



**AirPouch<sup>®</sup>**

A PRODUCT OF AUTOMATED PACKAGING SYSTEMS

# ART GUIDELINES MANUAL

Prepared by the Art Department of Automated Packaging Systems, Inc.  
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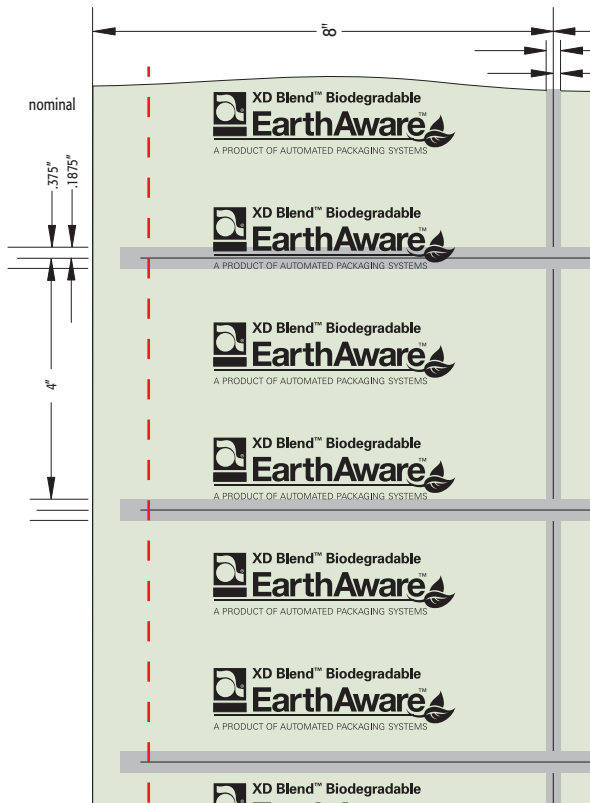
# GRAPHICS LAYOUT

## AirPouch Artwork Information:

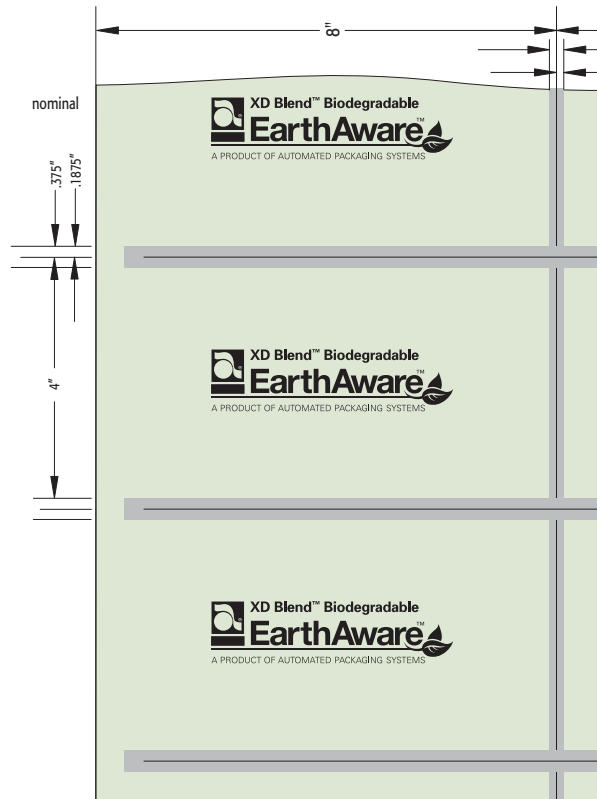
ALL AirPouch is printed as random repeat. No registered printing is available.

- When designing an artwork layout, please adjust image size and spacing to achieve as many images (whole or partial) per pouch as possible.

