# Artwork Requirements

Everything you need to know to supply print-ready artwork to Syntech Packaging.

FILE FORMAT & SETUP

## Supplying your artwork

- Supply artwork as an **Adobe Illustrator (.ai) file**, or a **high-resolution PDF with all text and fonts converted to outlines**. All linked files must be embedded or supplied alongside your artwork.
- Image resolution of **350 dpi minimum** for any raster or Photoshop elements.
- Include a **minimum 2 mm bleed** on all sides. Where possible, keep the same colour running to each edge of the film.

**How to convert text to outlines in Adobe Illustrator**

**Keyboard shortcut:** Select all text and press **Cmd+Shift+O** (Mac) or **Ctrl+Shift+O** (PC) to create outlines in one step.

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COLOUR

## Colour setup & matching

- Artwork should be set up in **CMYK**. If submitting in CMYK, please advise us of any Pantone (PMS) colours you wish us to match and indicate the Pantone number directly within your Illustrator file.

- **Brand and logo colours must always be consistent across runs.** We strongly recommend specifying these as Pantone/PMS spot colours. CMYK reproduction of brand colours is subject to industry-standard tolerance and may vary slightly between print runs.
- If you have physical colour samples or references you would like us to match, please supply at least two samples with your artwork.

> Pantone/PMS special colours are our preferred method for critical brand colours — they are specified independently of CMYK and deliver the most accurate, consistent results across all production runs.

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LAYERS & FINISHES

## White layer, windows & special finishes

- A **dedicated white layer** is required where white ink is to be applied as a base or as a design element. Please set this up as a separate, clearly labelled layer in your artwork file.
- A white layer is also required for any **clear windows** or areas requiring a different finish — for example, a gloss panel on a matt substrate, or vice versa. These areas must be clearly defined on a separate layer.
- Please ensure layers are clearly named (e.g. *White Ink*, *Gloss Varnish*, *Matt Varnish*, *Window*) so our team can correctly identify each element.

Recommended layer structure — label each layer clearly in your file:

- Artwork / print layer
- Special finish layer — gloss / matt / window
- White ink layer
- Dieline / structure layer

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PRINT METHOD & DIELINES

## Print methods & dielines

Digital printing

### Small runs

No cylinder set-up costs. Ideal for shorter quantities and new designs.

Gravure printing

### Larger runs

Cylinder engraving is required. This cost is confirmed at quoting stage prior to any artwork submission.

- A **dieline is provided for all jobs** following acceptance of a quote and placement of an order. The dieline confirms the exact structure, dimensions, and bleed area for your artwork to be built to.
- If you require a dieline **prior to placing an order**, a charge will apply. Please contact us to discuss.
- The appropriate print method is determined by your order type, quantity, and packaging format — we will advise which is best suited to your job.

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ARTWORK ADJUSTMENTS

## Artwork adjustments

- Our in-house artwork team can assist with minor adjustments to supplied files.
- We include **two minor adjustments at no charge**. Any additional changes beyond this may incur a cost, which will be advised and agreed before work proceeds.
- For significant redesigns or new artwork creation, please speak with our team about artwork support options.

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APPROVAL PROCESS

## Proofing & approval

1. Once your artwork is received and checked, we will issue a **PDF print proof** for your review. Please check all text, graphics, colours, and dimensions carefully before approving.
2. Where applicable — particularly for digital/small-run print jobs — a **Chromlin proof** will also be provided. This is a colour-accurate print proof for visual reference only; it does not represent the final product structure or substrate.
3. All proofs must be **signed, dated, and returned** to us before production can commence.
4. Production lead time **begins only upon receipt of fully approved proofs**. No further amendments can be accepted once approval has been confirmed.

> Please review all proofs thoroughly before signing off. Once approved and production has commenced, no changes can be made. We recommend having your artwork reviewed by all relevant stakeholders prior to approval.