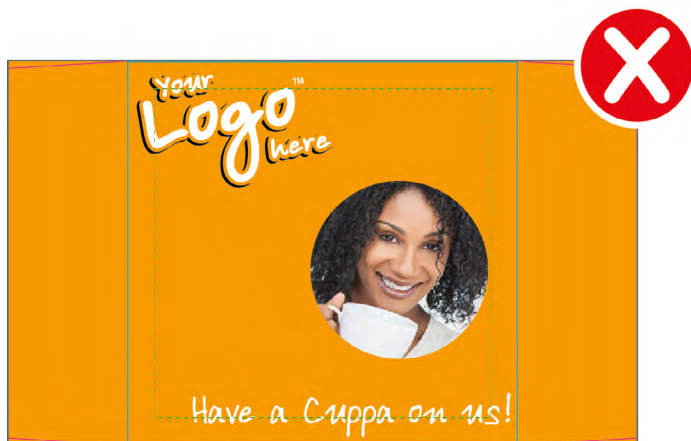


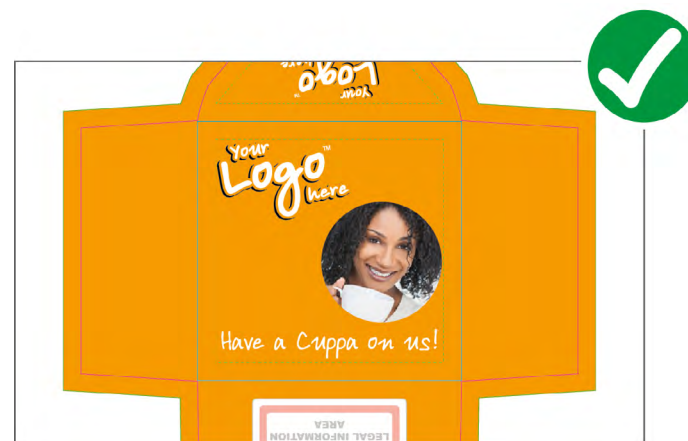
Image Resolution:  
DO make sure that the document itself and any images within it are 300 dpi or higher.  
DO NOT use low-resolution/pixelated images.

## Setting Up Your Artwork



Safe Area:

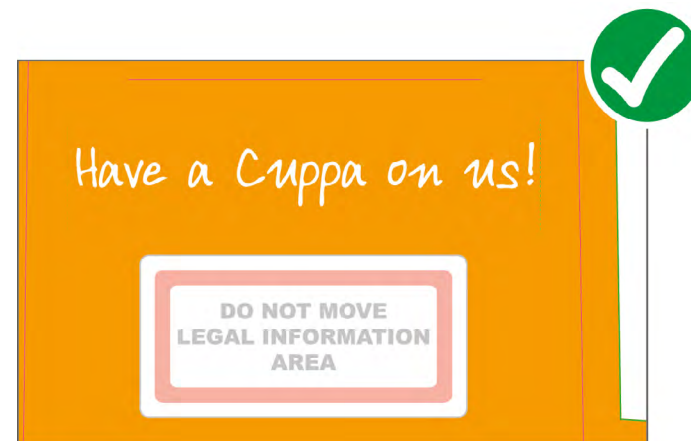
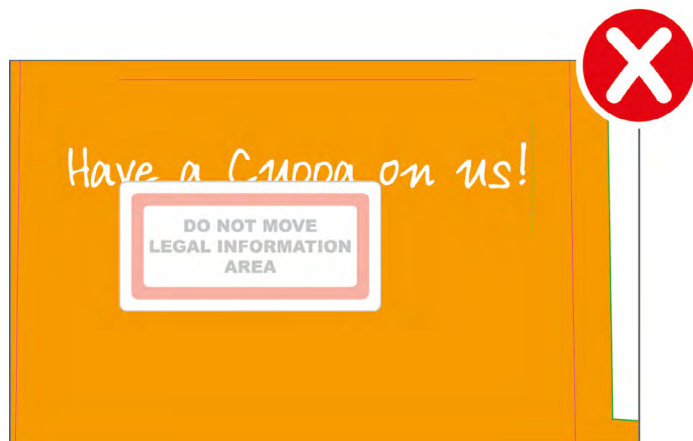
DO place your text and logo within the safe area; important information will not be at risk in these areas.



Fold Lines:

DO NOT use graphical elements that match fold lines, such as pin lines, borders, or adjacent panels with contrasting colours.