YES



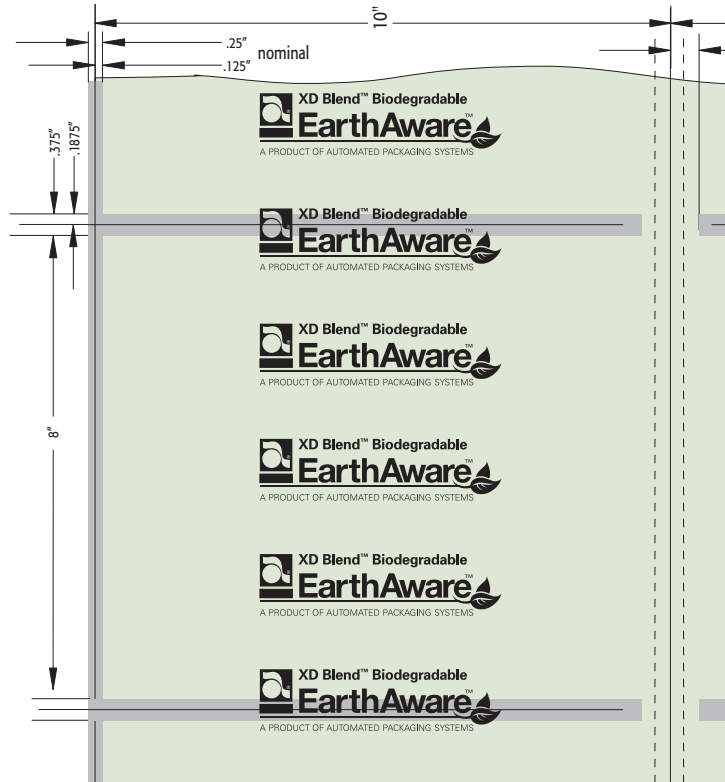
NO



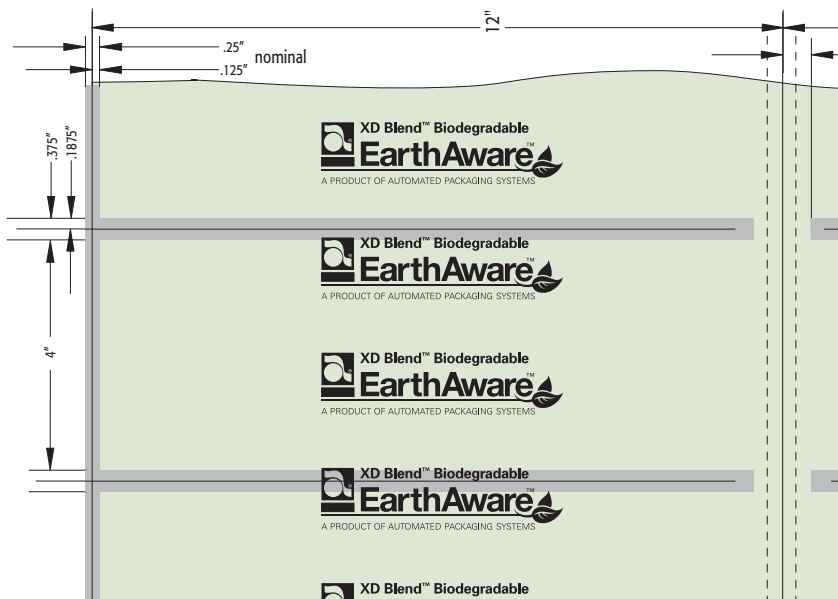
Art should not be placed in this fill/load area. Artwork can start 1" from edge.

# GRAPHICS LAYOUT

## 10" wide Pouch



## 12" wide Pouch



# **COLOR**

One color print is standard using the available colors listed below. Requests for more than a single color or for a different color other than the ones listed below must be approved by Product Management before the art can be submitted and processed. Inks are basically transparent.

