

HIP Bottle Artwork Printing Guidelines

Artwork

- Artwork can be up to a 4 colour print.
- Screen limitations – things to avoid in considering screen printing:-
 - Tight registration should be avoided. Normal tolerances are +/- 0.5mm for the HIP bottle. This means for example, a keyline around a coloured block should be a minimum of 1mm thick.
 - Tight registration between multiple colours that do not have common overlapping points is difficult to maintain.
 - Using bold text will result in a better finish than using fine text.
 - Avoid large full blocks of colour with fine reversed text.
 - Avoid long fine lines - due to the nature of screens, thin lines can clash with threads and give a “sawtooth” affect.
 - Avoid concentric figures without overlap or keylines i.e., circles within circles (of different colours). It takes very little movement to give the appearance of being out of registration.
 - Vignettes should be used sparingly as angle mismatch can give undesirable effects.

Print Area Guidelines

- Artwork must fit within a 65mm (W) x 71mm (H) print area.

Supply of Artwork

- Can be supplied on disc, cd etc, or electronically by email.
 - NB: It is strongly recommended that when artwork is forwarded by email from another party that no attempt is made to open the files prior to forwarding, as this often leads to corruption of the files.
- Preferred format is “Illustrator” or files with an .ai or eps suffix.
- On supply of the artwork, either a .pdf file or a colour laser copy of the artwork must accompany it for confirmation.



What Happens Next?

- From the time the artwork is supplied the printing process will take from 2-4 weeks.
- The artwork is converted to positive film - each colour has its own film.
- Each colour image is transferred onto screens and prepared for trials.
 - NB: Artwork trials are for positioning and any final adjustments. Without trials it is not always possible to determine the suitability of the artwork.
- Colour matching.
- Printed sample submitted to client for approval.
- Production will commence on receipt of client approval.

For product or distribution enquiries please contact us for more information.

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