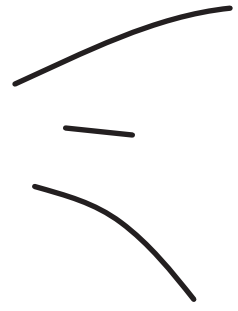
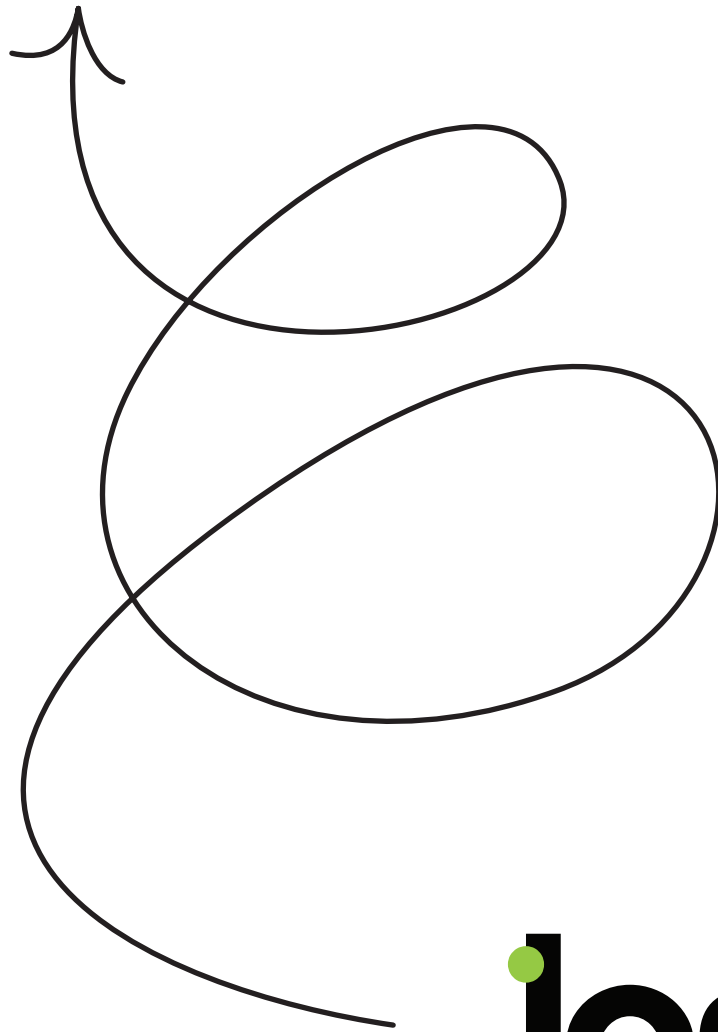


Artwork



guidelines



**lprint**

# Contents

1	Before you start	3
1.1	Please read and follow these instruction carefully!	3
2	Templates	4
2.1	How to select the right template?	4
2.2	Information in the template	5
2.3	Rotation	6
3	Layers	7
3.1	Layer order	7
3.2	Layer names	7
3.3	Layer visibility	7
3.4	Layer information	8
3.4.1	Information	8
3.4.2	Guidelines	8
3.4.3	Metallic/Transparent elements	8
3.4.4	Marks	8
3.4.5	Photocell	8
3.4.6	Artwork	8
4	Transparent elements in your artwork	9
4.1	Creating a transparent window on mostly printed pouch	9
4.2	Mostly transparent background with design elements	10
5	Metallic elements in your artwork	11
6	Colours	13
7	Images	14
8	Fonts and Lines	16
9	EAN Barcodes / QR Codes	17
10	Final checklist	17
11	Exporting PDF file	18

# 1. Before you start

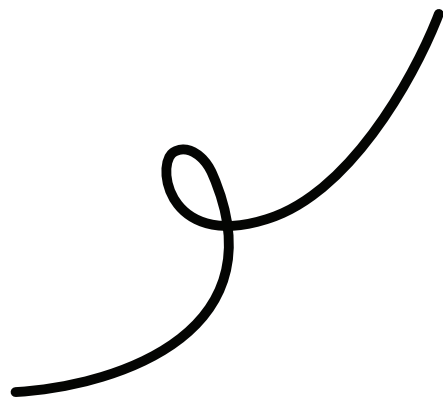
## 1.1 Please read and follow these instructions carefully!

We have created this document specifically for you in order to create your design file correctly where all your ideas would be realised and the file would meet all our printing requirements. Information here will cover all the small details, requirements, tips & tricks, so we ask you to read and follow the guidelines carefully.

We also have a dedicated professional designers team in order to help you in case you get stuck with the creative work. You can read more about it on [our website](#).

