Our printing method is Flexographic. Using the criteria listed below when developing electronic artwork will make for the most efficient and best quality printed job.

PRE-PRESS STANDARDS

Artwork Guidelines

Digital Media

We can accept the following media: Emailed files, CDs or DVDs, or files kept on an internet storage site (FTP).
Label all disks with your Company Name, PO#, and include a directory of contents.

Computer Platform Compatibility

Rx Systems primarily use Macintosh computers but can use PC formatted files.

Preferred Software in descending order of preference: Adobe Illustrator, Adobe In-Design, ArtPro

Note: Please DO NOT send finished artwork in Photoshop or in any Word Processing programs like Microsoft Word, Publisher, Excel, etc.

Composition of Electronic Files

Artwork in descending order of preference: Native Files composed in preferred software, exported eps, high resolution PDFs.

All typefaces to be converted to outlines. If converting to outlines is not possible, send all fonts used in the job. We cannot guarantee to have all typefaces, We will substitute the closest font in cases where fonts or outlines cannot be provided.

Scans and placed files to accompany artwork when possible.

All graphics to be high resolution (300 dpi).

Note: Low resolution graphics will result in bitmapped or fuzzy printed images.

Artwork

Lines or rules to be a minimum of 1/2 pt. (.007)

Size of Type: 5 pt. for positive printing and 7 pt. for reversed printing

All trapping will be done by a Rx Systems separator.

Screens, halftones, and fadeouts should be kept to a minimum.
Screen values should run between 3% and 100%. Screening running to a 0% dot will result in harsh edge in flexographic printing.

Artwork to be composed of spot colors (four color process or RGB files can result in further artwork charges).

Vector artwork will produce the best print possible.

AdBag Specific

Size of artwork must conform to templates supplied by Rx Systems (adjustments will be done by Rx Systems when necessary).

Due to possible vertical movement during printing process, Rx Systems cannot guarantee in-line/outline print registration (outline lettering using two different colors). Also, trapped elements are not recommended due to press movement.

If you have any questions regarding this document please feel free to contact Tim Sachs / Rx Systems at 636-925-0001.

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