

BALLMANIA® PREMIUM LIP BALM SPF-20

IMPRINT ARTWORK SPECIFICATIONS



CONTAINER DIMENSIONS: 1.5" diameter / **IMPRINT AREA:** .75" X .75" (lid top center)

DECORATION METHOD: 1 or 2 color pad print

FILE FORMAT REQUIREMENTS

Only vector format artwork can be accepted for pad printing decoration projects.

The preferred file format is Mac or PC Adobe Illustrator CS2 or earlier (.ai or .eps). any type used in artwork must be converted to outlines.

Also accepted: Freehand 5.0 (or earlier) / Corel Draw 4.0 (or earlier) / Adobe Acrobat PDF (only if generated from a vector art source file)

WHAT IS VECTOR ARTWORK?

The highest quality results for a pad printed logo can only be achieved with quality VECTOR format (as opposed to RASTER format) artwork.

What's the difference? A VECTOR image is defined mathematically by 'point' and 'curves' which are infinitely scalable with no loss of quality. A RASTER (or bitmap) image is defined by square pixels and is limited to the pixels-per-inch (ppi) image resolution of the file. Regardless of the imprint size, a RASTER image (especially one with small type) WILL appear with jagged edges. A VECTOR art image will consistently image with crisper edges and smooth curves - which is especially important with images that contain small type.

For this reason, the following file formats CANNOT be accepted for pad printing decoration projects:

TIFF / JPEG / GIF / BMP / PNG / Photoshop EPS - or any PDF or Illustrator file with an embedded raster image. Also unacceptable is any file created in PowerPoint or word processors such as MS Word or WordPerfect.

REGARDING PAD PRINTING INKS

If ink colors **other than black** are to be used, the PMS spot color must be specified in the artwork file.

NOTE: Like conventional offset printing inks, pad printing inks are generally translucent. When printed on a substrate of any color other than white, expect that the specified PMS color can change dramatically. The only ink colors with complete opacity are Black, Metallic Brilliant Gold and Metallic Lustre Silver. For superior opacity, a double hit impression, or a base print of metallic or opaque white is recommended.

We do offer more than 420 standard ink colors, however all PMS colors are not represented. We recommend that you refer to our online Standard Ink Colors listing (http://www.DennisGreenLtd.com/ASI/Ink_Colors.htm) to verify that your preferred PMS color is included. Any PMS ink colors that do not appear in this listing will require a special mix ink. An additional cost of \$50.00 is applicable for special mix inks and an additional 7 business days may be added to lead time. **PMS ink color mixes for pad printing on plastic parts are never guaranteed to match an offset-printed Pantone® swatch book.**

BALLMANIA® PREMIUM LIP BALM SPF-20

IMPRINT ARTWORK SPECIFICATIONS



ADDITIONAL DESIGN CONSIDERATIONS

- Imprint area can be extended up to 1" X 1", but expect that the part of the image beyond .75" X .75" will be severely distorted.
- Font size for images with small type should be 8pt (approx 1/16") or larger. Reversed or 'knock out' type should be in a bold face and no smaller than 10pt.
- Serif fonts for type images small than 10pt are best avoided.
- Printing of photographic halftone images is possible, however a variance in ink density should be expected.
- In general, vignettes and color gradients can appear staggered or have 'choppy' edges and tone transitions. For this reason, they are best avoided in pad printing artwork.
- If your design requires tight registration, please do not manually trap the artwork.
- If your design requires on ink color to overprint another, it is best that you consult your sales representative or have our Graphics Department review your artwork file before submitting your order.
- Please be aware that improperly formatted artwork will cause a delay in your project's lead time.
- If necessary, any time spent by our Graphics Department fixing artwork files will be billed at \$75.00 per hour. You will be notified by your sales representative if corrective artwork is required - and you will have the opportunity to correct the artwork yourself if you prefer.
- When submitting artwork via e-mail, it is always best to send your file as a .ZIP or .SIT archive to avoid corruption of your file. Many e-mail servers do not recognize .ai or .eps file types and will most likely convert the file to an unusable .dat file.