

# SUPPLYING YOUR SLEEVE ARTWORK FOR PRINT



## Using a template

For all sleeve designs please use and adhere to the cutter template that has been created specifically for the product (either by yourself using our measurement calculator sheet or an electronic file supplied by Newton Print).

The template must be set up with the exact dimensions for each panel and the orientation of text or graphics on each panel should face the correct way.

**Back Side:** this panel is a good place to position heating instructions, ingredients, allergen or nutritional info for example. This panel may include an additional crease which enables the printed sleeve to lay flat so please take this into consideration when placing artwork. Text and graphics should be rotated 180° on this panel.

**Top:** this is the main consumer facing panel for your product name, logo, images, product weight etc.

**Front Side:** this panel may face the consumer at point of sale (if retail), so is a good place to position a logo, product name, any other product image(s) or strapline.

**Bottom:** this panel is not visible to the consumer at point of sale. It is ideal for company contact details, nutritional info, ingredients, barcode etc. Text and graphics should be rotated 180° on this panel.

**Glue tab:** A 20mm tab is allowed for gluing the sleeve together – please ensure that any graphics on the back side panel bleed 3mm into the glue tab, leaving the remaining 17mm white (having no ink in this area helps the glue to bond).

On templates supplied by Newton Print the crease, trim and bleed guides are included on separate layers to enable artwork to be placed correctly. When exporting your final print-ready artwork please supply your files with the cutter (for reference) and without the cutter (for print).

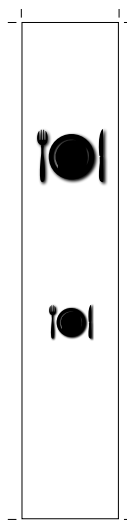


## Extra finishes

If including any special finishes such as spot UV or metallic foil, PDFs must be supplied with **three pages**, showing the following separations:



**Page 1:** Just the print artwork with no special finishes included



**Page 2:** Just the special finish, not showing any print artwork



**Page 3:** Visual with print and special finishes overlaid to show the positioning

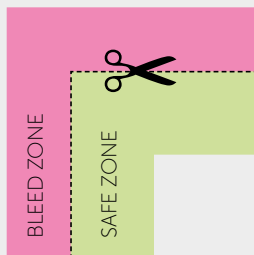
**All special finish elements should be vector, placed on a separate layer and set in a spot colour named either "UV" or "Foil", with a CMYK value of 0c 0m 0y 100k.**

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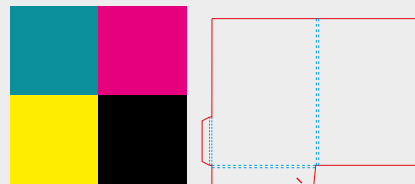


## Setting the artwork for print

By following the guidelines below in addition to the *'Using the template'* guide, you can be confident that your print-ready PDF will meet the requirements of commercial printing. By checking that your artwork is correctly specified at the outset can also save time and costs, as amendments to your files or reprints may incur additional charges.



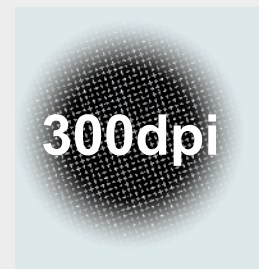
Ensure your artwork includes **3mm bleed** around all outer sides to allow for cutting tolerance. Also ensure a 'safe zone' of 5mm inside the trim – keep all text and important graphics at least 5mm away from the trim edge.



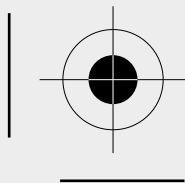
Use CMYK colour for all swatches

Use spot colours for cutter, crease guides and special finishes

Check that all colours are specified as CMYK process (only include spot colour(s) if these have been included in the print quote). Exceptions would be cutter/crease guides or special finishes (such as spot UV or foil).



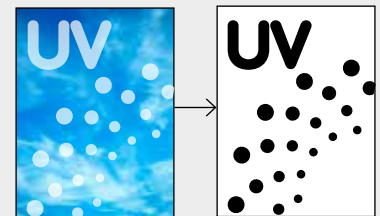
Set your resolution at **300dpi** for all saved artwork.



Include trim marks (offset at 3mm) on all pages when exporting to PDF along with 3mm bleed.



Supply finished artwork as single page PDFs. Output to the PDF/X-4 standard with marks and bleed.



Design elements to be have a special finish applied (such as **Spot UV** or **Foil**) should be created on a separate layer, with all elements set in 100% black, preferably vector. The position of the elements must match the print file exactly (see *"Extra finishes"*, page 1).

## We're here to help!

You'll find many more helpful guides on our website [newtonprint.co.uk](http://newtonprint.co.uk). Our studio team are also on hand to help if you have any queries at all with setting up your artwork. Email [artwork@newtonprint.co.uk](mailto:artwork@newtonprint.co.uk) or call **01626 368992** and we'll do our best to assist.