Finally, after you upload your print file to our system, the file will be checked automatically. If no errors are detected, the file will proceed to production straight away. Otherwise, system will indicate what problems are in the file and how to correct them. In any case, if you have any questions, feel free to contact us at [info@lprint.com](mailto:info@lprint.com) or via our Live Chat.

Let's [print](#) some great pouches together!



## 2. Templates

It is important to have a good start with your project and selecting the right template is the way to do it. If you are following our configurator, you will be guided to the correct template straight away. If you download our template from the list (LINK), make sure you are using the correct one.

Templates will already have correct size, layer names and sequence, so please use our premade files. Our templates are designed to work in Illustrator only, other software solutions might cause issues.

### 2.1 How to select the right template?

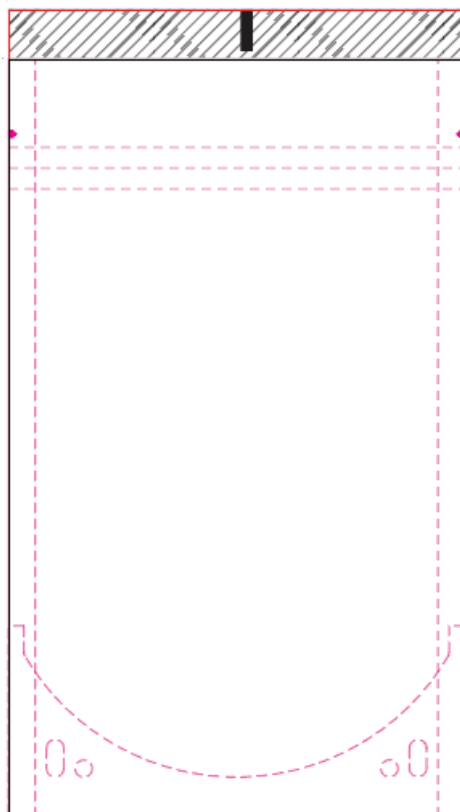
- 1. Type**  
We have two types of pouches – Stand Up Pouch (Doypack) or Side Gusset Pouch.
- 2. Size**  
Our pouches are available in different sizes, make sure you select the right one. Also note, the larger pouches are not available for recyclable paper material option.
- 3. Add-Ons**  
Knowing the precise location where add-ons will be applied on the layout can be vitally important for you. You should not place important information over zipper, rounded corners, valve or eurohole position.

## 2.2 Information in the template

Template will contain information about add-on positions, fold lines and sealing zones. We do not recommend to place important information on or close to (up to 2mm) these elements/lines.

Bleeds are required only at the top and at the bottom (13mm) of the artwork.

For the best results we recommend to match the right edge of your artwork to the left edge. This is important that once we start printing your artworks they allign correctly. In the final stage of production the cutting knife has 1mm tolerance and can move around slightly.





Good example



Bad example



Of course, with some artworks this might not be possible and this is only a recommendation. If your edges do not match, please be aware that your pouch edges might have some colour artefacts up to 1mm.

## 2.3 Rotation

Do not forget that the back side of the pouch is rotated by 180°. Feel free to rotate the template as you work with your artwork but restore it to the original position when you are finished.

## 3.Layers

Our templates are already created with pre-built different layers. Each layer has its purpose and properties needed for quick and smooth production process.

### 3.1 Layer order

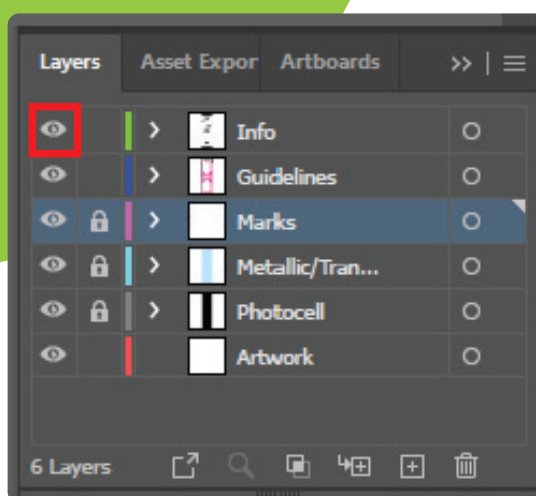
Layers must stay in the same order and cannot be changed.

### 3.2 Layer names

Layer names must stay the same and cannot be changed.

### 3.3 Layer visibility

Layer visibility can be switched on or off by pressing the “eye” icon in the layer section as shown in the example.



## 3.4 Layer information

Layers must stay in the same order and cannot be changed.

### 3.4.1 Info

This layer will contain a summary of all the important information. After reading it, you can safely switch off the visibility of this layer by pressing the eye button.

### 3.4.2 Guidelines

This layer contains important information where the artwork will be folded and sealed, as well as where add-ons will be placed. After you are finished with your file preparation, this layer should be switched off. You can always turn it back on to check if everything is aligned properly.

