

# Printing on Plastic

## DESIGN TIPS AND GRAPHICAL SOLUTIONS



**Plastipak**

PLASTIPAK INDUSTRIES INC.  
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This guide explains design constraints related to printing on plastic and provides solutions to will maximize print quality and print consistency.

**Plastipak recommends** sending a PDF proof to their prepress department for printability review prior to final design approval. For further information please contact your Customer Service Representative at: 1.800.387.7452

## FILE PREPARATION AND SOFTWARE

Plastipak recommends using the following software and would ask that you please prepare your files according to the specifications below.

### Adobe Photoshop CS

- Images resolution: 300 dpi
- Retain layers if any
- Do not place text
- Text should be created in Illustrator

### Adobe Illustrator CS

- Do not outline fonts
- Provide fonts needed to open document
- Provide colour output with Pantone identification numbers
- Include all placed images (linked or not)

In some cases other software files are acceptable if saved in EPS format. A preliminary test may be required prior to sending final artwork.

## FILE DELIVERY

Final artwork can be uploaded on to our FTP site. To obtain access our FTP site, please contact your Customer Service Representative for a user name and password.

Files can also be sent to us on a CD/DVD. When sending the CD/DVD to our Customer Service Department, please include a printout of the content.

## MAXIMUM PRINTING DIMENSIONS (DIELINE)

Plastipak's EPS and PDF dieline files are available from your Customer Service Representative.

## DOT GAIN, LINE SCREEN AND TRAPPING

- Dot gain is approximately 25% printed. Therefore available gray scale is between 25% and 75%
- Line screen is 100 lpi
- Plastipak will take care of the overprint and trapping so please do not use these options in your files

## TYPE

- Always use solid (100%) colour
- A maximum of two overprinting colours is allowed for type
- Positive type size: minimum 6 pts (medium type).
- Reverse type size: minimum 8 pts (bold type)

## COLOUR

Plastipak will convert process images into Pantone for print maximization and print consistency. Please retain a minimum of 4 colours to print illustrations. Your Customer Service Representative will be able to provide you with the number of colours available for your chosen container and lid.



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## CUSTOMER APPROVAL

PDF proofs of the artwork will be sent to the customer approval. (Hardcopy proofs are available upon request.) This proof will need to be signed and returned to [artworkapproval@plastipak.ca](mailto:artworkapproval@plastipak.ca) prior to film and plate preparation.

**This section explains UPC code limitations when printing on plastic. You can help UPC code scanning by following instructions below.**

## UPC CODE

- The ideal position is indicated on dieline for both containers and lids
- Orientation must be horizontal on container
- No truncation
- Leave a white area of 1/8" (3.2mm) all around the UPC code

Decodability of a UPC is guaranteed only if its size is equivalent to 110% and as long as it is printed in black on a white substrate. When cup dimension can't allow it, please choose UPC code to full height of container dieline. If black isn't available in you artwork design, some Pantone colours can be use instead. Please note that a coloured UPC may have a decodability problem. Black should always be your first choice.

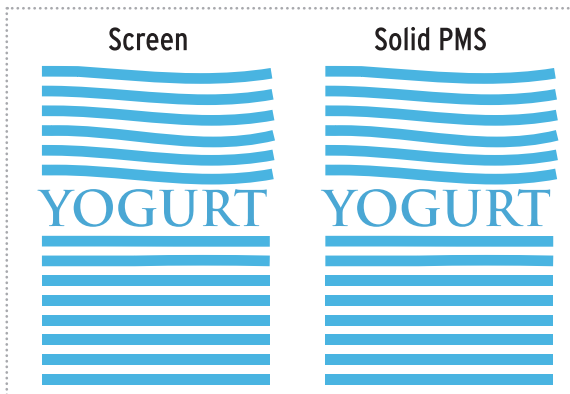
Please find below the list of Pantone colours which can be used for UPC codes:

PROCESS CYAN	285	3135	348	540
PROCESS BLACK	286	3155	349	541
REFLEX BLUE	287	3165	3435	546
PROCESS BLUE	288	320	350	547
PANTONE GREEN	289	321	354	548
PANTONE BLACK	293	322	355	5463
072	294	323	356	5467
1545	295	327	357	5473
261	296	328	364	553
262	299	329	412	554
266	2935	3272	419	555
267	2945	3282	426	5535
268	2955	3285	432	560
269	2965	3288	433	561
273	300	3292	439	562
274	301	3295	440	567
275	302	3298	445	568
276	303	330	446	569
2738	307	334	447	5605
2747	308	335	4625	574
2748	309	336	497	5747
2757	3005	3302	4975	627
2758	3015	3305	504	634
2765	3025	3308	5185	7449
2767	3035	340	525	7547
2768	313	341	532	
280	314	342	533	
281	315	343	539	
282	316	347	5395	



