



ARTWORK GUIDELINES

FLEXOGRAPHIC & DIGITAL PRINT

Version: 2.0
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[abbe.com.au](https://www.abbe.com.au) 



Introduction To Abbe

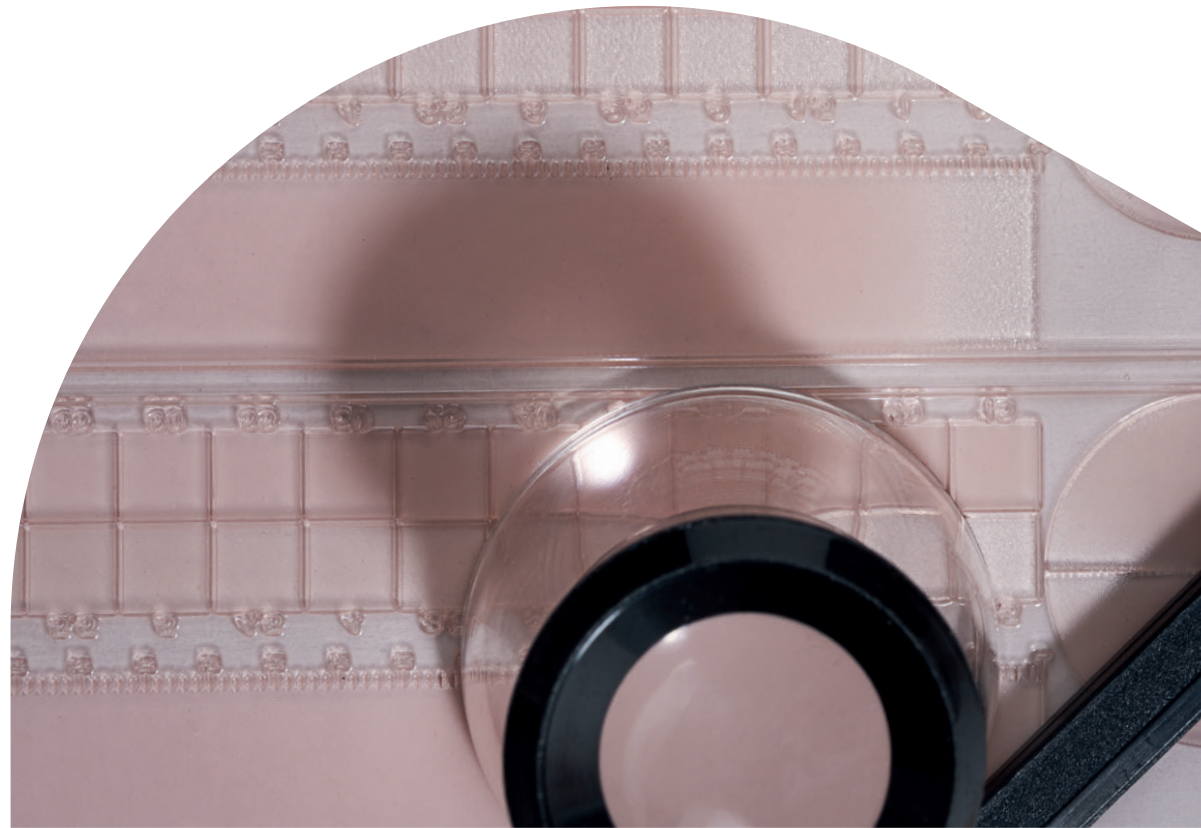
Artwork Guidelines

Flexographic Printing is a printing medium that uses flexible printing plates to print onto corrugated cardboard like a rubber stamp. There can be limitations and restrictions when preparing artwork for flexographic preprint.

These artwork guidelines will assist you in creating and preparing artwork and files optimised for flexographic preprint and help you in achieving the best quality print for your cartons.

Abbe also offers its Single-Pass Impression Digital Printing technology which is a full colour CMYK process. This printing technology provides high quality finished print with less limitations than Flexographic Printing.

Guidelines and Specifications for both methods of printing can be found in this document.



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Supplying Artwork

Abbe's Art & Design Studio – Sandbox can accept artwork in both MAC and PC Formats. Adobe Illustrator or a Press Ready PDF's are preferred digital art file types. The Sandbox creates all art layouts in Adobe Illustrator.

All elements in your .ai or PDF file should be editable vector elements. Any images or .psd files used in your artwork should be embedded into your file or supplied as separate images/files. Adobe Photoshop should only be used for photographic elements.

