



Qualvis Artwork Spec

Qualvis Print & Packaging

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

CD/ CD-RW
 DVD
 F.T.P.(customer/ clients own)
 Email
 Qualvis F.T.P site @ www.qualvisftp.co.uk

The following applications are suitable:

Artpro v 9.0 rev 4
 Illustrator CS4
 Photoshop v CS4
 Hi-Res PDF v 1.7 (Acrobat 8)

Please contact us (design@qualvis.co.uk) regarding alternative applications or to set up a Qualvis FTP user

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 QP's CAD department and a new keyline provided. Any keylines should be shown on the design as a non printing spot colour and named 'Cutter' in the ink swatch list.
3. Where appropriate, ensure that design bleeds of 3mm have been added & appropriate print free areas have been marked.
4. Always supply an actual size hard copy, either a wet proof or Fogra colour certified proof (with Delta E readings) Each colour relating to the design should also be indicated on the proof including print effects such as foil blocking, embossing, debossing etc & varnish type and level required.
5. Ensure that all relevant assets are included i.e. eps/tiff's PSD files etc. All type matter should be converted to paths/outlines and NO live text included within the job.
6. When supplying hi-resolution digital images ensure that all are CMYK not RGB, and of a suitable resolution for our screen ruling, (ideally 300dpi). Any hi-res images which have been scaled above 125% should either be re-shot at a higher resolution or at a larger size, this will avoid any image degradation due to pixelization.
7. If low-resolution "positional" 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 as & type stated (ie EAN or UPCA). Barcodes must not be below 85% magnification, although the truncation of barcodes is acceptable. QP'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 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) Minimum dot size 2% screen & minimum +/- text size of 2pt

Sequence	LPI	Angle	Density	±	Dot Gain			
					40%	±	80%	±
1. Black	179	15	1.80	0.05	14	5	11	3
2. Cyan	179	75	1.40	0.05	14	5	11	3
3. Magenta	179	45	1.45	0.05	14	5	11	3
4. Yellow	179	0	1.10	0.05	14	5	11	3

Dot shape = Euclidean

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

* Please ensure that any proof supplied conforms to the density and dot gains as specified above and our press ICC profile can be supplied if required (contact design@qualvis.co.uk)