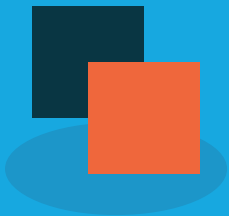


BESPOKE ARTWORK GUIDE

All of our cartons go through a flexographic print process. Flexographic printing uses flexible printing plates wrapped around rotating cylinders. The inked plates have a slightly raised image and rotate at high speeds to transfer the image to the cardboard.

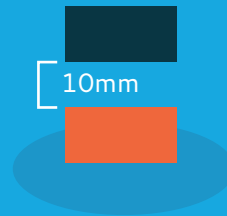
PRINT GUIDELINES



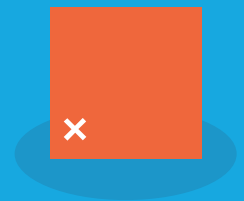
There is a maximum of 2 colours



Your design will be printed on to a white outer



Each colour must be separated by a 10mm gap



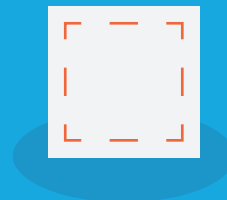
We cannot offer flood printing (printing that covers the entire panel)



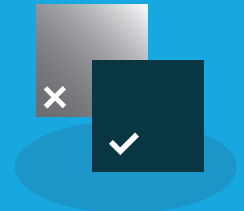
The minimum text height is 4mm



The minimum line thickness is 1mm



The design must be a minimum of 10mm from all the edges and creases of the box



Colours need to be solid, no fading or shading



We cannot print photos. Simple animations/designs are often more effective than complex designs



The more panels that the design is spread across, the higher the cost of your artwork

Note – illustrations are not to scale

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HINTS & TIPS

Bespoke printed outers are a great tool for communication. To really make the most of the design why not consider using the following:



Social media handles/icons



Website and contact information



"This way up" looks good in the bottom corners of the main panels.



Temperature sensitive goods note – notes tend to work best when printed on to one of the top flaps



Key product/marketing information, e.g. "Gluten Free"



Recycling information

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