Artwork Requirements

- ▲ Adobe Illustrator CS6 or later or Press Ready PDF.
- ▲ All Fonts used in the Artwork must be supplied and MAC compatible.
- ▲ Art Files must be created using vector based software.
- ▲ All Images used in the Artwork must be supplied or embedded.
- ▲ All Images must be high resolution and supplied at 100% size.

Adobe Reader is required for accepting and signing off completed artwork online.

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Colours

Abbe has a large range of Colours to print your cartons via Flexographic printing process. Please view our Flexographic **Colour Selection Chart** for our wide range of printing inks.

Alternatively consult with your Sales Representative for more information. We are able to area match PMS colours if required for an additional cost.

Abbe are able to print up to 4 colours in Flexographic Print or full colour CMYK in digital Print. It is important to note that colours can vary at the time of production.

2 Colour & Reversed Out – Printed on White Board



2 Colour & Reversed Out – Printed on Brown Board



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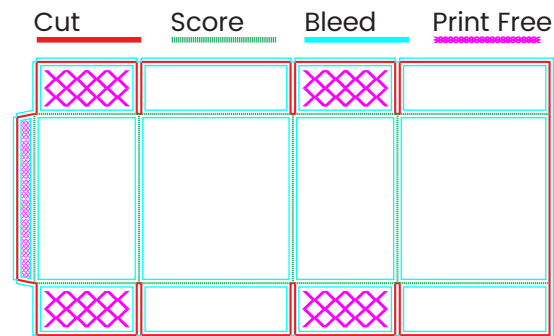
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Carton Styles

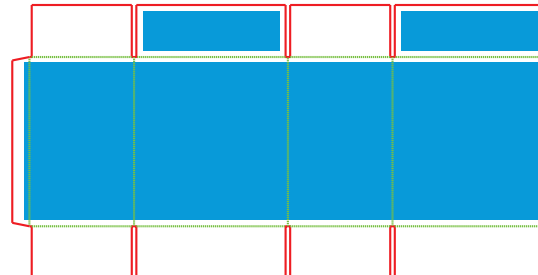
Printing on RSC & Die Cut Cartons

RSC Style Cartons are creased before they are printed. If print is requested over scores, print imperfections may occur due to an uneven surface for the RSC. It is important to keep a 10mm print free area away from scores/creases and to avoid printing on all internal and bottom flaps as this can weaken the carton and cause issues with gluing/adhesion.

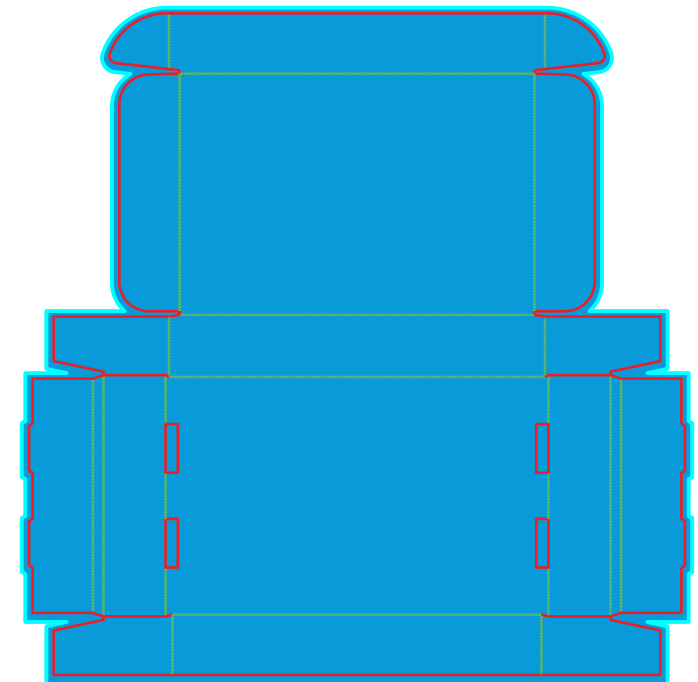
Regular Slotted Carton (RSC)



Correct Printing on RSC



Die Cut Carton



Print Registration

Trapping, Bleed & Overprint

Print Registration is one of the most important parts of the Flexographic Printing Process. It is key to avoid tight registration and ink trapping where possible. Trapping occurs when an allowance needs to be made for one colour to print under another. Abbe's trapping tolerance is 3mm. An outline will show when one colour overprints another.

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Correct Registration



Mis-Registration



Correct Trapping



Insufficient Trapping



Overprinting. Trapped Colour.



A third colour can appear when one colour overprints another



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Typography

Minimum Sizes

The minimum font sizes for Flexographic Print are 12pt for Sans Serif Typefaces and 14pt for Serif Typefaces. Different guidelines apply when fonts are reversed out of colour – Sans Serif minimum type is 14pt reversed out and Serif type minimum is 16pt reversed out. In some cases depending on the font used, other allowances may need to be made to the typeface for print.

