



**P L A T Y P U S**  
P R I N T P A C K A G I N G

## Artwork Preparation Guide for Platypus Packaging

### 1. File Setup

- **File Format:**
  - Submit artwork as **PDF/X-4** for best compatibility with our workflow (Kodak Prinergy, Esko Plato, AGFA Apogee).
  - Ensure all links are embedded and fonts are outlined or embedded.
- **Color Mode:**
  - Use **CMYK** for full-color work. Convert all RGB elements prior to submission.
  - **Spot Colors:** Clearly name all Pantone or custom spot colors (e.g., "PMS 186 C"). Avoid duplicates.
- **Resolution:**
  - Images should have a minimum resolution of **300 dpi**.
  - Linework (bitmaps) should be set to **1200 dpi**.

### 2. Document Dimensions & Bleed

- **Trim Size:** Match the supplied dieline/template dimensions exactly.
- **Bleed:** Provide at least **3 mm bleed** beyond all edges of the dieline.
- **Safe Zone:** Keep critical content (e.g., text, logos) **3-5 mm** inside the trim area to avoid being cut off.
- **Dieline Layer:** Place the dieline on a **separate layer** and ensure it is set to a non-printing color (e.g., a magenta stroke).

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### 3. Color & Ink Management

- **White Ink:** Clearly label any artwork requiring white ink, particularly for printing on transparent or kraft materials.
- **Overprinting:** Indicate which elements require **overprint** settings (e.g., for spot varnishes or white ink knockouts).
- **Rich Black:** Use **C=60%, M=40%, Y=40%, K=100%** for solid black areas. Avoid 100% black-only for large coverage.
- **Varnishes/Emboss/Deboss:**
  - Use a **spot color** for special effects like varnish, embossing, debossing, or foiling.
  - Label each spot color clearly (e.g., "Spot\_Varnish").

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### 4. Fonts & Text

- **Text Size:** Minimum font size for legibility: **6 pt** for positive text, **8 pt** for reversed-out text.
- **Font Outlining:** Convert all fonts to outlines if not embedding them.
- **Text Layers:** Keep text on a separate layer for prepress clarity.

## 5. Barcodes & Variable Data

- **Barcodes:**
    - Ensure barcodes are **vector-based** with a minimum resolution of **300 dpi**.
    - Maintain a clear margin around the barcode (minimum **3 mm** quiet zone).
  - **Variable Data:**
    - Submit as a separate **CSV or Excel** file.
    - Reference variable fields clearly in your artwork document.
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## 6. Layers & Naming

- Clearly separate artwork into logical layers:
    - **Artwork** (CMYK/Spot Color)
    - **Dieline**
    - **Varnish/Emboss/Deboss**
    - **White Ink**
    - **Guidelines** (non-printing)
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## 7. Proofing

- **Soft Proofs:** Use a color-calibrated monitor when reviewing PDF proofs.
  - **Hard Proofs:** Request a hard proof if accurate color or dieline alignment is critical.
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## 8. File Submission

- Name files logically:
    - **[JobName]\_[Version]\_DATE.pdf**
    - Example: **Platypus\_Box\_Lid\_V1\_120624.pdf**
  - Submit final files via a file transfer system.
  - Ensure all linked files, dielines, and special requirements are included.
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## 9. Preflight Checklist

Before submitting files:

- ✓ Trim size and bleed match the dieline
- ✓ Images are 300 dpi (or 1200 dpi for bitmap)
- ✓ CMYK and spot colors are correct
- ✓ Fonts are outlined/embedded
- ✓ No RGB, transparencies, or low-resolution images
- ✓ White ink, varnish, or special effects are clearly labeled

This guide ensures compatibility with our **Kodak Prinergy, Esko Plato, and AGFA Apogee workflows** and streamlines your packaging production process.

For questions, contact our Prepress team at [[prepress@platys.com.au](mailto:prepress@platys.com.au)].