## ***Available Colors:***

- White
- Black
- Green Pms 348
- Blue Pms 2747
- Red Pms 193

# **TOTAL PLATE COSTS**

(includes art, Imaging and plate department's labor and material)

- Artwork **WILL NOT** be worked on until a signed plate quote with a P.O. is received from the customer. All new and revised arts will be quoted automatically.
- Customers are billed for the first set of plates.
- If a customer makes changes to an existing design, they are billed for only the plates that change.
- When plates wear out, APS will replace them at no cost to the customer as long as no changes are needed. **NOTE: Buyer's artwork, drawings and/or blueprints ("Artwork") will be destroyed in the event that no AirPouch orders with that artwork are placed by Buyer for a period of four years.**
- APS will not run other plates other than our own on our presses. Our presses are tested and set-up to run our specific type of plate material and thickness.
- Final art and plates are stored on site for reruns.

# **APPROVAL OF ARTWORK**

- All new art and all revisions will be proofed by customer prior to scheduling of order.

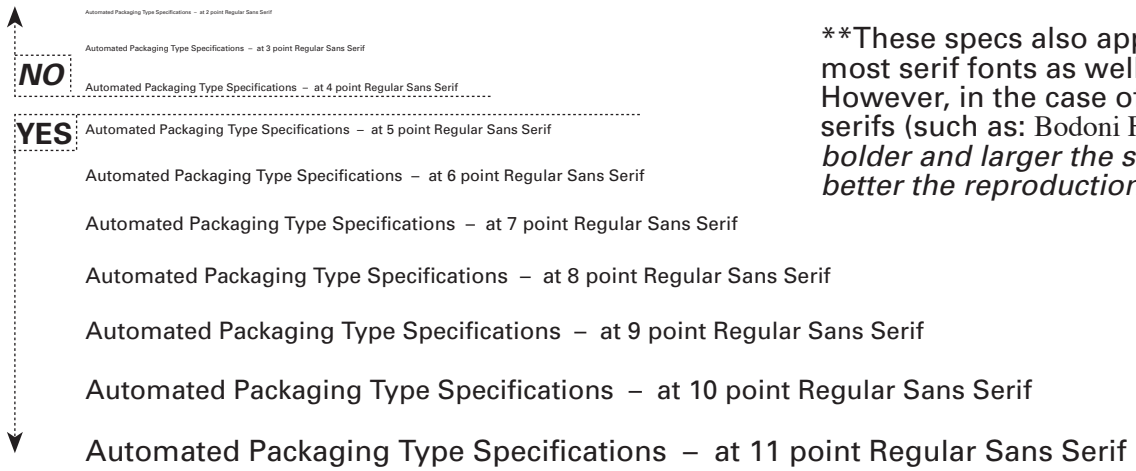
## ***Proof formats:***

- Pdf (Adobe Acrobat) file that can be emailed to speed up approval process.

Note: This type of proof can only be used if color swatches do not have to be approved

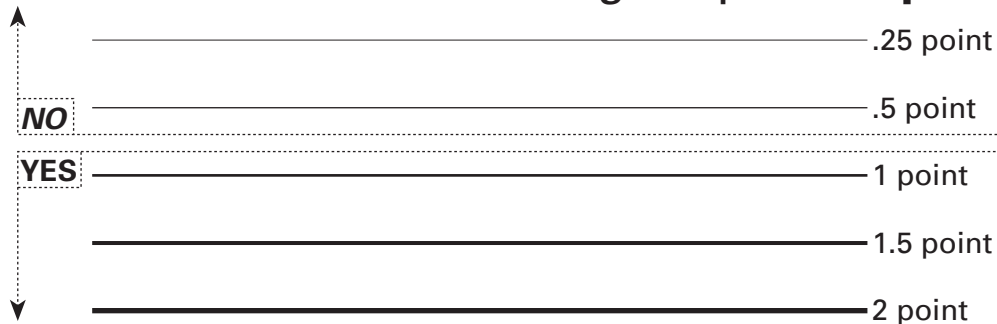
- Black & white or color paper proofs (new artwork)
- Color proofs on polyethylene substrate
- Color samples of the actual Inks on Polyethylene are provided for color approval.
- Any revision requires written approval.
- **Production of your order cannot begin until we receive your fully reviewed and signed approval.**

