Pre Press Guidelines

File Formats Accepted
We prefer native files accompanied by a high resolution PDF with bleed and trim marks. Adobe Illustrator (AI), Adobe Indesign (INDD), Adobe Photoshop (PSD), or Adobe PDF formats will be accepted. NOTE: Adobe Photoshop is not recommended when using fonts. Photoshop is best suited for pictures and images. It tends to soften the edges of type smaller than 18pt when finalizing the project for print. This creates a fuzzy or blurry look in some cases to the type and affects the desired quality of the printed piece.

Images and Fonts
Please be sure to include all images, graphics and fonts used even if embedded. Images MUST have a resolution of at least 300 dpi and should be saved in CMYK or grayscale. Your Adobe software should have a “package” feature which will grab everything used in your file and create a folder with all components and fonts used.

Files that require bleeds
All files must be built to art specifications. It is required that all files that print to the edge-just inside the weld edge, have at least an additional 1/8” bleed. Submitting incomplete files may result in additional cost and time needed to process the electronic files for press. Templates can be provided to assist in proper creation of projects.

Providing native application files (ex: Illustrator), supporting high resolution files (Photoshop, Illustrator files), and fonts, will allow EnvyPak, Inc. to perform last minute corrections, file reprocessing, or problem solving. Please package file or provide all components of the project in order to avoid delays (Links and fonts). Fonts can be outlined but understand that we will not be able to make any final corrections to type you may need. A new file will be required at that point and may result in additional charges. A white mask should be created on a separate layer where opacity is desired when printing on a clear product. It is the equivalent of a spot gloss mask.

For quality printing, EnvyPak or its affiliates hold the right to refuse art or submit suggestions for the art to achieve the best printing. EnvyPak envelopes can be customized to meet your project and marketing needs. Our art team is prepared to provide assistance with recommendations to help optimize the final product.

For all printed products - we review artwork prior to providing a quote.

For all custom packaging projects - we will need a drawing, sketch or sample so we can create and deliver a product solution

EnvyPak print capabilities

1 material layer printed - either layer 9/0, up to 9 colors can be printed on on side, 2 material layers printed - any combination of up to 9 colors but please note the following:

- No color print in sealed weld edges, approx 3/8” to 1/4” (refer to template),
- An opaque base (blocking print behind the artwork) requires 3 of the available color stations
- For two printed material layers artwork cannot require registration of both art layers

ALR (Automated Letter Rate) Envelopes

The primary difference between a standard paper envelope and a poly clear ALR is the address side.

A paper envelope is typically addressed on the longer web side with the flap closed and sealed onto the back short web.

An ALR clear envelope is the reverse of this. The shorter side uses anti-reflective material and is the address side while the longer side with the flap folds onto the shorter side.

The paper strip affixed to the bottom of the envelope is always on the shorter side where the anti-reflective material is used. This paper strip is used by the USPS for barcoding after the sorting equipment reads the address on the insert.

An area with no color printing should be used as an address window to allow the printed address to allow the address on the Printed Inserts to show through the unprinted area. This window should always be on the shorter side.

All files that are submitted for printing must be done using the templates provided by EnvyPak.

EnvyPak holds the right to refuse art or submit suggestions for the art to achieve the best printing

PROCESS (for custom products including printed products)

1) A PDF file of the product [envelope] drawing with dimensions is provided to the customer. The specifications of the customer’s needs for Inside Dimension {ID} to hold the size of the intended insert. The Outside Dimension {OD} are shown which is the final overall size of the mailer including the edge seals and flap size.
2) Once the drawing is approved by the customer, Art layout templates are sent to customer for placing art. There are two templates - one for each side of the envelope/mailer. a) One side is the Side with the Flap,
    b) The second side is the shorter side that the flap folds over onto.
    c) Both will have indications of where the art may be placed on the template. Typically this is the area inside the seal edges or 5/32” in from the Outside Dimension.
3) Upon EnvyPak’s receipt and review of artwork (art files-Customer place art into the templates). EnvyPak will provide a .pdf proof for final approval by the customer.
4) This is the final approval prior to Plates being made.