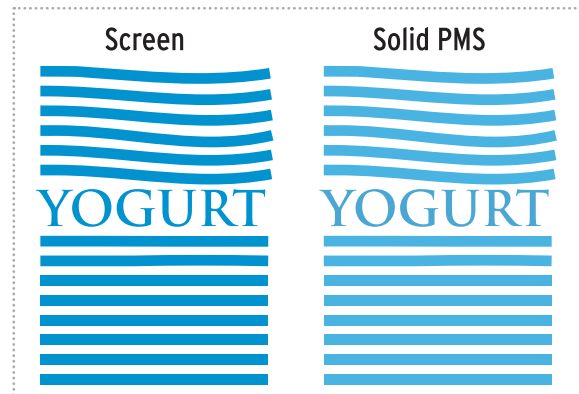
# PRINTING ISSUES ON PLASTIC AND HOW TO AVOID THEM

## ORIGINAL ARTWORK



Choose a solid light Pantone colour instead of a darker screened colour

## PRESS RESULT



Screen gained 25% on press but solid colour remained the same

Blurry screened black drop shadow

**SHADOW**

Solid PMS sharp drop shadow

**SHADOW**

Create drop shadows using light solid colour without blurry effect.

Blurry screened black drop shadow

**SHADOW**

Solid PMS sharp drop shadow

**SHADOW**

Blurry effect is almost void and gained 25%.  
Light solid drop shadow remains unchanged.

Text with  
3 process colours

Ingredients: Liquid and hydrogenated canola oil, water, palm oil and/or kernel oil, salt, whey powder, sodium benzoate, soya lecithin, color, citric acid, artificial flavour, beta-carotene.

Text coloured with  
a single PMS

Ingredients: Liquid and hydrogenated canola oil, water, palm oil and/or kernel oil, salt, whey powder, sodium benzoate, soya lecithin, color, citric acid, artificial flavour, beta-carotene.

Please replace process text by a solid PMS colour.

Text with  
3 process colours

Ingredients: Liquid and hydrogenated canola oil, water, palm oil and/or kernel oil, salt, whey powder, sodium benzoate, soya lecithin, color, citric acid, artificial flavour, beta-carotene.

Text coloured with  
a single PMS

Ingredients: Liquid and hydrogenated canola oil, water, palm oil and/or kernel oil, salt, whey powder, sodium benzoate, soya lecithin, color, citric acid, artificial flavour, beta-carotene.

Process colour text will vary with dot gain and registration is unstable.

# PRINTING ISSUES ON PLASTIC AND HOW TO AVOID THEM

## ORIGINAL ARTWORK

### Regular reverse type

Ingredients: Liquid and hydrogenated canola oil, water, palm oil and/or kernel oil, salt, whey powder, sodium benzoate, soya lecithin, color, citric acid, artificial flavour, beta-carotene.

### Bold reverse type

Ingredients: Liquid and hydrogenated canola oil, water, palm oil and/or kernel oil, salt, whey powder, sodium benzoate, soya lecithin, color, citric acid, artificial flavour, beta-carotene.



Please choose a bold font for reverse type.

## PRESS RESULT

### Regular reverse type

Ingredients: Liquid and hydrogenated canola oil, water, palm oil and/or kernel oil, salt, whey powder, sodium benzoate, soya lecithin, color, citric acid, artificial flavour, beta-carotene.

### Bold reverse type

Ingredients: Liquid and hydrogenated canola oil, water, palm oil and/or kernel oil, salt, whey powder, sodium benzoate, soya lecithin, color, citric acid, artificial flavour, beta-carotene.

Regular type fill results in poor legibility.  
Bold type looks like regular type.

### Too small or too condensed type

Ingredients: Liquid and hydrogenated canola oil, water, palm oil and/or kernel oil, salt, whey powder, color, citric acid, artificial flavour, beta-carotene.

**CONTAIN:  
MILK INGREDIENTS.  
MAY CONTAIN  
TRACES OF NUTS.**



Please use type as big as possible on lower part of container.

### Too small or too condensed type

Ingredients: Liquid and hydrogenated canola oil, water, palm oil and/or kernel oil, salt, whey powder, color, citric acid, artificial flavour, beta-carotene.

**CONTAIN:  
MILK INGREDIENTS.  
MAY CONTAIN  
TRACES OF NUTS.**

There is a slur effect on lower part of container.  
Legibility can be affected.

### Reverse type on a screen background



### Reverse type on a solid background



Do not place reverse type on a screened background.  
Choose solid background instead.

### Reverse type on a screen background



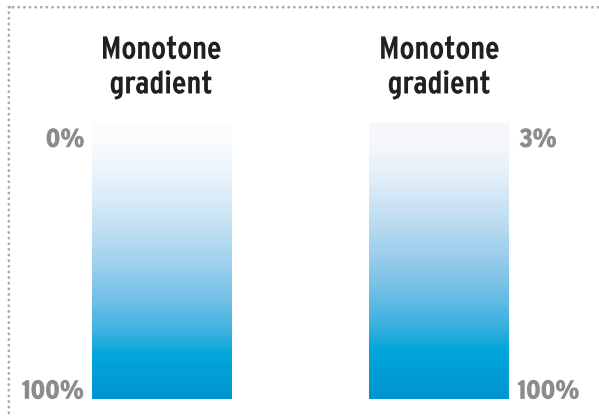
### Reverse type on a solid background



Type is not easily read on a screened background.