### 3.4.3 Marks

This layer contains special marks that are necessary for our production. This layer should not be modified and always stay switched on (visible).

### 3.4.4 Metallic/Transparent elements

If you are creating a print file for Recyclable Metallic Plastic or Recyclable Transparent Plastic, this layer will contain information about metallic elements. More information on how to do this task can be found (LINKS). If your print file is used for Metallic or Transparent plastic pouches, then this layer must be visible, otherwise you should switch off this layer.

### 3.4.5 Photocell

This layer contains an important photocell mark that is necessary for our production. This layer should not be modified and should always stay switched on (visible).

### 3.4.6 Artwork

Your artwork should be placed on this layer and this layer should be switched on (visible).



## 4. Transparent elements in your artwork

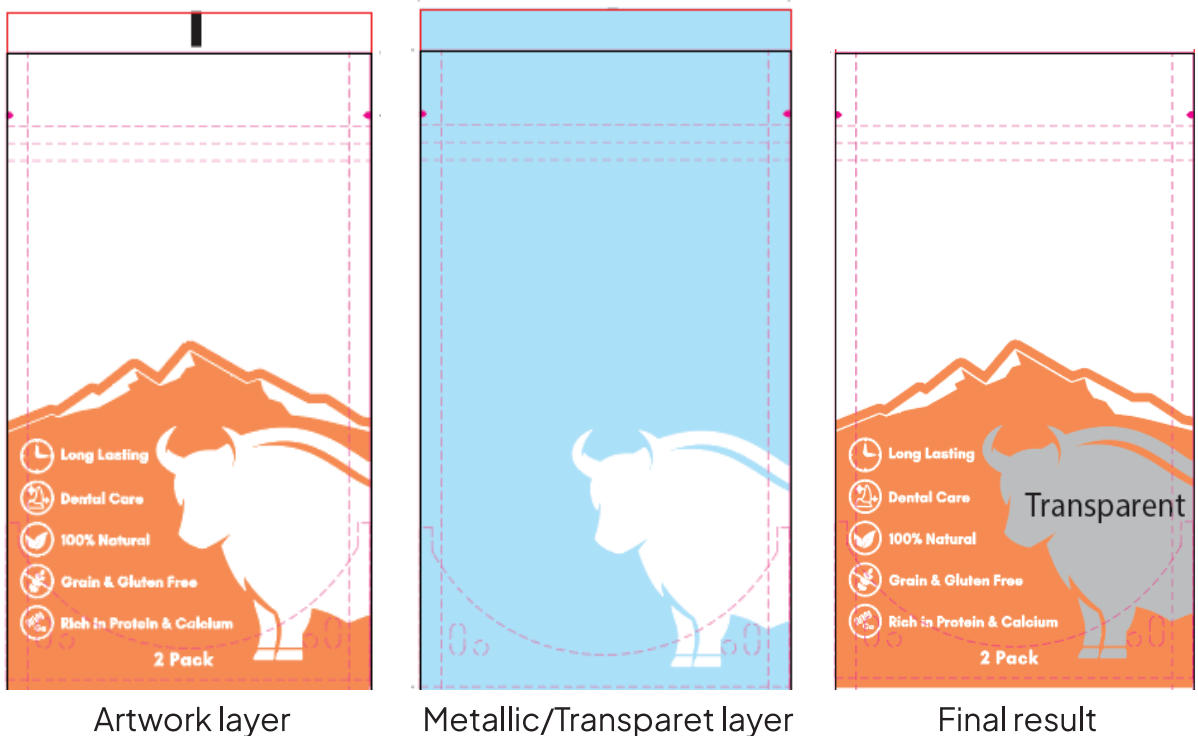
(only applicable if your pouch material is Recyclable Transparent Plastic)

There are two ways how partial transparency can be used – your pouch is fully printed and only has a transparent window, or your pouch is transparent and only has some elements printed. In essence it is the same thing, but we recommend different approaches for easier workflow.

### 4.1 Creating a transparent window on mostly printed pouch

First, “Metallic/Transparent Elements” layer must be turned on.

In Metallic/Transparent Elements layer simply add elements that must be transparent in your final pouch. It is important that these elements would have white colour (C0, M0, Y0, K0).



## 4.2 Mostly transparent background with design elements

Alternatively, your pouch can be mostly transparent with some printed elements. For that to work, all elements should have a white layer printed underneath it.

The simplest way to do it is to copy all your elements to Metallic/Transparent Elements layer and select their colour to be HPI-White. This colour is already available in the template.

It can happen that you need to create additional white elements (for example a rectangle under EAN barcode or QR code). You can do this by adding solid colour elements in the same Metallic/Transparent Elements layer and colouring them with HPI-White colour.



