



Worcester Envelope Company

Making Impressions That Last

ELECTRONIC ART SPECIFICATIONS

Worcester Envelope's PrePress software allows us to take your high resolution PDF files and make the required adjustments to produce the highest quality end product. Due to our workflow software, we do require the following files to produce your envelopes:

DIGITAL FILES MUST INCLUDE:

- High Resolution PDF (Working File)
- Supporting Fonts
- Supporting Images (300dpi at size)
- Native File (For Reference)
- Hard Copy of Art

If a file is in a format other than PDF, an additional art charge may be incurred. We may have to re-format your art before it can be used. Pre-press charges are \$60.00 per hour, a minimum of one hour. Please note that if your art does not meet the art specifications below, we reserve the right to alter any art to meet our required press tolerances. These alterations will be proofed for final approval.

SUPPLYING ARTWORK

email: We are equipped to accept emails up to 5MB in size. Please compress, zip or stuff all files together.

FTP site: These sites have their own specifications for uploading files. Once on FTP sites, your customer service representatives will retrieve your art.

USABLE & UNUSABLE FILES

As stated above, the following files must include a High Resolution PDF, as well as all graphics used and should have all text converted to outlines/paths or should be sent with font files.

USABLE NATIVE FILES

PDF (hi res)
Illustrator
InDesign
Photoshop (unflattened)
QuarkXPress

EXAMPLES OF UNUSABLE NATIVE FILES

MS Word
MS Powerpoint
MS Excel
GIF/BMP
Text Files
HTML
MS Publisher

- Any picture/graphic that is rastered (.tiff, .jpg, etc.), must be at least 300 dpi- at 100% - for the best printing results. Please also include the unflattened Photoshop File.
- All text, graphics, and borders must be at least 0.125" From any die edge or window. Any graphic elements not meeting This standard may be cut off by the die cut.
- If any text, graphics, or borders touch any die line, those objects must bleed 0.125"
- In order for text to be legible, positive text should be at least 4 pt. type and reverse at least 6 pt. type We cannot guarantee legibility of any type that does not meet these minimums.
- Positive print rule lines need to be at least 0.5 pt. for good printing Results. Any rule line smaller than this will print wavy. Reverse rule Lines must be at least 0.6 pt. for good print results. Any rule line Smaller than this may fill in.
- We are able to hold screen vales from 3% - 95% for flexo and 1%-100% for offset
- All art should be set up with a die line, crop marks, or some other method in which we can position art, as well as take correct measurements.
- Please call out all PMS colors, and screens percentages. Also include any sample that you would like us to match for colors.

CREATING A PDF

Illustrator: Convert all text to outlines, save file as a PDF using the Illustrator Default setting.

InDesign: Convert all text to outlines, export file as a PDF using High Print Quality as setting.

Quark: Convert all text to box (outlines), export file as a PDF, choosing Press as PDF type.

This is the most up-to-date information available. Customer Service will be notified when any changes occur. If you are unsure about any of the information below, Please call your customer service representative with any questions.

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