



FORT DEARBORN COMPANY

Pressure Sensitive File Specifications

File Submission Guidelines

Submit Copies of Electronic Files

NEVER submit ORIGINAL files to Fort Dearborn Company. Only send COPIES, and retain the originals for your own files.

Label Any Portable Media with the Following Information

- Company Name
- Job Name
- Daytime Phone Number and Contact Name
- Date

No Trapping Necessary

It is not necessary for you to trap your original files. We will add all chokes and spreads to manipulate the file to our requirements.

Submit a “Clean” File

- Eliminate all unused colors from your file.
- Delete all unused objects completely from the file. Simply moving them out of the printing area of the page will still force the program to calculate the images.
- DO NOT use style attributes to achieve a bold, italic or bold italic style. Some image processors and printers will ignore these style attributes and default to the original font. Use only actual fonts. For example, use “BI Helvetica Bold Oblique” NOT “Helvetica” with the style attribute “Bold Italic” assigned to it.
- When using a drawing program, utilization of the layers option is extremely helpful. Consult your user’s manual for your particular application regarding how to use layers.

Flexographic Printing Method

If you are printing your product using flexography, it is imperative to observe the following guidelines during the design stage of your project:

Minimum Dot

When using screened values or tones it is required to have nothing less than a 2% dot in any area. These minimum dots may not reproduce complete dots which may cause “dirty print” to appear in the finished label.

Colors

- If using screened images or tones (Y,M,C, K) for process work in your project, it is often necessary to count the screened/tone color as a separate color even if line work is in the same color. This is needed to achieve the highest quality print.
- Be sure not to allow knock out artwork or knock out type to intersect with more than one color. Double or more knockouts can be extremely difficult to hold on press and can compromise the intended design.

Type

Minimums for SANS-SERIF typefaces:

3pt positive/overprinting type This is 3pt type.

4pt **BOLD** reverse/knock-out type This is 4pt type.

All legal copy must be a minimum of 6pt.

Minimums for SERIF typefaces:

3pt positive/overprinting type This is 3pt type.

5pt **BOLD** reverse/knock-out type **This is 5pt type.**



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Rules

Minimums for rules:

- .003" positive/overprinting rule
- .005" reverse rule
- .007" channel to separate two colors
- .007" rule when any colors must trap to it

Standard Line Screen of 175 is used for most flexo work. (Increased line screen may be possible depending on graphics.)

Rotary Screen Printing Method

If you are screen printing your product, it is imperative to observe the following guidelines during the design stage of your project:

Type

Minimums for SANS-SERIF typefaces:

- 6pt positive/overprinting type This is 3pt type.
- 8pt **BOLD** reverse/knock-out type This is 4pt type.

Minimums for SERIF typefaces:

- 6pt positive/overprinting type This is 6pt type.
- 10pt **BOLD** reverse/knock-out type **This is 10pt type.**

Rules

Minimums for rules:

- .007" positive/overprinting rule
- .021" reverse rule
- .015" channel to separate two colors
- .015" rule when any colors must trap to it

Specialized Effects

Label any special printing effects. Precisely identify vignettes and blends for colors and percentages. Clearly identify the color makeup of any placed scans.

Embossing – Some things to consider when embossing

- Minimum stroke weight is ½ point
- Minimum type size is 8 points – Anything smaller will fill in
- All items being embossed must have at least .015" between each subject

General

Beware of intricate artwork with much detail. Registered trademarks "®," Trademarks "™" and similar packaging symbols. Due to their tiny nature, they have a tendency to close up when printed. Make these types of symbols as large as possible to avoid this.

Universal Product Code (UPC)

Standard Bar Width Reduction is ZERO. Fort Dearborn Company will not guarantee UPC readability at less than 85%. Bar codes can be printed in either direction on the web. **Clear area (Quite zone) to either side of the end bars must be a minimum of ten times the width of the lead bar (or 1/8", whichever is largest).**