## 5. Metallic elements in your artwork

(only applicable to Recyclable Metallic Plastic)

This section will show you how to create metallic colour effects on your pouches. In principle, the pouch has metallic background, and the white colour overprint will determine which parts will have the metallic effect.

First, “Metallic/Transparent Elements” layer must be turned on.

Once you have decided which elements should have metallic effect, cut/paste those elements from “Artwork” layer to “Metallic/Transparent Elements”. You’ll achieve much better results if you cut and paste these elements instead of copying and pasting them and we strongly recommend following this procedure.

And that’s it – it’s as simple as that.



Artwork layer



Metallic/Transparent layer



Final result

**Tip no 1:** the lighter the colour, the more metallic effect will be visible. And vice versa, darker colours have a barely visible metallic effect. Completely black colour will have no metallic effect.

**Tip no 2:** If you want silver foil effect, your added elements in Metallic/Transparent Elements layer should have white colour.

**Tip no 3:** If you want gold effect, from our experience we recommend that your elements in Metallic/Transparent Elements layer should have the colour C0 M20 Y60 K0. However, this is a matter of taste and preferences, and other colour codes will work as well.



## 6.Colours

We can only print in CMYK colour mode, so that means all the colours in the print file must be created or converted to CMYK colour mode. No RGB colour can be used in the file.

You can check and convert the colours to CMYK in the following way:

Main menu > File > Document Color Mode > CMYK Color



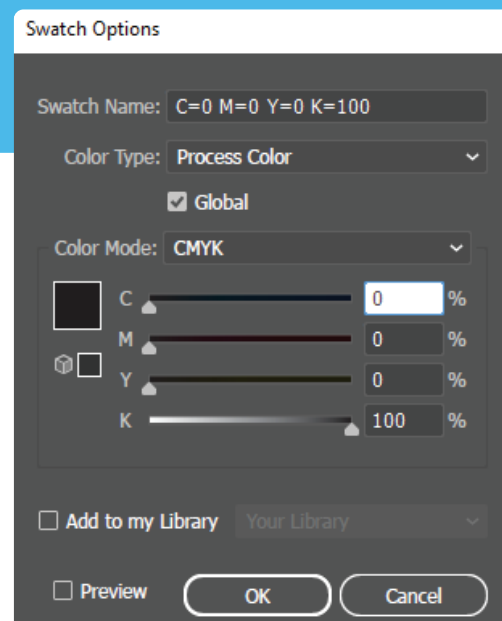
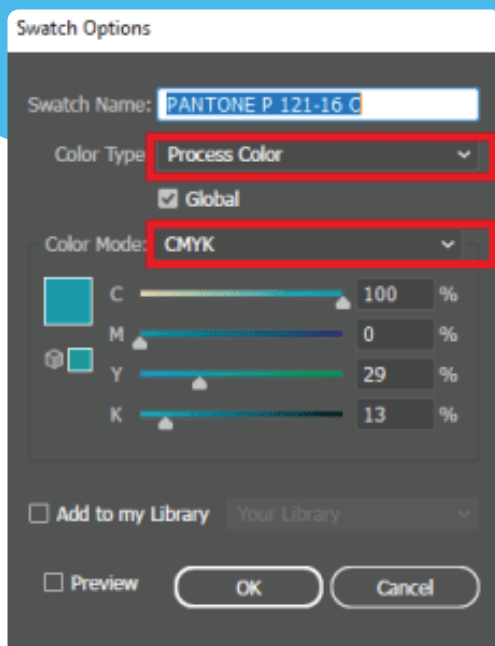
RGB - Not good



CMYK - Good

Special colours like Pantone must also be converted to CMYK.

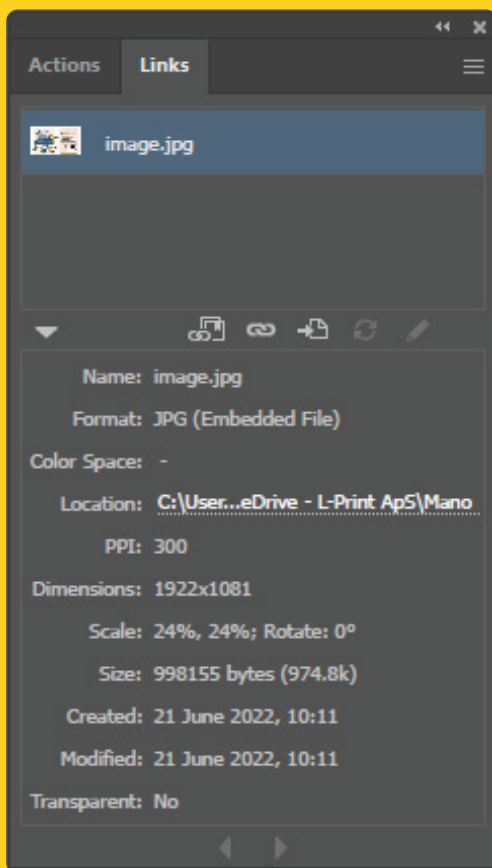
100% Black colour has to be submitted as K100 colour and not as rich black.