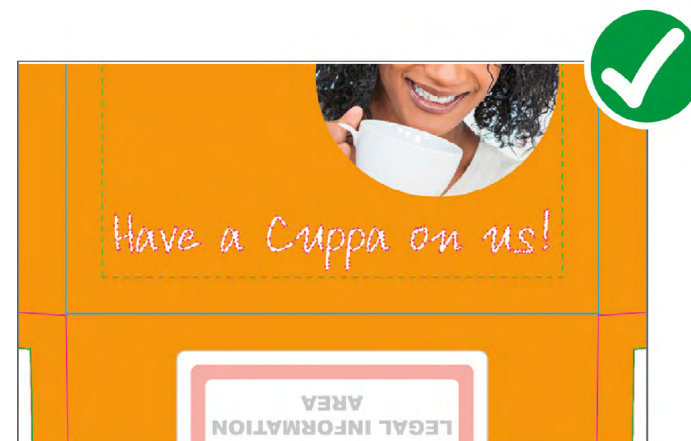
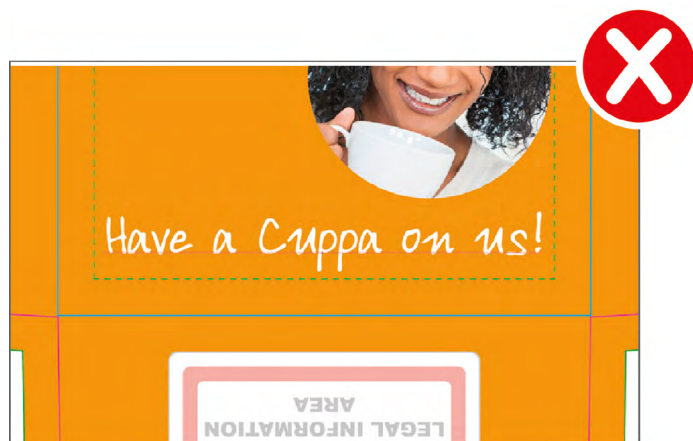
## Setting Up Your Artwork



Legal Area:

DO NOT adjust or move the legal information area.

DO take into account that any artwork placed in this area will be obscured.



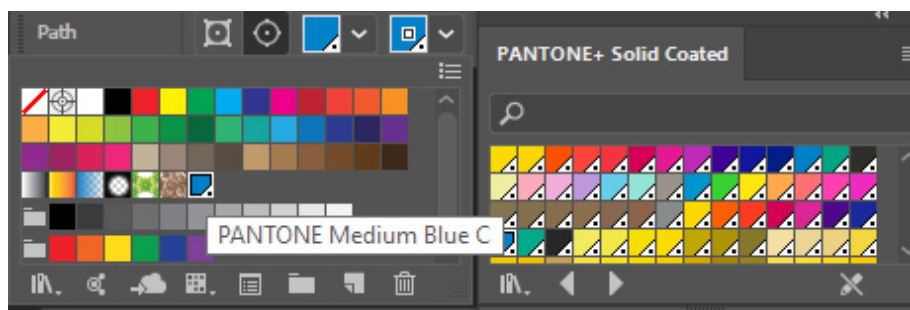
Text To Outline And Embedded Images:

DO convert all text to outlines and embed all images into the artwork.

DO NOT leave text as an editable font or leave images that require links to the original image file.

## Pantone Colours

We print our products digitally; therefore, there are limitations on how closely we can match Pantone colours. However, if you correctly assign a Pantone colour within the artwork and state the Pantone number on the purchase order, we will match it as closely as possible.



## Assigning a Pantone Colour

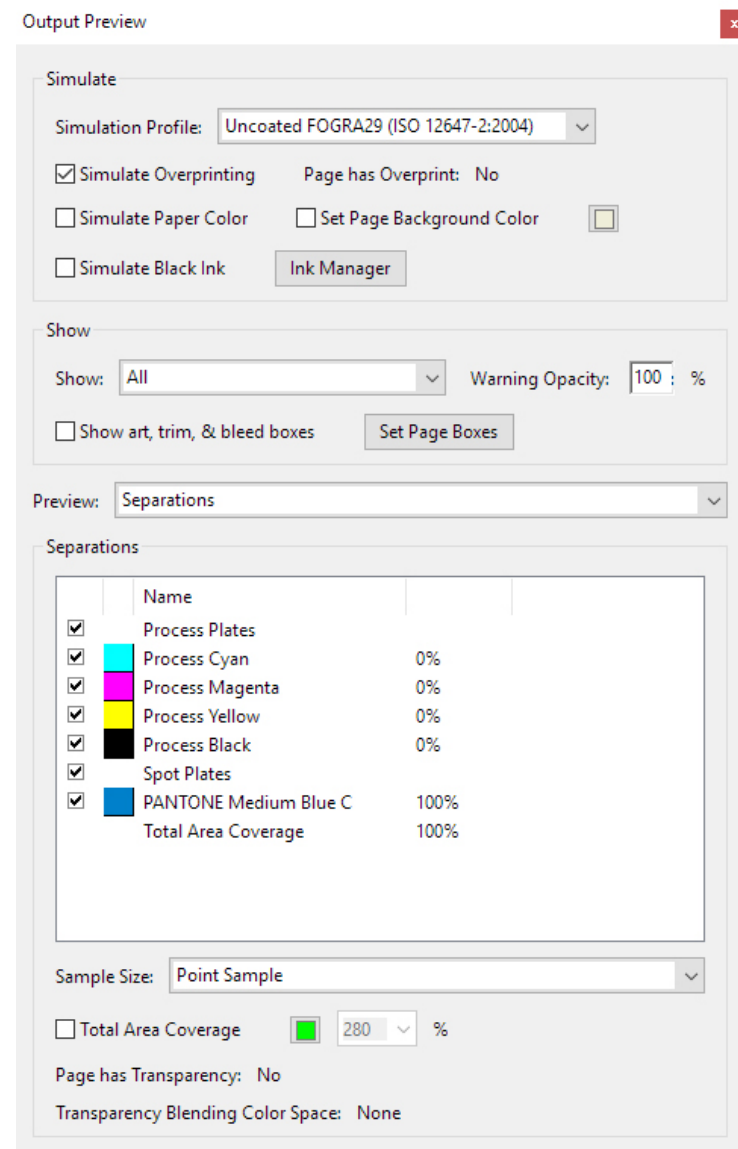
Please ensure that any Pantone colours are assigned within the artwork itself, as shown in the image above.

