



# Digital Artwork Specifications for Offset Litho Print

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## Contact details



**Head Office**  
**Ken Wilkins Print Ltd**

Private Road No.1, Colwick Industrial Est.  
Colwick, Nottingham. NG4 2JQ.  
United Kingdom  
Tel: +44 (0) 115 989 6000  
Fax: +44 (0) 115 989 6150  
Email: [enquiries@wilkins.co.uk](mailto:enquiries@wilkins.co.uk)  
Web: [www.wilkins.co.uk](http://www.wilkins.co.uk)



**Wilkins Romania**  
**Wilkins Packaging Est Europa**

Domnești, Comuna Domnești, Strada  
Tudor Vladimirescu, Nr. 393, Depozit H2,  
Județ Ilfov, 077090 România  
Tel: +40 (0) 21 202 5870



**Wilkins China**  
**Wilkins Packaging China**

Suite 302, Unit 3, Building 1, Jiu Zhou Hua Yuan, 455  
Hao, Qing Lu Nan Lu, Zhuhai 519015, Guang Dong,  
China.  
Tel: +86 (0) 756 322 1561



**Wilkins Sri Lanka**  
**Wilkins Spence Packaging Lanka (PVT) Ltd**

374/5 Gonahena Road  
Kadawatha  
Sri Lanka.  
Tel: + 94 11 4865678/9

## Acceptable formats

1. We can accept digital artwork via the following mediums:

- Email
- Online File Transfer

And in the following formats:

- Artpro v16.1 (preferred format)
- Illustrator CC (with **Create PDF Compatible File - Turned ON**)
- Photoshop CC (**Fogra39L colour space, CMYK, High Res 300dpi**)
- High Res PDF

Failure to supply artwork in the above formats may result in delays and the artwork being rejected. Please contact us regarding alternative applications.

**2. Always** supply an actual size hard copy, either a wet proof, Epson, inkjet or laser proof with each design. Each colour relating to the design should be indicated on such proof. The proofs colour space **must** be **Fogra39L**.

**3.** Where appropriate, ensure that design bleeds of 3mm have been added.  
Keep text 3mm away from cut and crease.

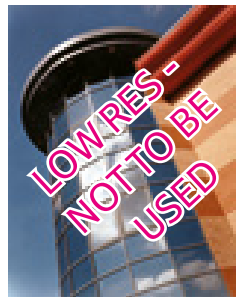
**4.** Keylines supplied by The Wilkins Group must be used on the artwork, with our CAD ref clearly stated. If, after consultation, amendments are required to keylines, these will be altered by Ken Wilkins Print's CAD department and a new keyline provided. Any keylines which Ken Wilkins Print have not created should be shown on the design as a non printing spot colour and named "cutter" in the ink list.

## Images and fonts

5. Ensure all the relevant assets are included i.e. psd/tiffs and **all fonts are converted to paths/outlines**.

6. When supplying hi-resolution digital images, ensure that all are CMYK **not** RGB and are a minimum of 300dpi. Any hi-res images which have been scaled above 120% should either be re-scanned at a higher resolution or at a larger size, this will avoid any image degradation due to pixilation. The working colour space **must** be **Fogra39L**.

7. Ensure that all hi-resolution media i.e. drawn illustrations, photographs, transparencies etc. are supplied along with the digital artwork. If low-resolution digital images are supplied, please indicate across each image with the wording “LOW RES - NOT TO BE USED”.



8. Barcodes should be shown in the correct position and in an acceptable colour for scanning. Any dummy barcodes should be marked so. Barcodes must **not** be below 80% magnification, although truncation of barcodes is acceptable. Ken Wilkins Print’s bar width reduction (B.W.R.) is -20 microns.



## Repro & proofing requirement

**9.** Any trapping (spreads or chokes) should be by 0.1mm. If metallic inks are to be used then trapping distance should be 0.07mm, this smaller distance allows for the natural spread of the metallic ink.

**10.** Minimum font & line/stroke thickness.

(i) When reversed out of a single colour the minimum thickness should be no less than 0.20mm.

(ii) For 2 or more colours this distance should be increased to a minimum of 0.25mm

**11.** It is strongly recommended that all proofs are supplied and validated against ISO 12647-2 (Fogra 39L). This will ensure the best possible colour match on press.

**12.** Proofs supplied to a different standard will not match our calibrated press settings and will result in a wider tolerance between proof and print. In this instance only, please use the table below as a guide to density and dot gain.

Trapping Sequence	LPI	Angle	Density	Dot Gain				
				25%	40%	50%	75%	80%
1. Black	175	15	1.70	9	13	14	12	11
2. Cyan	175	75	1.40	9	13	14	12	11
3. Magenta	175	45	1.45	9	13	14	12	11
4. Yellow	175	0	1.05	9	13	14	12	11

**Dot shape = Euclidean (rsr)**

**13.** Maximum Ink Total = **300%**

**14.** For wet proofs, we will supply the substrate to the same quality and grain direction, which is to be used for the subsequent bulk print run, The rolling direction, if known at the proofing stage, will be advised. For special or spot colours an appropriate angle from those stated above should be used so long as this does not cause moiré.