Sans Serif Fonts

12pt

abcdefghijklmnopqrstuxwxyz

Serif Fonts

14pt

abcdefghijklmnopqrstuxwxyz

Sans Serif Fonts

14pt

abcdefghijklmnopqrstuxwxyz

Serif Fonts

16pt

abcdefghijklmnopqrstuxwxyz

When decorative or complicated typefaces are used – the minimum type size may be restricted and changes to the font such as adding stroke or increasing pt size will need to be done. The thinnest line on a typeface should not be less than 2mm.



Lines & Strokes

The minimum Size for Positive Stroke Weight is 1mm. The Minimum for Reversed out stroke Weight is 1.5mm. Anything above these minimums is preferred. It can be challenging to print a thin stroke/line as a halftone and is not recommended. If lines are too thin in the artwork, they might not hold on the printing plate or come out distorted and wavy.

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Minimum Stroke weight: 1mm



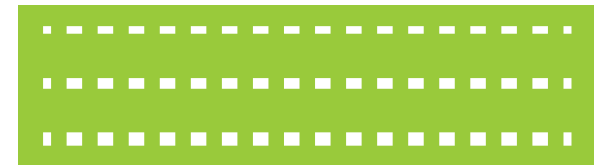
Dashed Lines



Minimum Stroke Reversed Out: 1.5mm



Dashed Lines Reversed Out



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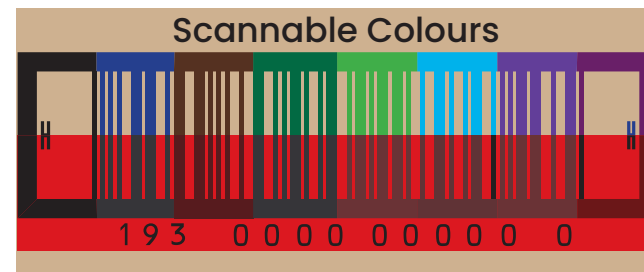
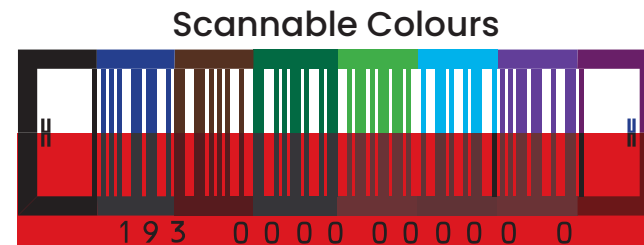
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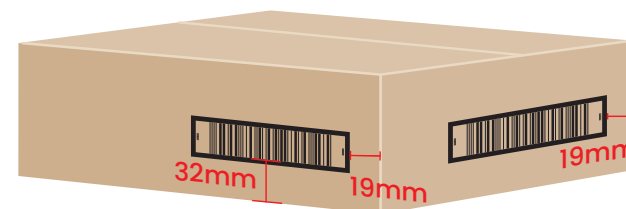
Barcodes

Sizing and Positioning

Abbe will regenerate all barcodes supplied in the artwork to correct flexo printing standards and GS1 specifications. TUN and EAN Barcodes must be a minimum of 32mm from the base of the carton to the bottom of the bars and 19mm from the left or right of the carton from the score. Barcodes must be printed in dark colours for scanning purposes and lighter colours and reds must be avoided.



Positioning - TUN Barcodes



Positioning - EAN Barcodes



Halftone & Stipple

Specifications

Gradients and Halftones can be difficult to print in the Flexographic print process. When setting up a gradient in artwork – the minimum on the slider/spectrum is 20% while the maximum is 70%. Similar rules are applied to using Photographs in flexo. The Photograph must be as large as possible and in 1 colour. Photographs will not look close to their original image and will be represented by 1 colour stippled dots as pictured below.

