

To	
Company	
Phone	Fax
From	
Company	
Date	



VALLEY FORGE
tape & label co., inc.
 119 Summit Drive • Exton, PA 19341
 Phone: (610) 524-8900 • Fax: (610) 524-8906
 E-Mail: art@vftl.com

Please fill out this form as completely as possible.

Submission Guidelines for Digital Art

Valley Forge Tape & Label Art Department utilizes the Macintosh platform (postscript) workflow. We have the following applications and can accept files in any of these program versions or earlier versions:

- ◆ Quark Xpress 8.0
- ◆ Adobe Illustrator CS4
- ◆ Adobe InDesign CS4
- ◆ Adobe Photoshop CS3

FILE TRANSMISSION

- CD/DVD / No. of Disks** _____
 All disks should be clearly labeled and be accompanied by printed directories and hard copy.
 (color or black & white copy with color breaks noted)

E-MAIL & FTP (files over 5mb should be sent to our ftp site)

- When sending via e-mail or ftp, please put all files, graphics and fonts into one folder and compress.
 All electronically transmitted files should, when possible, include a pdf (with embedded fonts) for a visual composite.
 Please identify who e-mail is to and from and your company name.

e-mail art@vftl.com

ftp information

site	user name	password
ftp.vftl.com	ftpuser	vftl119

Please inform your customer service representative whenever you have uploaded files to our ftp site.

We recommend using a PreFlight program to gather your files.

- Always keep your original document. Send only a copy.
 Have you supplied hard copy or a pdf file?

Rev. 07/09-12

Applications (include version number)

File Names for output:

Graphics used: All placed & embedded graphics (EPS, TIFF, etc.) must be sent as separate files. All process and grayscale images should be at least 300 dpi and bitmapped line art should be 1200 dpi. Files sent as RGB will need to be converted to CMYK and unexpected color shifts may occur. All images should be properly scaled and cropped.

File Name	format/program
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Fonts used:

Because of the great variety of typefaces available, we can not always match a typeface. **Please include both screen and printer fonts**, these will be for your use exclusively. Fonts can also be converted to outlines in vector programs.

Font Name	brand
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Label Size die line provided

corner radius _____

folds, perfs & scores noted

Colors: (please do not convert Pantone colors to process)

spot varnish areas noted

BARCODES

VFTL will regenerate all bar codes to meet our printing specifications.

Is code provided:

Scannable code Graphic element only

- UPC barcodes should be no smaller than 80% in size, and truncated no more than 20% in height. This is to ensure scannability.

PREFLIGHT

Valley Forge Tape & Label will preflight all incoming files to verify information. If we see any problems, we will contact you at that time. Minor adjustments, such as resizing to existing tooling, generating barcodes, defining traps & bleeds, and accommodating printing tolerances may be done in order to maximize print quality.

PROOFS

Valley Forge Tape & Label provides fax, email (pdf), or high resolution digital color inkjet proofs. *Four color process designs cannot be approved from a pdf and requires approval from a digital color proof, due to monitor variations.*

All proofs must have written approval. If a proof requires changes, VFT&L will generate a new proof for approval at an additional charge.

Guidelines for Flexographic Printing

Minimum type sizes for flexographic printing are 4 pt for positive type and 6 pt for reverse type. Small reverse type should be bold. Avoid fine serifs and strokes on small type when possible.

It is best not to build type, or reverse type, out of process color. Type and solid areas of color should be created and printed in line or Pantone colors. Gradient blend should, when possible, not drop off to 0% to avoid harsh edges. A minimum of 1% or 2% color is acceptable.

A minimum 1/16" gutter (area from the edge of the label to copy & graphics) is suggested. Bleed should be at least 1/16" outside of the die line. Bleed off borders should be no thinner than 4 pts. Rules should be no less than .5 pt in positive copy and no less than 1 pt in reverse copy.

Black overprints all colors. We apply a minimum of .5 point trap to files in preparation for color separation prior to printing plate production.

Additional specs are available for folded coupons and extended text.

Please feel free to contact your VFT&L customer service representative with any questions when preparing files.

Special Instructions: _____