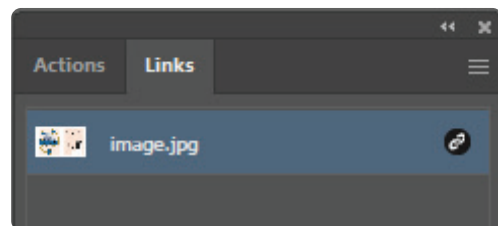
## 7.Images

If you are using pixel-based images in your artwork, make sure that images have a 300dpi (pixels per inch) resolution. Lower resolution images will appear blurry and pixelated, while higher resolution will not render better results, just larger file sizes and longer upload times.

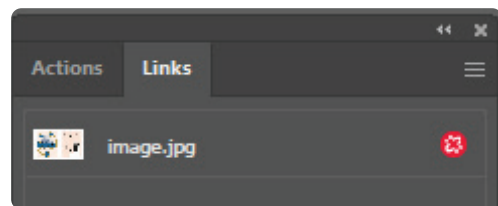
On an embedded image, you can always check the resolution in the Links tab.



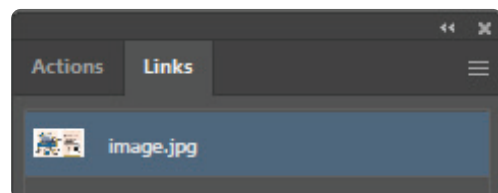
Make sure that no links are missing, and all files are embedded. In the Links window you will see a warning if there are any problems with your pictures.



