

PRINTED POLY BAGS & FILM

HELPFUL TIPS FOR DESIGNING ARTWORK

Legible text is a crucial part of your packaging design. Here are a few important points to consider when developing artwork for poly packaging.

Background: Reverse vs. Positive Print

Reverse print:

Reverse print is a lighter typeface behind a darker background, such as white text behind a black background. Reverse type should be printed at a larger type size than positive type. It is more vulnerable to ink volume and impression resulting in type filling-in and becoming illegible.

Positive print:

Positive print is a dark typeface on a light background, such as black text on a white background. Positive type can be printed clearly at a smaller type size than reverse type.



Type Sizes: Minimum Recommended

The recommended minimum type size for a wide web print on polyethylene film is dependent on many factors including the background type, font style and number of colors. Below are some suggestions for optimum printing.

Positive		Reverse	
Serif	Sans Serif	Serif	Sans Serif
8pt	6pt	10pt	8pt



GREAT AMERICAN
PACKAGING

PRINTED POLY BAGS & FILM

Font Style: Serif vs. Sans Serif

Serif:

Serif type contains short cross-lines or spiral-like terminals at the ends of the stroke of a Roman-style type face. (I.e.: Times New Roman) Serif type should be printed at a larger type face to assure that the cross-lines print clearly and do not run together.



Sans Serif:

Sans Serif is a style or type that does not contain the short cross-line or spiral-like terminals at the ends of the stroke. (I.e.: Arial) Sans serif can be printed at a smaller type size than serif print. Sans serif type stays cleaner because it does not have the fancy details on the ends of the letters which tend to fill-in and run together at smaller sizes.



GREAT AMERICAN
PACKAGING

PRINTED POLY BAGS & FILM

Trapping

As poly film is run through the printing press, slight movements in the film may occur. While small, these movements can affect the registration.

Trapping is the overlapping of colors in a design. Trapping helps to prevent separation of colors when movement of the film occurs. Due to this register shift, different color text should be more than twice the image trap dimension away from each other. This overlap should be built into the design of the artwork for optimum printing.



Drop Shadows

If a drop shadow is bordering another color, it will need to trap. Be sure to move the drop shadow by more than twice the specified image trap for the appropriate print segment. It is best to use only drop shadows for larger type, unless the color selected for the type is darker than the color it is bordering.

Bordering colors will be required to overlap each other to form the image trap.

Darker colors must be laid on top of a lighter color. The top color must be dark enough to cover the color below it. If the top color is not dark enough, the point at which the colors overlap will appear as a third, blended color.



GREAT AMERICAN
PACKAGING

PRINTED POLY BAGS & FILM

UPC CODES

Background

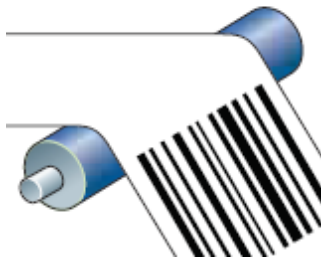
Bar codes scan most successfully with an opaque white background that provides white spaces and quiet zones with the maximum reflectance possible. When printing on a transparent or colored substrate, a solid, light-colored (white is optimum) background, with maximum opacity, is recommended in the area where the bar code is to be located.



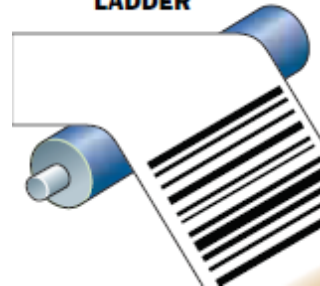
Direction

It is strongly recommended that the bars in a bar code be printed parallel to the direction the web is moving through the press to avoid slurring.

PICKET FENCE



LADDER



Quiet Zone

For optimum scanning of your UPC code, it is important that you leave a quiet zone. The quiet zone is the area, free of printing, that precedes the left bar and follows the right bar in a bar code symbol. The quiet zones allow scanners to detect when a bar code starts and stops. Minimum quiet zone specifications depend on the symbol specified.

QUIET ZONE



GREAT AMERICAN
PACKAGING