# Minimum Positive Type Spec is 5 point Regular Sans Serif\*\*

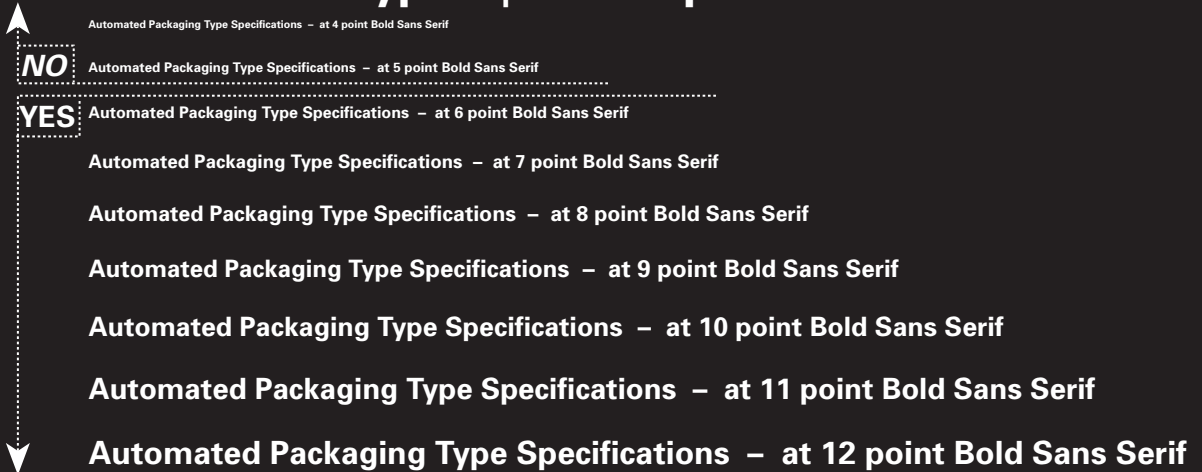


\*\*These specs also apply to most serif fonts as well. However, in the case of thin serifs (such as: Bodoni Fonts), *the bolder and larger the style, the better the reproduction.*

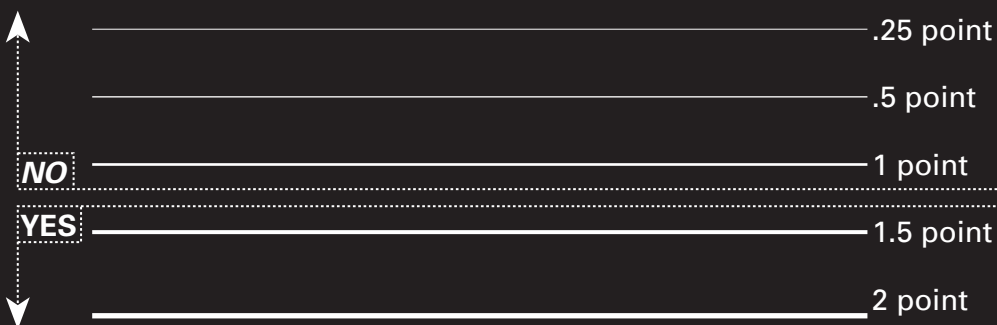
# Minimum Positive line weight Spec is 1 point.



