

1. We can accept digital artwork via the following formats:
 CD/ CD-RW
 DVD
 ISDN (4-Sight ISDN Manager)
 F.T.P./ Email

And in the following applications:
 Artpro v 8.5 rev 6 (preferred format)
 Illustrator CS4
 Photoshop v CS4
 PDF v 1.7 (Acrobat 8)

Please contact us regarding alternative applications

2. Keylines supplied by ourselves 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 KWP's CAD department and a new keyline provided. Any keylines which KWP have not created should be shown on the design as a non printing spot colour and named 'Cutter' in the ink list.
3. Where appropriate, ensure that design bleeds of 3mm have been added.
4. Always supply an actual size hard copy, either a wet proof*, cromalin*, iris, inkjet or laser proof with each design. If this is not possible then a reduced size proof will be acceptable so long as the % reduction is clearly stated. Each colour relating to the design should also be indicated on such proof.
5. Ensure that all relevant assets are included i.e. eps/tiff's and all fonts (screen and printer). If fonts can not be included then all type matter should be converted to paths/outlines and a list stating both the family name and weight of font should be marked on the above mentioned hard copy.
6. When supplying hi-resolution digital images ensure that all are CMYK not RGB, and of a suitable resolution for our screen ruling, see below. 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 pixelization.
7. If low-resolution digital images are supplied, please indicate across each image with the wording 'LOW RES - NOT TO BE USED'. Ensure that all hi-res media i.e. drawn illustrations, photographs, transparencies etc are supplied along with the digital artwork.
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 the truncation of barcodes is acceptable. KWP's bar width reduction (B.W.R.) is Zero
9. Any trapping (spreads or chokes) should be by 0.1mm. If metallic inks are to be used then the trapping distance should be 0.07mm, this smaller distance allows for the natural spread of the metallic ink. When creating a rich dark black or 'double hitting' (ie 50% Cyan u±e file should clearly indicate that trapping has been added.
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 increase to a minimum of 0.25mm

Trapping Sequence	LPI	Angle	Density	±	Dot Gain			
					40%	±	80%	±
1. Black	150	15	1.75	0.15	13	5	11	3
2. Cyan	150	75	1.40	0.05	13	5	11	3
3. Magenta	150	45	1.40	0.05	13	5	11	3
4. Yellow	150	0	1.00	0.05	13	5	11	3

Dot shape = Euclidean (rsr)

For special or spot colours an appropriate angle from those stated above should be used so long as this does not cause moiré.

* Please ensure that any wet proof or analogue cromalin supplied conforms to the density and dot gains as specified above.

12. 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 know at the proofing stage, will be advised.
13. Standard house inks, which should conform to BS4666, are to be used unless special inks are required, which we shall supply if possible.