Link not embedded

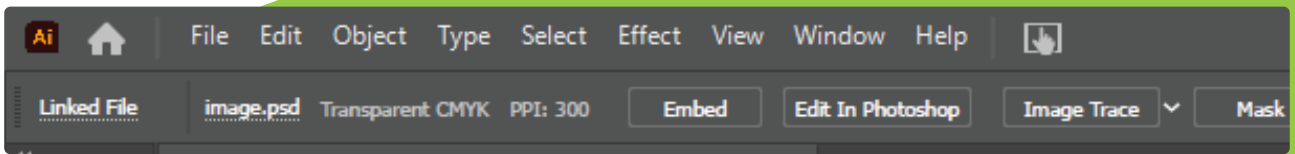


Link missing

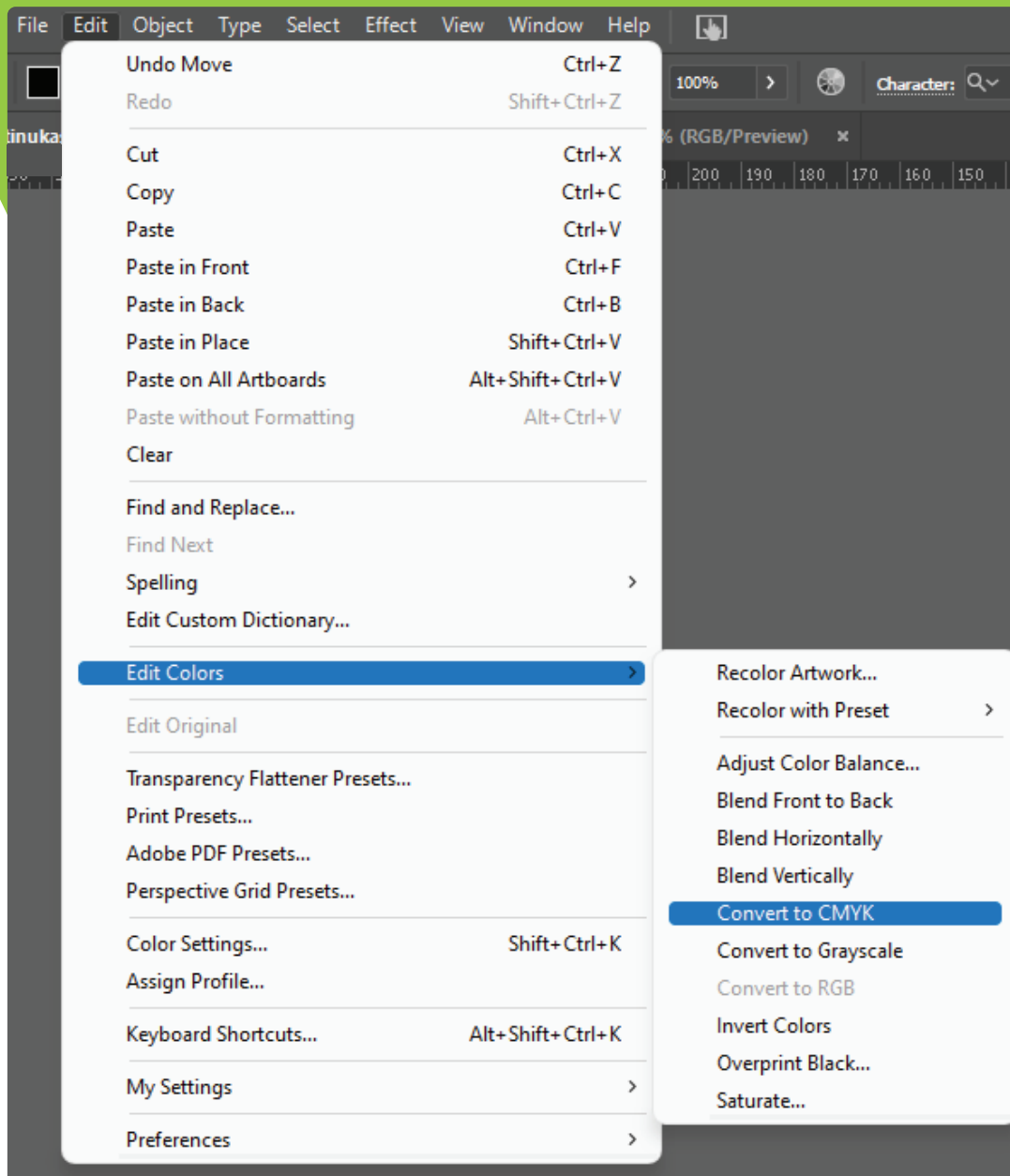


Links OK

You can embed the image simply by pressing embed button in the top toolbar. It also indicates the resolution of your image.



Don't forget to check and convert your images to CMYK if needed.



## 8. Fonts and Lines

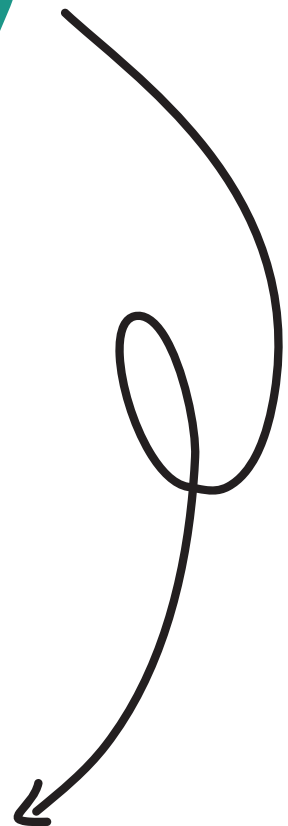
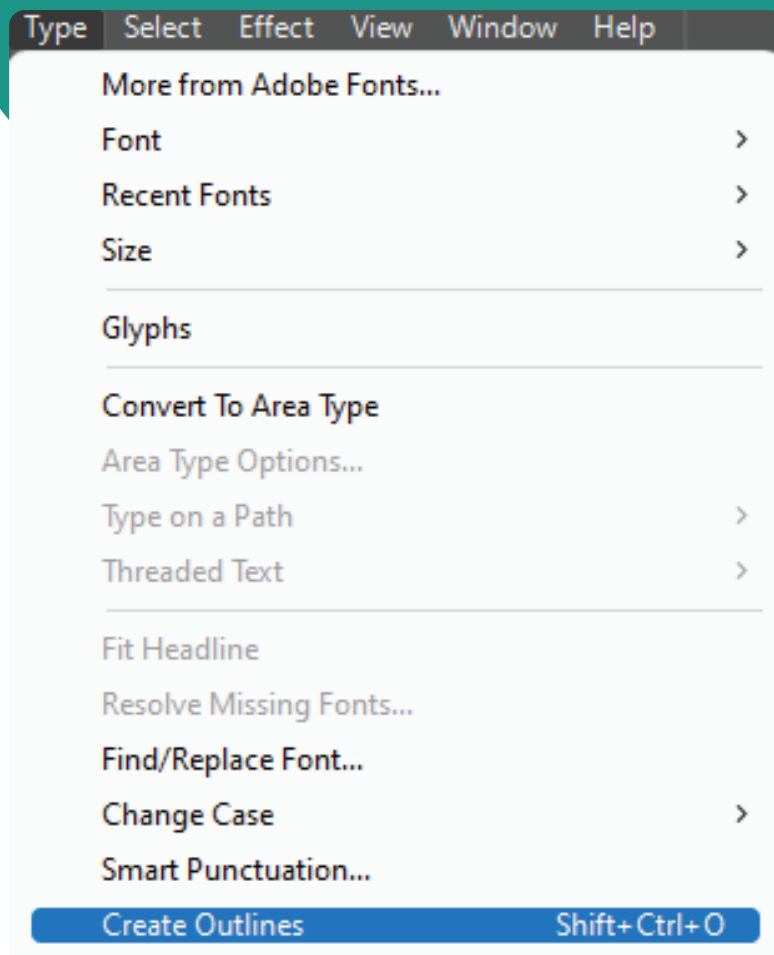
In order to avoid unreadable text or unprintable lines, we recommend you to stay above these values:

- Minimum font size is 8pt.
- Minimum line weight is 0,5pt (0,18mm)

Make sure to create outlines for all your texts. After you outline the text, you will not be able to edit it. We recommend that you create a duplicate copy of your file in case you notice a spelling mistake or need to adjust the text so you wouldn't have to start all this work from the beginning.