# Minimum Reverse Type Spec is 6 point Bold Sans Serif



# Minimum Reverse line weight Spec is 1.5 points.



# Japanese and Chinese type minimum sizes

日本和中国式最小尺寸  
日本語と中国語の入力の最小サイズ

## Minimum Positive Type Spec is 8 point Regular\*\*

	自动包装类型规格 -4点正 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-4ポイントで定期的に (Japanese) (Automated Packaging Type Specifications - at 4 point Regular)
	自动包装类型规格 -5点正 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-5ポイントで定期的に (Japanese) (Automated Packaging Type Specifications - at 5 point Regular)
	自动包装类型规格 -6点正 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-6ポイントで定期的に (Japanese) (Automated Packaging Type Specifications - at 6 point Regular)
<b>NO</b>	自动包装类型规格 -7点正 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-7ポイントで定期的に (Japanese) (Automated Packaging Type Specifications - at 7 point Regular)
<b>YES</b>	自动包装类型规格 -8点正 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-8ポイントで定期的に (Japanese) (Automated Packaging Type Specifications - at 8 point Regular)
	自动包装类型规格 -9点正 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-9ポイントで定期的に (Japanese) (Automated Packaging Type Specifications - at 9 point Regular)
	自动包装类型规格 -10点正 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-10ポイントで定期的に (Japanese) (Automated Packaging Type Specifications - at 10 point Regular)
	自动包装类型规格 -11点正 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-11ポイントで定期的に (Japanese) (Automated Packaging Type Specifications - at 11 point Regular)

\*\*We can print as small as 6 point positive type if **only** the Japanese or Chinese text is on it's own plate separate from all the other art.

Please note that this page is only a sample of the type and size. It does not truly reflect how the type will actually **print** on our presses.

## Minimum Reverse Type Spec is 8 point Bold

	自动包装类型规格 -4点粗体 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-4ポイントの太字で (Japanese) (Automated Packaging Type Specifications - at 4 point Bold)
	自动包装类型规格 -5点粗体 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-5ポイントの太字で (Japanese) (Automated Packaging Type Specifications - at 5 point Bold)
	自动包装类型规格 -6点粗体 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-6ポイントの太字で (Japanese) (Automated Packaging Type Specifications - at 6 point Bold)
<b>NO</b>	自动包装类型规格 -7点粗体 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-7ポイントの太字で (Japanese) (Automated Packaging Type Specifications - at 7 point Bold)
<b>YES</b>	自动包装类型规格 -8点粗体 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-8ポイントの太字で (Japanese) (Automated Packaging Type Specifications - at 8 point Bold)
	自动包装类型规格 -9点粗体 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-9ポイントの太字で (Japanese) (Automated Packaging Type Specifications - at 9 point Bold)
	自动包装类型规格 -10点粗体 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-10ポイントの太字で (Japanese) (Automated Packaging Type Specifications - at 10 point Bold)
	自动包装类型规格 -11点粗体 (Chinese Simplified) 自動化されたパッケージの仕様を入力します-11ポイントの太字で (Japanese) (Automated Packaging Type Specifications - at 11 point Bold)

# **ABOUT OUR SYSTEM**

We hope this information will help you in preparing your AirPouch artwork and are equipped to help you prepare your artwork for flexographic printing. We will be glad to get you started by providing you with a template of the AirPouch size you are ordering that shows the available art area. Please contact [graphics@autobag.com](mailto:graphics@autobag.com) or see your sales person for further details.

**PLEASE: Provide a Mac compatible Digital file AND a COLOR PRINT of your Graphics.**

Email can be used to receive most types of files from customers and to send pdf proofs that don't require a color ink swatch to be approved by the customer. However, a full size color printout is still needed and should be sent unless the art will be emailed. If the art will be emailed or placed on the ftp site, please send a pdf for comparison and accuracy.

**The Mac applications we use are:**



Adobe  
ILLUSTRATOR



Adobe  
PHOTOSHOP



Adobe  
INDESIGN



ARTPRO

Contact and FTP info:

**Art Department email: [artdept@autobag.com](mailto:artdept@autobag.com)**

**Address: 13555 McCracken Road, Garfield Heights, OH 44125, USA**

**Phone: 1.330.528.2462**

FTP site: [ftp.autobag.com](ftp://ftp.autobag.com) user: `artftp` password: `art$stuff`

(If you are uploading to the ftp site, please send the art dept. a notification email.)