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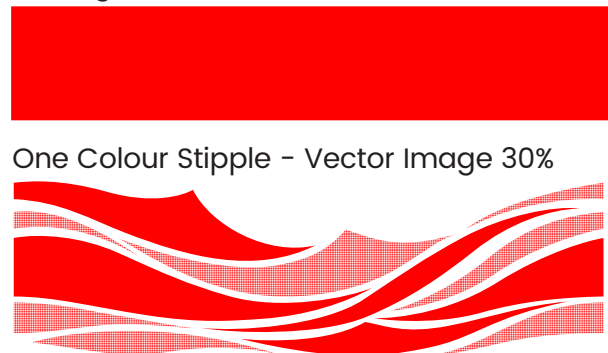
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Gradient Settings For Halftone Screen



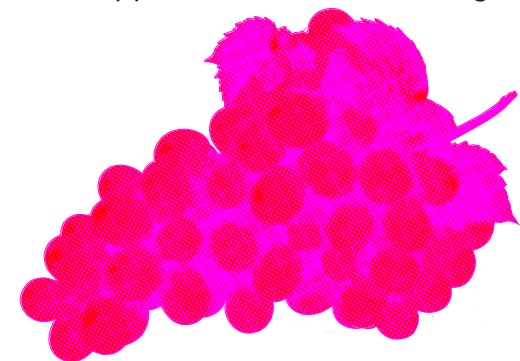
Printing Result



One Colour Stipple - Vector Image 30%



Halftone Stipple Result On Photo/image



Original Photo



Stipple On Brown Board



Left/Right Hand Opening

Carton Erected Layout

It is important to understand whether a carton is left or right hand opening in order to operate correctly through a box erecting machine. Left/Right Hand opening is integral to the carton and it's print and is a precondition that needs to be confirmed prior to the placement of Artwork on an RSC.

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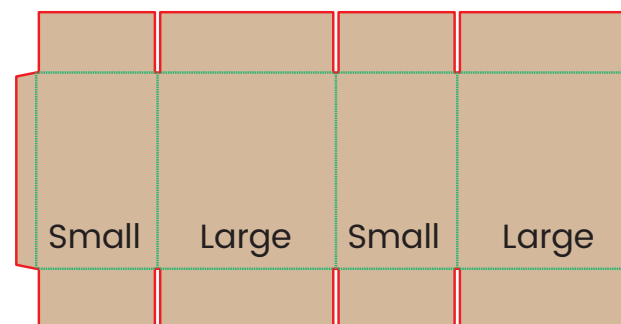
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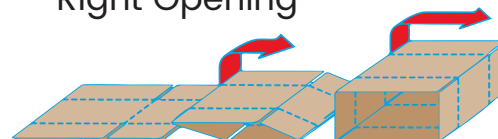
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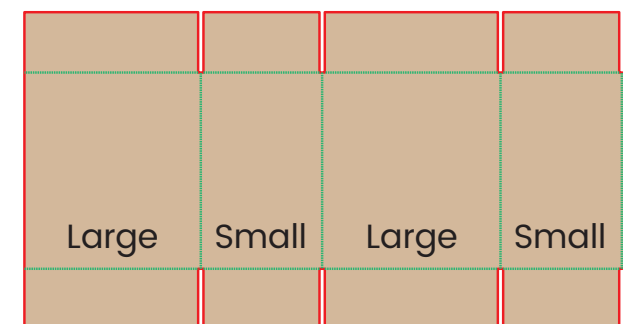
Right Hand Case Erect Layout



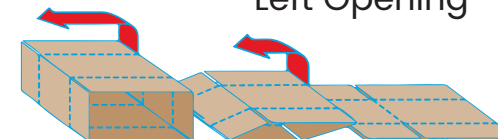
Right Opening



Left Hand Case Erect Layout



Left Opening



Digital Print

Impression

Abbe's Impression Single-Pass Digital Print Technology is the only one of its kind in the southern hemisphere. It's at the forefront of digital printing technologies around the world with the ability to produce 1000's of square metres of print every hour.

Impression is able to print in a single pass, direct to corrugated board, a full CMYK process. This printing technology provides high quality finished print for small to medium run lengths at significantly lower cost with minimal set up fees. It enables a significant number of people to use a higher quality product for much lower volumes.



Abbe's
Impression
Single-Pass
Digital Printer



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Colours

With the differences between traditional printing processes, varying types of digital printing technologies and the wide variety of inks, matching special colours can not always be achieved. IMPRESSION will match any special colour using our CMYK digital process as close as possible. We recommend using Pantone (PMS) Coated colours when special colours are required. We use the industry standard FOGRA39 (ISO Coated V2) for all colour gamuts, profiling and colour matching.

Note: Although most times we can get extremely close to specified PMS colours there may be slight variations due to different colour gamuts and inks.

Printing

With Digital Single Pass Printing technology you will get your best results using pictures/images rather than solid flat colour areas. If you have a large solid flat colour area on your design then consider having a step & repeated watermark through-out the area. This will give you a better result compared to solid flat colour. Minimum font size for Digital Print is 12pt for San Serif typefaces and 14pt for Serif typefaces.

If you require more information or help with any of these specifications, please don't hesitate to contact your Account Manager who will be happy to assist you in getting the best possible results from your files.



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