willowpack

Artwork Requirements

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Required Format:

Please ensure that your file is set up for print. All files need to be in PDF format. Please ensure all artwork is separate and that there is only **1 artwork per PDF**. Please do not combine multiple artwork into separate pages, or combine them into 1 PDF.

Naming Convention:

Please ensure that the naming convention of each file matches the PO being sent. This is so that we can identify all the variations and determine which artwork relates to the line item in your PO. This allows us to provide a more accurate quote for each variation, and reduce confusion during the pre-fighting and file check process.

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Artwork Size:

Please check your artwork **Trim size**, making sure that your design's trim size is accurate to the PO being sent. Inconsistency in trim size may result in your files being rejected or result in up-charges. It's best to have trim marks on your artwork so that the trim size is easier to identify.

Design:

For the best print result, we highly recommend that designs for labels are outputted from a design software like illustrator with vectorized design elements and text. We do not recommend designs that contain low resolution rastered images, as they may not print well due to pixelation. If you do use rastered images or photos, please ensure that these images are high resolution and at least **over 300DPI**.

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Artwork:

Please ensure that the artwork contains Bleed of **at least 0.125" all around**. Not adding bleed may cause undesirable results. Please Also make sure that when exporting artwork you are converting all you design to CMYK (even pantone/spot colors, RGB is not accepted).

Pantone Colors And Color Matching

By default Willowpack will print CMYK. If your artwork requires pantone colors, a sample is required first so that we can run test prints first to determine if a color match is possible. If you are in need of pantone colors, please let our sales team know and coordinate a sample, test print, and a print proof before we can quote or place the order for you.

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Custom Shape:

When creating a custom shape please indicate the custom shape in the artwork PDF as a stroke outline. If possible, please name this stroke as a spot color named "Dieline**." If you need assistance in creating dielines, please review the following pdf guide. It is important to note that not all die lines can be created, some custom shapes may require us to create a custom Die***. Iif this is the case you may be charged a 1 time die cost fee, Once that shape die is created, any variations or future orders that use that die will not incur a die cost fee. Our sales team can advise you if a die is required or not.

**Dieline: A "dieline" is a template or outline in the artwork document that shows where a label (or any printed material) will be cut or folded. It's like a guide for where the cutting or folding should happen.

***Die: A "die" is a tool used to cut labels into specific shapes and sizes. When labels are printed on a roll, the die cuts them out in the desired shape.

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White Ink:

When creating artwork for white ink please indicate the area where the white ink is to be applied by creating a fill shape of the required area and setting the fill background color to a spot color named "White_Ink". Please ensure that this fill shape is set to the top most layer of your artwork, and make sure that that element is set to overprint fill. If you need assistance in creating white ink fills, please review the following pdf guide.

What Comes Next?

Upon receiving your quote and artwork, we'll cross-check both to ensure consistency. Should any discrepancies arise, we'll promptly reach out to resolve any differences, ensuring that the artwork aligns with the provided quote.

Once verified, we'll send you a payment link. After processing your payment, our order completion team will forward a final confirmation email, containing the print-ready files and the quote. This will be your final opportunity to review or make necessary adjustments to the design.

After your approval and confirmation of payment, we'll place your order. Our team will notify you once it's processed and provide you with a unique Order Number. Keep this number handy, as it will expedite any future communications or queries you might have.

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Thanks for your trust in Willowpack.
We look forward to helping your
products shine.