



# FOIL PRINT ARTWORK SPECIFICATIONS

Available on select *HI-DENSITY PLASTIC* and *PAPER* bags and *RIBBON*.

**PRINTING METHOD** Elegant metallic, matte, holographic, and high-gloss foil imprints are created with an engraved magnesium plate, heat, and pressure.

## 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.

## VECTOR ART IS PREFERRED

Vector images can be resized without any loss of quality. Please note that placing or importing photographs, bitmap, or raster images into a drawing program does not convert them into vector artwork. If your artwork contains a placed or embedded raster image (PSD, TIFF, JPEG, CPT, EPS), the original raster image file should be included and be pre-approved by *BAG MAKERS*.

## MULTICOLOR IMPRINTS

Colors must be separated by at least 1/8" of surrounding clear space to allow for color movement. Please note that some color movement will still occur. Designs with tighter registration must be pre-approved.

Your artwork can have places where the foil overlaps, as long as the overlap is between two pieces of the same type of foil. For example, metallic foil

2-color imprint shown at 100%



can overlap metallic foil, and matte foil can overlap matte foil. The foil adhesive is designed to only stick to itself or the bag and won't adhere well on different types of foil. In addition, white foil should not overlap metallic, high-gloss, or matte foils due to its chalkier texture.

## FONTS and LINE RULES

**MINIMUM SIZES:** (See Font and Line size chart on page 208)

**1-point lines or rules.**

**12-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 by changing your fonts into vector shapes. This ensures that your artwork will print exactly how you expect it to look.

## HALFTONES

For best results, artwork containing halftones must be pre-approved and is available on select bag styles. Halftones are printed with a 30-line screen. Tint percentages for areas in the art containing halftones should range from 20% to 60%. Areas less than 20% may not print and areas greater than 60% may fill in and become a solid color. Designs that contain gradients or blends may need alterations for optimum print quality and will require a final, signed proof approval.

Halftones and solid lay-down shown at 100%



## FOIL PRINT Color Selection—For imprinting on select PLASTIC and PAPER bags, and RIBBON.

**NOTE: The color samples below represent foil printed on white bags.** Some foil colors, when printed on a colored bag may appear lighter, darker, or a slightly different hue. Some foil colors may not be suitable for imprinting on select bag styles. Please call for details. Swatches shown are for approximate color representation only. **PANTONE (PMS) color match is not available.**

<b>METALLIC FOIL COLORS</b>											
	HM-1 Magenta	HM-2 Red	HM-3 Burgundy	HM-4 Blue	HM-5 Reflex Blue	HM-6 Teal	HM-7 Green	HM-8 Purple	HM-9 Gold	HM-10 Silver	HM-11 Copper
<b>HIGH-GLOSS FOIL COLORS</b>											
	HM-15 Lime	HM-16 Rose Gold	HM-17 Steel	HM-18 Rainbow	HM-19 Orange	HM-12 Gloss Black	HM-13 Champagne	HM-14 Platinum	HM-22 Clear		
<b>MATTE FOIL COLORS</b>											
	HGW-13 Yellow	HGW-14 Orange	HGW-15 Pink	HGW-16 Red/Orange	HGW-17 Green	HGW-18 Dark Green	HGW-19 Blue	HGW-20 Royal Blue	HGW-21 Brown	HGW-22 Matte Black	
<b>HOLOGRAPHIC FOIL COLORS</b>											
	HGW-23 White	HGW-24 Gray	HGW-25 Navy	HGW-26 Teal	HGW-27 Light Blue	HGW-28 Hot Pink	HM-20 Gold Holographic	HM-21 Silver Holographic			

**Due to the chalkiness of the white matte foil, it is not available for use on ribbon or bows and is not recommended for fine lines or small type.**

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

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

- |                                  |                                   |
|----------------------------------|-----------------------------------|
| <b>209</b> for Flexo Ink Print   | <b>211</b> for Digital Full Color |
| <b>209</b> for Foil Print        | <b>211</b> for Chromatic          |
| <b>210</b> for Screen Print      | <b>211</b> for Brilliance         |
| <b>210</b> for <b>COLORVISTA</b> | <b>211</b> for Marquee            |
| <b>210</b> for Sublimation       | <b>211</b> for Dynamic Color      |
| <b>210</b> for Direct Print      | <b>212</b> 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](mailto: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](mailto: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](http://wetransfer.com) or [mailbigfile.com](http://mailbigfile.com). Please enter [Art@BagMakersInc.com](mailto: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
<b>CHROMATIC</b> <b>COLORVISTA</b> <b>DIGITAL</b> <b>FULL COLOR</b> <b>DYNAMIC COLOR</b> <b>DIRECT PRINT</b> <b>SUBLIMATION</b>	YES	1.5" square	<ul style="list-style-type: none"> <li>• A white background and border space must surround the code in order to create a clean, unobstructed scan.</li> </ul>
<b>FOIL</b> <b>PRINT</b>	YES	1.5" square	<ul style="list-style-type: none"> <li>• For best results, the bag color should be white or frosted only.</li> <li>• High contrast, dark imprint color is recommended.</li> <li>• Due to the bag texture, Matte Shoppers are not available.</li> </ul>
<b>FLEXO INK</b> <b>PRINT</b>	YES	1.5" square	<ul style="list-style-type: none"> <li>• For best results, the bag color should be limited to white only.</li> <li>• Not available on hi-density bags.</li> </ul>
<b>BRILLIANCE</b> <b>MARQUEE</b> <b>SCREEN PRINT</b> <b>SPARKLE</b>	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.