### How to outline your texts?

Select your text > press "Type" from the top menu > "Create Outlines"





## 9.EAN Barcodes / QR Codes

We recommend testing that all your barcodes and/or QR codes are scannable and work before creating the final print file.

For the best scanning performance, we recommend making black barcode/QR code on a white background.

Vector files are preferred so you could scale the barcode to your needs, but 300dpi image works just as well.

## 10.Final checklist

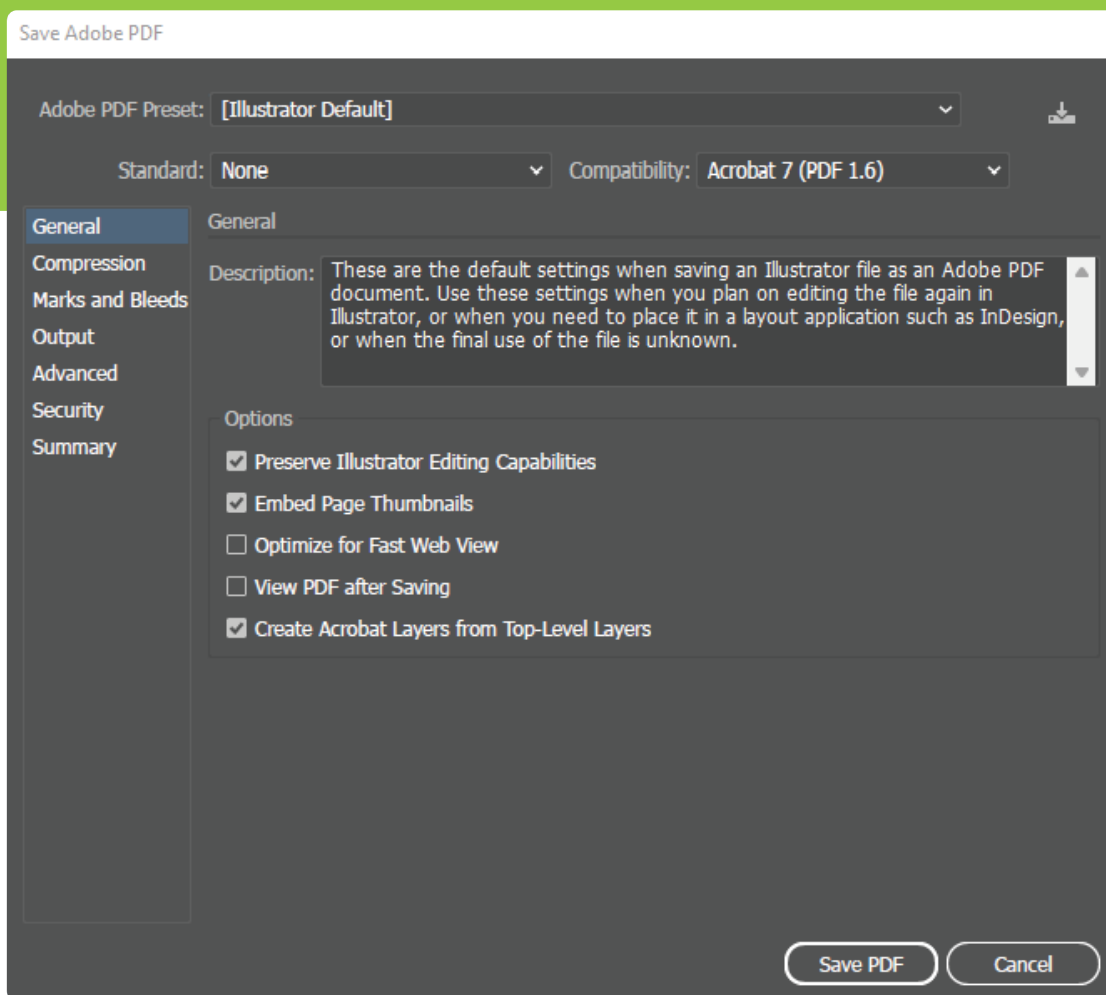
Here is a final checklist before you export your print file:

✓	Have you used the correct template?
✓	Is your layout in the “Artwork” layer?
✓	Layer names and order haven’t been modified?
✓	Are correct layers “visible”? • Info OFF • Guidelines OFF • Marks ON • Metallic/Transparent Elements ON for metallic or transparent pouches, OFF for all other materials • Photocell ON • Artwork ON
✓	Are all colours in CMYK?
✓	Are images set to 300dpi resolution?
✓	Are all images and graphic elements linked and embedded?
✓	Are all fonts outlined?

