

4-COLOR (FULL COLOR) PROCESS PRINTING

Printing four color process art directly on to plastic drink containers is very different from conventional printing on paper. Please make sure you understand the limitations of this unique process. We cannot guarantee to reproduce your art exactly.

WE MUST ADJUST ALL ART TO MEET OUR SPECIFICATIONS.

There are additional fees for using four color process and minimum production runs are required.

- **Designing Art for Process Printing:** Because of technical limitations in printing on plastic mugs, please consider these factors when designing your art. Subtle contrasts in values and colors and very faint images embedded with the design will be lost due to dot gain on press. Fades, drop shadows and glows will print with "hard edges" instead of the soft gradient you expect. Use gradients sparingly and make sure they fade to a minimum of 20%. Any tints under 5% will drop out on press.
- **Artwork Electronic Files:** Every piece of art must be adjusted to meet our printing requirements. We must have original vector art and/or Layered Photoshop files. Send only high resolution files (min 300 DPI). Low resolution files will result in a poor imprint. Resaving low resolution originals as high resolution does not improve the quality of the image. The original image must be at 300 DPI or higher. **INCLUDE ALL SUPPORT FILES.**
- **Press Gain:** There is a 20% to 30% dot gain on press. The smallest dot we use on our printing plate is 5%. Therefore, the lightest tint we will achieve is 25%.
DO NOT FADE COLORS TO 0%. If you are doing a fade or graduated blend, any tint under 5% will drop out. Wherever the 5% dot (tint) is on your art, a "hard" edge will appear, because it will actually print at 25% (minimum). We will adjust your art to avoid this problem whenever possible. In most cases that means filling in any light areas with a minimum 5% tint. We may also lighten the dark areas so that they don't fill in on press.



4-COLOR (FULL COLOR) PROCESS PRINTING

- Color Match: Specific color matches are not possible since all colors are "built" using the four process colors. If you have created your art in RGB then convert your art to CMYK before sending. Skin tones are particularly difficult to match. If specific colors must be achieved, please prepare your art as spot color line art (up to five colors) rather than process print. Please be sure you understand the limited ability of this printing technique to match original art exactly.
- Preliminary Proof: We normally send approvals via e-mail and you will receive a PDF file for review. Although the PDF is a good representation of the final imprint, only a preproduction sample will show the true results.

