



DIRECT PRINT ARTWORK SPECIFICATIONS

Available on *ADHESIVE LABELS*, *GIFT CARDS*, and *LARGE SCISSORS*.

We must review and pre-approve all artwork, to ensure your order is suitable for the Direct Print process.

PRINTING METHOD Digital 4-color process that provides multi-color imprints with no registration movement and exceptional clarity on select products.

PROOFS Proofs are required and sent on all new Direct Print orders and reorders with changes.

COLOR PROFILE CMYK.

RESOLUTION 300 PPI minimum at maximum (100%) imprint size.

PROGRAMS and FORMATS WE ACCEPT

Any other file formats are not acceptable and may delay production.

ADOBE ILLUSTRATOR—Our Preferred Vector Art Program.

- Save as native Illustrator .ai file, or Illustrator Default PDF with the *Preserve Illustrator Editing Capabilities* box check-marked.

ADOBE PHOTOSHOP—Our Preferred Raster Art Program.

- Save files as native Photoshop .psd or layered TIFF with transparent background and/or only necessary layers.

FONTS and LINE RULES

MINIMUM SIZES: (See Font and Line size chart on page 208)
.25-point lines or rules.

6-point fonts. Thin serif font styles are not recommended.

FONTS—Please Convert To Outlines (Paths or Curves)

If we do not have the exact font you used, the text in your art will default to a less attractive font, changing the look of your design. Converting your fonts to outlines, paths, or curves eliminates this hazard.

IMPRINT COLORS

Color tints/shades/tones may fluctuate up to 5% within a print run or reorder. PMS color matching is not available.

A SPECIAL NOTE ABOUT OUR PRINTING PROCESS

Please email ArtInquiry@BagMakersInc.com to determine if your multi-color art will work with this process.

Use Direct Print to include your own personal message inside the cards!



GIFT CARD



ADHESIVE LABEL
4W x 2H



ADHESIVE LABEL
4W x 3³/₈H



ADHESIVE LABEL
8¹/₂W x 5H

**All Printed Bags
UP TO 3,000 IMPRESSIONS**

	Flexo Ink Print	Screen Print	Foil Print	COLORVISTA	Chromatic	Digital Full Color	Dynamic Color	
Same day	\$150 (G)	Not available.	Not available.	Not available.	Not available.	Not available.	Not available.	
24-hour service	\$125 (G)							
2 working days	\$115 (G)							
3 working days	\$100 (G)	\$100 (G)	\$100 (G)					
4 working days	Does not apply.	Does not apply.	Does not apply.	\$85 (G)				
5 working days				\$70 (G)	\$70 (G)			
6 working days				\$60 (G)				
7 working days				\$50 (G)				

ARTWORK GENERAL INFORMATION

Please refer to the following pages for complete artwork specifications for each imprint process.

IMPRINTING

Imprints are added to pre-constructed bags, so folds, gussets or other restrictions may impact the available imprint area or ability to print. In addition, a multicolor design may require the bag to pass through the press an additional time for each color, depending on the print process. **BAG MAKERS** requires a minimum space between each ink color to accommodate unavoidable bag movement and color shifting that occurs during production. **COLORVISTA**, Digital Full Color, Direct Print, Dynamic Color, Chromatic, Sparkle, and Sublimation are not subject to this space requirement. Please call for spacing requirements for orders using multiple print processes. Color tints/shades/tones may fluctuate up to 5% within a print run or reorder.

CUSTOM IMPRINT COLORS

- **Screen Print Ink:** Call for availability and pricing.
- **Flexo Ink:** \$62.50 (G) per color. PMS color matching available on White bags only.
- **COLORVISTA, Brilliance, Digital Full Color, Direct Print, Dynamic Color, Chromatic, Foil Print, Marquee, Sparkle, and Sublimation:** Not available.

STANDARD IMPRINTING COLORS

Please see page:

- | | |
|----------------------------------|-----------------------------------|
| 209 for Flexo Ink Print | 211 for Digital Full Color |
| 209 for Foil Print | 211 for Chromatic |
| 210 for Screen Print | 211 for Brilliance |
| 210 for COLORVISTA | 211 for Marquee |
| 210 for Sublimation | 211 for Dynamic Color |
| 210 for Direct Print | 212 for Sparkle |

PANTONE® GUIDE BOOKS—*Choosing The Right Imprint Color**

Chromatic Imprinting on Uncoated and Kraft Paper Bags—Use the [Pantone PLUS CMYK Guide](#) or [Pantone PLUS Color Bridge Guide—Uncoated](#) to choose colors.