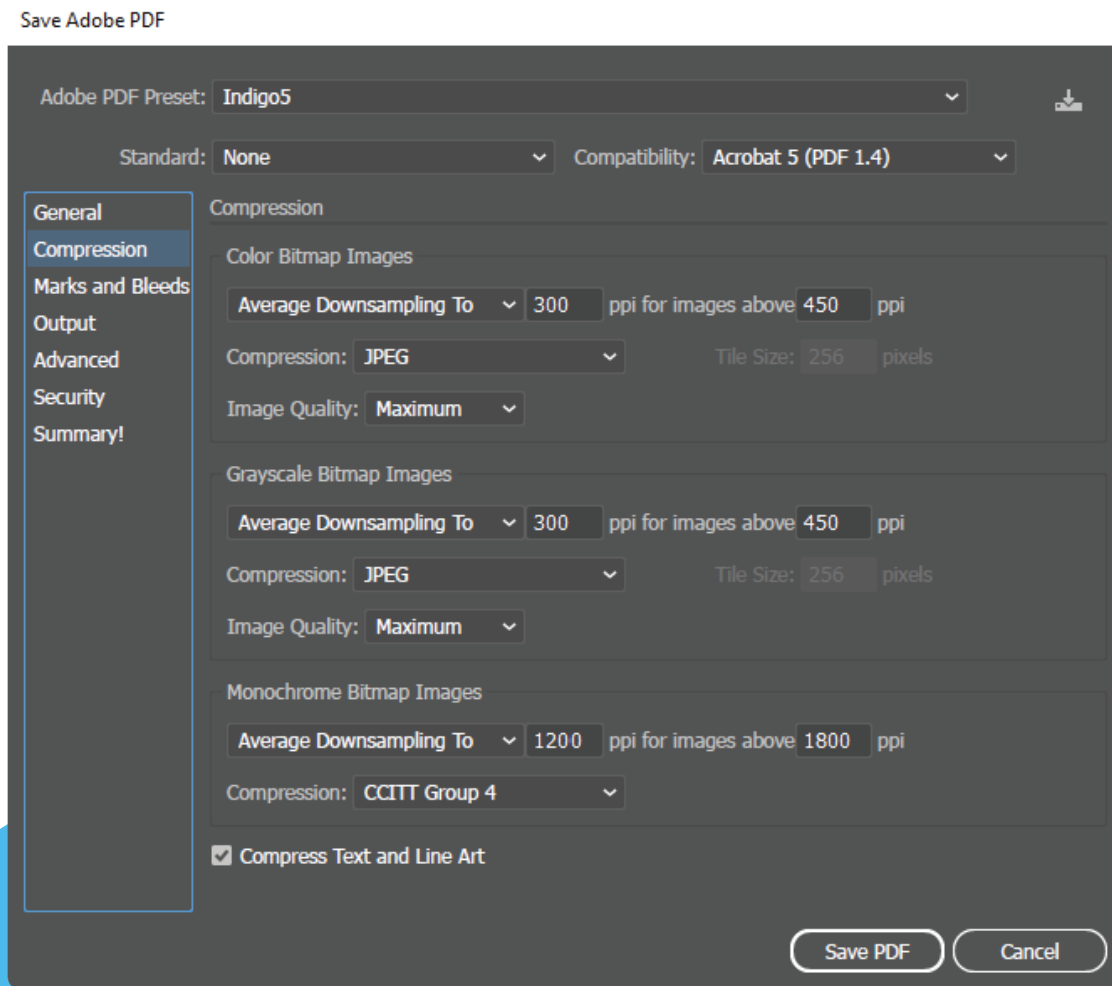
## 11. Exporting PDF file

When you are finished working with your artwork, you can go to the menu, File > Save As and select Format > Adobe PDF.

We recommend the following settings: choose Adobe PDF Preset: Illustrator Default as your base settings.



Go to Compression tab and add these settings:



Congratulations! Your file is exported and ready to be printed. Upload the file in the pouch configurator, check if everything looks OK in the 3D preview. Check out how your pouches look like with AR functionality, compare how they look like placed on the shelf next to your competitor's products. And after that, proceed with the order and we will proceed to production straight away.

Thank you for choosing Lprint and following this guide.

If you have any further questions, feel free to contact us at [info@lprint.com](mailto:info@lprint.com) or chat with us on Live Chat function.

We are happy to help!