# **FAQ's**

QUESTION: WHAT IS RANDOM REPEAT PRINTING ?

ANSWER: Random repeat, or unregistered print, is a method of printing that places the same image randomly along the length of a pillow. As the name implies images are printed randomly and cannot be located relative to the pillow length.

QUESTION: WHY DOES THERE HAVE TO BE 1" CLEARANCE ON THE FILL/LOAD SIDE OF THE PILLOW ?

ANSWER: This clear area allows the Express 3 AirPouch machine to fill and seal the pillow without compromising the quality of your artwork.

QUESTION: WHAT KIND OF DIGITAL ART FILES DO YOU ACCEPT ?

ANSWER: We accept Mac files from Adobe Illustrator, InDesign, and Quark XPress. We also need all supporting images and fonts. Process and screened images need to be a minimum of 300dpi while line art images need to be a minimum of 600dpi.

QUESTION: WHY DOES THE ART DEPARTMENT INDICATE AN INK NUMBER ON MY PROOF OTHER THAN THE SPECIFIED PMS COLOR NUMBER ?

ANSWER: We formulate our own ink. Our ink coding system does not allow us to use the PMS number since we have many more custom match colors beyond the PMS library.

QUESTION: WHY CAN'T MY TYPE BE SMALLER ?

ANSWER: The light sensitive characteristics of a photopolymer plate along with challenges in the flexo printing process only allows a certain minimum spec for clean and legible type. See page 4 and 5 in this guideline manual for the specifications.

QUESTION: WHY CAN'T YOU EMAIL ME THE ART PROOF ?

ANSWER: We do not email arts for approval that print with colors other than black or white. We need you to see the color swatch to approve it before printing, which cannot accurately be done electronically.

QUESTION: WHY DO I NEED A SPEC SHEET FOR SUCH A MINOR REVISION ?

ANSWER: We have ISO procedures and work instructions in place to maintain accuracy and quality in our processes. The spec sheet is a part of our quality system to maintain these practices.

QUESTION: WHAT DO I DO WITH A "CAD" DRAWING OR BLUEPRINT IF I HAVE ONE ?

ANSWER: It is very important that you send drawings in with the spec sheet or directly to the Graphics Customer Service Department for review.



## **FAQ's**

QUESTION: WHY DID YOU MODIFY MY ART AND WHO GAVE YOU PERMISSION ?  
ANSWER: The modification of your art was made in order to meet our manufacturing specifications and tolerances in a timely manner. If you prefer to go over your options prior to proofing, please contact the Graphics Customer Service Department where you art will be put on hold until the review is complete. It is always our intention to make sure your Pouches will meet all manufacturing and quality standards. Also, since printed AirPouch is random print only, we typically position the art for optimum repeatability.

QUESTION: HOW CAN I GET MY PROOFS FASTER THAN THE 3 DAY ESTIMATE ?  
ANSWER: The art department continually monitors the schedule and works according to the estimated out for approval date. We do not start working on the art proof until Graphics customer service receives a PO for the artwork. If an expedite is required, please contact the Graphics customer service dept or art dept supervisor for this request.

QUESTION: CAN YOU MAKE AN ART FROM A SUBMITTED BUSINESS CARD OR "POOR" ARTWORK ?  
ANSWER: We will try to complete the art with whatever is sent to us but if the original file or sample that is sent to us is considered poor, than the printing of this art may not fully meet your expectations. There may also be an extra cost to recreate some artwork in this situation.

QUESTION: WHAT IS THE "ART PROOF APPROVAL SHEET" ?  
ANSWER: This is the form that we send with all of our proofs. It requires your signature, date, requested revisions, if applicable, and the appropriate boxes checked. As a part of our ISO quality system, we cannot release your artwork for printing until we receive this completed form. Please review the entire form before signing including any warning notes by the artist. You may also list your own comments towards the bottom of the form.