## Saving Pantone Colours

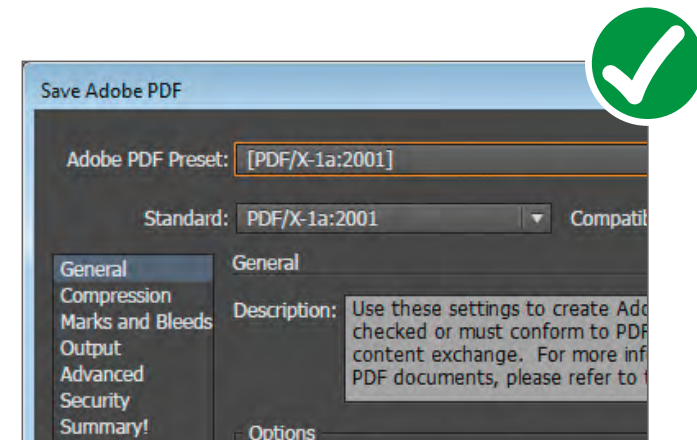
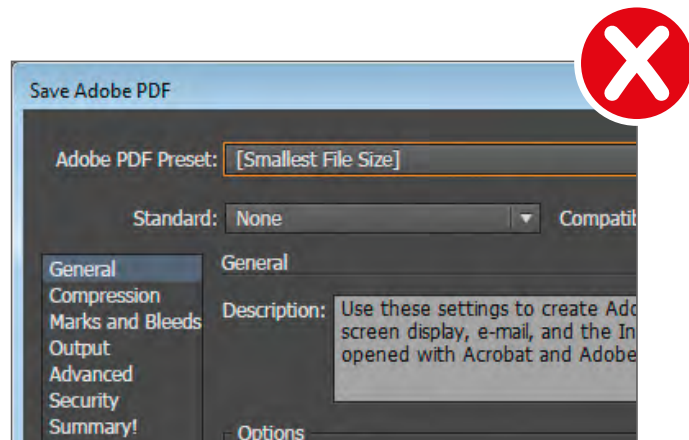
Save your artwork as a high-quality print PDF to preserve any Pantone assignments.

You can check if your Pantones have been correctly assigned by opening the PDF in Adobe Acrobat and going to print production > output preview. You will see a window like the one opposite listing the Pantone colours assigned within the artwork.

Please make us aware of any Pantones within your artwork.



## Saving Your Template



DO save your Illustrator file as an 'Illustrator default' PDF; when using any other program, save your file as a print-ready PDF, ideally using the PDF/X-1A:2001 setting.

DO NOT save your artwork as a JPEG or small file size.

## Quick Summary

### Do

- Outline text: convert any text in your artwork to an outline; this means we can still print/open your artwork even if we don't have your font.
- Use the layers: using the layers already set up means that we can process your artwork faster; it also reduces the chance of any artwork elements getting lost when the template is removed for print.
- Delete the labels layer: we don't need this layer when printing; it's a reference to help you with creating artwork, so you can delete this layer before sending your artwork to us.
- Embed any images: we won't be able to access anything that links to a file outside of the template, so please ensure that all images are embedded.
- Use high-resolution images: any images that are under 300 DPI will print out at a low quality.
- Assign any Pantone colours: If you would like us to match to a Pantone colour, please make sure that they are assigned within your artwork and make us aware of the Pantone number when placing an order. Please take into account that we print digitally; therefore, Pantone colours may not be exact, but we will strive to match colours as closely as possible.
- Save your artwork as a PDF: in order for us to be able to hide/remove templates, print Pantones, and generally prepare the artwork for print, we will need the finished files saved out as a high-quality PDF file for print.

### Don't:

- Ignore the bleed and safe areas: ignoring these areas can result in the final product printing with a white outline or artwork being obscured and/or cut.
- Change the legal information area: this area has to be as shown in order to fit all the information that is legally required.
- Resize, stretch, or skew the template: the templates are to scale for the final product; changing the template in any way will mean that it is no longer suitable for use.
- Merge artwork layers: merging the layers into a single layer could result in the loss of detail or artwork when the template is removed for print.
- Add extra elements to the template: our templates are set up to link into further templates and layups to complete the printing process. Changing the size of the artboard the templates are set on or adding new elements to the artboard (e.g., increasing the artboard size to add a key) will affect these. Please always send us a version that is exactly the same measurements as the original template.