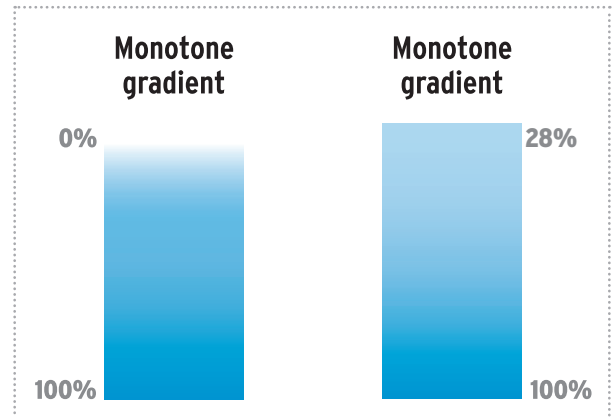
# PRINTING ISSUES ON PLASTIC AND HOW TO AVOID THEM

## ORIGINAL ARTWORK

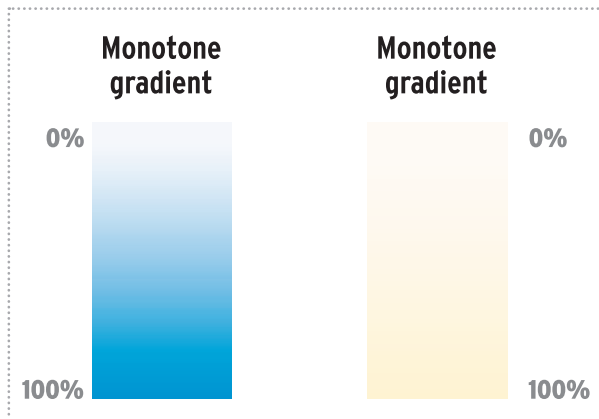


Minimum dot requirement for a gradient is 3%.

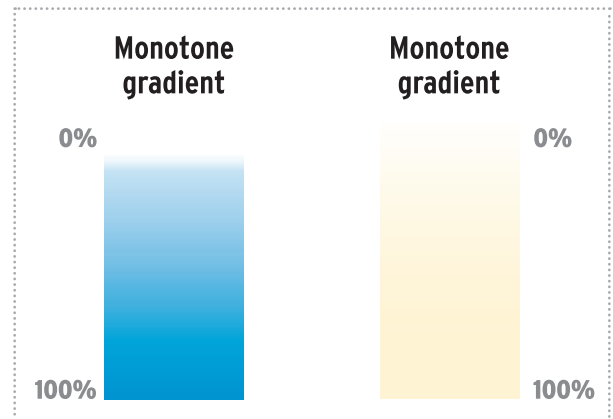
## PRESS RESULT



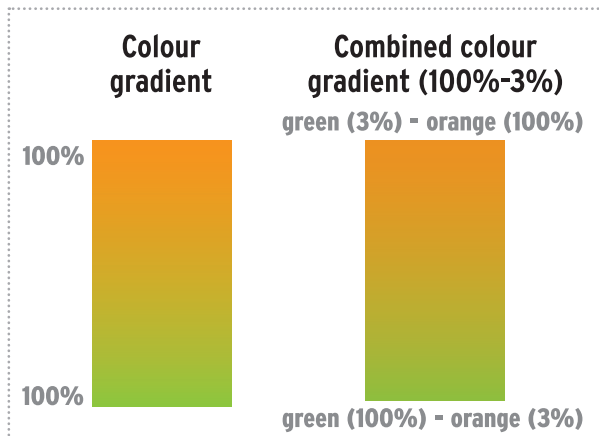
Gradients lighter than 3% will break to 0%.  
For a smooth gradient, don't go lower than 3%.



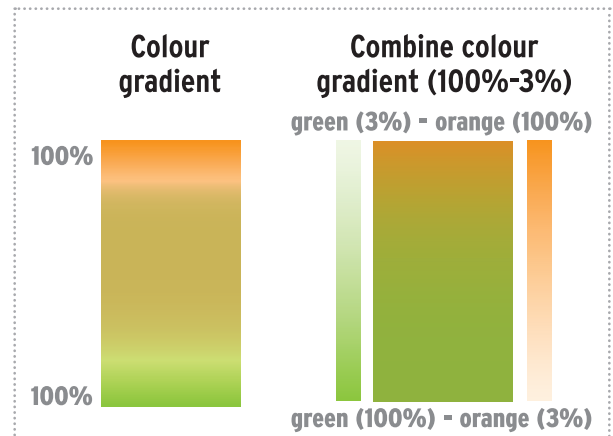
If you absolutely need to create a 0% gradient,  
please use a light Pantone colour.



Break in gradient will be less noticeable  
if a light colour is used.



For a smooth colour gradient, two separate gradients are overprinted  
instead of combining the colours in one path



Break in gradient will be less noticeable if there is a minimum  
of 3% overprints at each end of gradient.