Flexo Ink Imprinting on Plastic Bags—Use the [Pantone PLUS Formula Guide—Solid Coated](#) to choose colors.

Flexo Ink Imprinting on Uncoated and Kraft Paper Bags—Use the [Pantone](#)

[PLUS Formula Guide—Solid Uncoated](#) to choose colors.

Sublimation, Digital Full Color, Direct Print, Dynamic Color, and COLORVISTA Imprinting—Use the [Pantone PLUS CMYK Guide](#) or [Pantone PLUS Color Bridge Guide—Coated](#) to choose colors.

*Color tints/shades/tones may fluctuate up to 5% within a print run or reorder. PMS color match is only available on White bags imprinted with Flexo Ink Print.

QUESTIONS ABOUT YOUR ARTWORK

We invite you to submit a copy of your artwork to ArtInquiry@BagMakersInc.com before you place your order. We can review your design—generally within 24 hours—and make recommendations for achieving the best possible imprint.

ELECTRONIC PLATFORM

We are Mac OS based. Fonts in all files (Mac or PC) should be converted to outlines, paths, or curves.

ART PROGRAMS • FORMATS • MULTICOLOR IMPRINTING

Files created in other programs or formats not listed on the art specification pages may not be usable or may incur additional art charges for conversion.

ART PLACEMENT AND SIZING

Unless otherwise specified on your purchase order, all artwork will be sized to the maximum imprint dimensions and centered in the product's standard imprint area. Due to product construction, this may not be the exact center of the bag. Bag imprint templates are available for download on our website.

ARTWORK SUBMISSION

E-mail: Please submit your purchase order (P.O.) and art files together in the same email to Orders@BagMakersInc.com. Include your P.O. number and company name in the email subject field. Please include a PDF or JPEG copy (proof) of your design so we can confirm the integrity of your electronic submission. We suggest that you compress (zip or stuff) your file or folder for transmission efficiency and protection from corruption.

You may also use a free file-sharing site such as wetransfer.com or mailbigfile.com. Please enter Art@BagMakersInc.com as the recipient's email, and provide your name, company name, contact information and P.O. number in the message field. This will help us match your artwork to your order.

Continued on next page...

ARTWORK GENERAL INFORMATION

Please refer to the following pages for artwork specifications for each imprint process.

ART CHARGES

- Email Proof: Free. May take up to 48 business hours from receipt of required artwork and complete purchase order.
- Creative Artwork Services: \$60 (G) per hour. First hour is free.
- Proof Revisions: Free

These art rates do not apply to virtual proofs and Design Centre orders.

COPYRIGHT & REGISTERED TRADEMARKS

BAG MAKERS is unable to typeset, modify, or alter logos or artwork with a registered trademark or service mark. Modifications may violate or infringe on the owner's rights or brand guidelines. This includes, but is not limited to:

- Removing or adding service marks (®, TM, SM, ©)
- Adjusting line thickness
- Changing font styles
- Modifying colors, size, spacing, or clear space surrounding the logo.



















Any alterations needed to artwork that contains a copyright or registered mark should be provided by the company that owns the rights to the artwork.

QR CODES

If your imprint includes a QR code, please follow these basic guidelines to ensure optimum code functionality. Visit our website for more details.

PRINT METHOD	CAN WE PRINT IT	MINIMUM SIZE	IMPORTANT GUIDELINES
CHROMATIC COLORVISTA DIGITAL FULL COLOR DYNAMIC COLOR DIRECT PRINT SUBLIMATION	YES	1.5" square	<ul style="list-style-type: none"> • A white background and border space must surround the code in order to create a clean, unobstructed scan.
FOIL PRINT	YES	1.5" square	<ul style="list-style-type: none"> • For best results, the bag color should be white or frosted only. • High contrast, dark imprint color is recommended. • Due to the bag texture, Matte Shoppers are not available.
FLEXO INK PRINT	YES	1.5" square	<ul style="list-style-type: none"> • For best results, the bag color should be limited to white only. • Not available on hi-density bags.
BRILLIANCE MARQUEE SCREEN PRINT SPARKLE	NO	N/A	Not available.

FONT AND LINE SIZE CHART

6-POINT font	
8-POINT font	
9-POINT font	
10-POINT font	
11-POINT font	
12-POINT font	
13-POINT font	
14-POINT font	
15-POINT font	
16-POINT font	
	
	
	
	
	
	
	
	



Actual size 1.5" square.

* Product and imprint colors shown throughout this catalog may vary slightly from actual product colors due to the inherent limitations in printing.