ENVYPAK PREPRESS PRICE LIST

The following services are provided as a convenience. We understand that sometimes designers may not have the time or understanding to finalize artwork as a print ready file. As long as art is provided with at least the minimum requirements for copy size and image resolution, we can assist the process of getting your art ready for print production at a reasonable cost.

Please review the Envypak Prepress Guidelines and Envypak Prepress Lead times to minimize impacts on your costs and ensure timely production of your orders.

PRIOR TO ART APPROVAL (additional charges apply)
Completing a Print Production Template (Typically Done to Place Art / Copy)
Placement of art and/or copy into print production template
Placement of complex art (multi-layered) into print production template
Adding White Layer Behind Art
Full to edge
Behind art / color only
Manipulating Art
Converting colors
Positioning art or copy
Resetting Type
Adding copy
Removing copy
Resizing or changing type colors

We will quote any adjustments or changes that are not listed above.

AFTER ART APPROVAL (additional charges apply)
Art or copy adjustments prior to plates being produced
Art or copy adjustments after plates have been produced

Rush charge to complete plates with less than 24 hours to press time

Note - remaking plates after changes requires a new plate charge for each plate.
Approval of the print production proof must be completed more than 24 hours in advance of the scheduled press time. This is typically completed five days prior to the scheduled press time.

TECHNICAL DETAILS FOR PREPRESS AND DESIGN DEPARTMENTS

Accepted File Formats

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

Preferred Vector Formatted Files

(.EPS) Vectors are created line art made from points which can be scaled indefinitely without degrading quality. Vectored art is the most adaptable and the ONLY format that can be spot color separated. Line work or vector-based files resolution should be 80-120 (metric for 800-1200 pixels per millimeter).

Photoshop Files (must be layered)

Scanned images MUST have a resolution of at least 300 dpi. Pixel based imagery should be saved in TIF, PSD or EPS format. Files should be set up in either CMYK or if using Pantone, colors should be indicated. We cannot accept images in RGB color. Continuous tone or raster files resolution should be 12 (metric for 120 pixels per millimeter) 300 PPI (pixels per inch).

Art Files Require Bleeds

It is required that all inserted files have at least an additional 1/8” bleed built into the file. Flexo requires overlays to have bleed on only the top and bottom, never the right or left.

All files must be built to trim specifications.

Files must be print ready.

Submitting incomplete files may result in additional cost and time needed to process the electronic files for press.

Providing native application files (ex: InDesign),supporting high resolution files (Photoshop, Illustrator files), and fonts, will allow EnvyPak to perform last minute corrections, file reprocessing, or problem solving. If there are clear areas in a poly product’s art, indicate the areas with a marked spot color or indicated with a note. White should also be indicated using a marked spot color. EnvyPak most often uses an indicated spot green (100% Cyan and 100% Yellow) to show where white is used in a file. We require that fonts (Type 1 Postscript preferred) are provided with the submitted artwork.

Fonts that have been converted to paths or outlined (The letter characters then become graphic shapes and do not require the fonts to be downloaded) are acceptable. However, the font will be required if there is a need for EnvyPak to make any changes or corrections to the artwork. If fonts are not provided upon request, files requiring changes will need to be resubmitted as print ready.
Do not use any type smaller than 6 points for positive print. Use 8 point and larger for reverse or knock out type. If it can be helped, avoid reversing type from four color process. If this is not possible, outline the reverse type with black or dark color at least .010” thick to help remain uncontaminated by mis-registration on press. The same goes for four color images with defined edges. Gradations or vignettes can never fade to white. The fade must fade out to at least 2% of that color to avoid breaks in the gradation. Try to carry the color to the edge of the art or hide with graphic elements.

Color Space

All files in a final rasterized format must be supplied in CMYK color separation space. EnvyPak cannot accept files provided to us which are in the RGB color space. EnvyPak can also accommodate files prepared for CTvarnishes, bump/touch plates, or expanded gamut (touch plates, for example) printing. Contact your sales representative to discuss those options.

Sending Files

Files should be zipped (PC) or stuffed (Mac) to avoid corruption during transfer