Plastic Bag Printing Specifications

continental products

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Because plastic stretches, printing on plastic is often more challenging than printing on paper. Please review the following print specifications to ensure you get the best results. If you are new to plastic bag design, please feel free to contact us for help and be sure to send us your artwork in plenty of time to ensure no delays.

Software

Illustrator (CS6 or earlier)
- Save files as .eps, .ai, or .fh format.
- Include all fonts or convert to outlines/paths.
- Include all placed images and/or linked graphics in their native/original format. Do not embed images.
- Draw all logos and artwork in a vector application rather than placing Photoshop images when possible.
- Use Photoshop for photographs and special effects.

Photoshop (CS6 or earlier)
- Save files as .eps, .tif, or .psd format.
- Provide the highest quality and resolution. Preferably 300 dpi for CMYK/Multiple/Grayscale images and 1200 dpi for bitmap images.
- Include layered Photoshop file when possible.
- Keep type and logos in Vector application when possible.
- Keep color images in their original RGB color mode (do not convert to CMYK).

Other Software
We also accept InDesign
- Please provide all fonts and all placed images/ linked graphics.
- Save files as .eps or .tif format.

Layout & File Preparation

Image Area
Allow 1/2" of unprinted area on sides and 3/4" for top and bottom. Bag sizes vary for each project. *If you are unsure about the size, please contact us.* If the bag has a doorknob hole, the top of the bag needs to have 4 inches of unprinted area.

Trapping
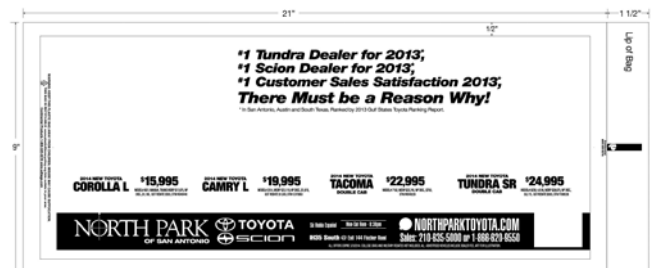We will add trap when generating your film. Please *DO NOT TRAP your files.*

Screens
Run all screened areas separate from all solid areas. It is necessary to run the same PMS or process color on two separate decks (i.e. screened black and line black).

All gradations must carry a minimum of 10% in all colors used. For best results use gradient screens from 15% to 80%.
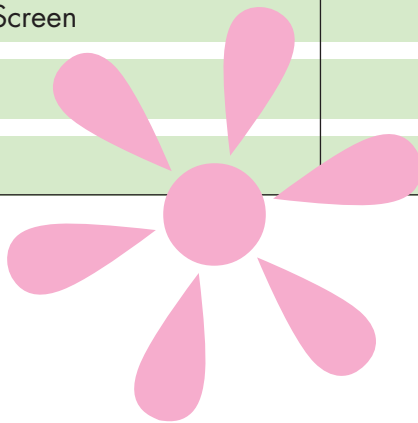

Screen art

Line art

Combined art

Separating a screened color from a line color ensures the best results.

Design Quick Guide	PROCESS COLOR	LINE ART
Maximum Number of Colors/Plates	8	8
Minimum Positive Type Size	4 point	6 point
Minimum Reverse Type Size	6 point	8 point
Minimum Positive Line Thickness	.25 point	1.0 point
Minimum Reverse Line Thickness	1.0 point	1.5 point
Recommended Line Screen	120 LPI	85 LPI
Minimum Resolution	300 DPI	1200 DPI
Registration	+/- 1/32"	+/- 1/8"

Printing Black
Set up all process black to run separately from all line black to assure the solid black areas will print as a rich black.

Large Solid Areas
Set up large sold areas (i.e. backgrounds) as one color to maintain color balance on press.

Large Patterned Areas
Large screened areas do not print well on plastic. If their use is necessary, break them up by using varying screen percentages of one color OR use a solid PMS color and vary screens of black to achieve desired result.

Printing a Sky
When printing a sky, use screens of cyan only with no magenta. Magenta tends to turn the sky pink.

Registration Marks
Make ® and TM marks bold and as large as possible to avoid them filling in.

Bar Codes
Bar code lines must print parallel to the open end of the bag.

Overprinting Ink Colors
When colors touch each other, use a combination of dark and dark colors or dark and light colors. *Because of the trapping necessary in plastic printing, two light colors do not look good when they touch each other.*
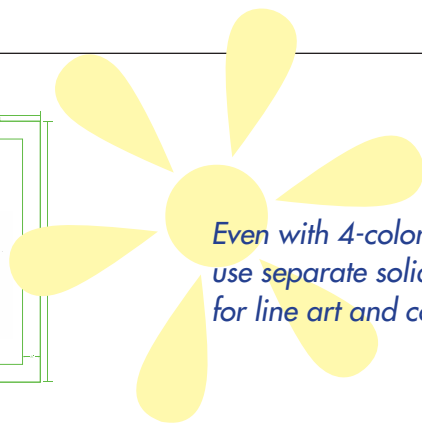
Color Intensity
PMS colors appear lighter when printed on a white bag. Consider choosing a darker PMS to achieve desired effect.

Reverse Type/Keylines
Avoid reversing type and keylines out of more than one color. If type must be reversed out of more than one color, it will require a 100% keyline in one color of at least .020 thickness to hold the shape of the letter.

Thin Type/Keylines
Avoid creating thin positive type or keylines out of more than one color. (For example, creating green type out of 100% cyan and 100% yellow.) Break out thin type as a PMS color or line black.

*Even with 4-color process,
use separate solid PMS colors
for line art and copy.*

Bag Specifics

Newspaper Pouch Bags
Because every insert is unique in size and thickness, it affects the available image area. *Please make sure we have a sample of your insert and have outlined the proper image area before finalizing the bag design.*

Newspaper Coupon Bags
When using a newspaper coupon bag, the perforated detachable area can be from 2" to 8" long. The width is determined by the size of the bag. Please call for an artwork layout.

Print Quantities
Number of bags may vary +/- 10%.

Lead Times
Allow five weeks from receipt of artwork meeting our specifications.

How to Send Artwork

Upload to our FTP site:
http://cpart.continentalproducts.com

Send CD: Artwork, Continental Products,
2000 West Boulevard, Mexico, MO 65265

• Please send a hard color copy with the artwork.
• Any artwork requiring changes to conform to above specs will be subject to additional charges.

Contact Us

Artwork@continentalproducts.com
or 1-800-325-0216, ext. 3056
with questions.