

Rohrer accepts a wide range of digital file formats for printing. We are committed to collaborating with you to ensure the project meets your quality expectations. The following guidelines will help achieve the best results:

## HOW TO GET FILES TO US

### FTP

Upload your final files directly to our FTP site. A login ID and password are required, which can be requested through our website at [www.rohrer.com](http://www.rohrer.com) or by contacting your account representative.

### PERSONAL LINK

If you use a file-sharing platform like Dropbox, WeTransfer, or others, you can send your files directly to your Customer Service Representative using your preferred method.

## FILE FORMATS

### ADOBE ILLUSTRATOR (PREFERRED)

- Adobe Illustrator file - saved as .ai or Illustrator PDF.
- Embed links and outline fonts.

### PDF

- Prepare for print in CMYK mode with embedded images at resolutions of 300 DPI or higher and outline all fonts.

### ADOBE INDESIGN

- Adobe InDesign file with images and fonts included.

### ADOBE PHOTOSHOP

- Adobe Photoshop file with layers and fonts included.

*\*\*\*Rohrer may be able to use other file formats, but this will be at our discretion. Files outside of the specified formats are not guaranteed to be accepted.\*\*\**

## BEST PRACTICES

### BLEEDS AND SAFE AREA

- 1/8" bleed should be around all sides of the card or carton.
- Allow a minimum internal safe area of 1/8" including around any internal cutouts.

### FONTS AND STROKE

- All fonts should be outlined OR included in the artwork submission.
- Minimum font size is 6pt - may not be suitable when using a condensed font.
- Avoid using the stylize button to bold or italicize fonts.
- Font that is set in Photoshop will be rasterized and will not print cleanly.

### LAYERS

- Supply all die specs on a separate layer named DIE LAYER.
- Ensure no artwork or copy is on the DIE LAYER.
- Do not supply unused layers.
- Do not hide unused artwork.

### ARTBOARD

- Prepare the document to the final trim size.
- One item per page/document.

### IMAGES

- Supply all links high resolution CMYK (300 dpi resolution at placed size. RGB will not be accepted, as these can shift color when converted.
- Ensure all linked images are supplied with artwork submission.

### BARCODES/UPC

- Rohrer can only guarantee UPC (Barcodes) 80% or larger.
- Rohrer will always replace customer supplied barcodes.
- Rohrer will NOT take responsibility for client supplied UPC and must sign off for use.
- UPC must have a white box behind it and minimum 1/8" safe area.

### GENERAL

- When building art files, keep Total Area Coverage (TAC) - Total Ink Density under 275%
- Avoid PMS Solids (100%) over PMS Solids (100%)
- Graduation from Solid to Screen should be higher than 25%
- To achieve the best black build, please use the following:

C : 40

M : 30

Y : 30

K : 100

## COLORS AND COLOR CONVERSIONS

- Colors from the Metallic, Neon, or Pastel Pantone books cannot be converted to 4- or 7-color process. These must be printed as Spot Colors. There are no exceptions.
- Some colors fall outside the printable gamut at Rohrer. Please refer to the PDF list of [these colors here](#).
- If no Pantone color meets your requirements, we can create a custom Match color. Simply provide your CSR with a physical sample of your desired target color or supply CXF/LAB data if available.
- To achieve color match on the Front and Back of the card, both sides must be coated.
- Printing on uncoated surfaces provides more variation both in color and appearance.
- Printing on Skin Board provides more variation both in color and appearance.

## COATINGS

- Heat seal coating cannot be applied to both sides of the card.
- Effect coatings may alter the appearance of printed colors.
- Customer Imprinting:
  - Rohrer must be informed of knockout locations.
  - Rohrer cannot guarantee the success of printing or adhesion, as these depend on customer-controlled factors.

## MATERIAL

- Lower Grade and Recycled Material will have a high variance in color. This may affect the appearance of your artwork.
- The top sheet minimum grade should be 12 point.

## PROOFING

**There are several options for receiving your proofs: WebCenter Approvals, Epson Proofs, or PDF Softproofs.**

- WebCenter Approvals: A web-based system that tracks approvals, rejections, and any notes or annotations you provide. This is the preferred method for proof approvals.
- Epson Proofs: Hard copy proofs printed on the Epson proofer, calibrated with GMG software to ensure color accuracy across all machines for 4- and 7-color process printing. Please note that spot colors on these proofs are represented as simulation patches.
- PDF Softproofs: A digital proof sent to you via email by our Customer Service Representative. The link remains active for 60 days after processing. Approvals or requested changes should be communicated back to the Customer Service Representative via email.

*After Rohrer Prepress has made changes, be sure to review your artwork thoroughly. Rohrer provides PDF proofs for your approval with every project. Please note that PDF colors may appear differently depending on your monitor's calibration.*

*If precise color accuracy is critical, hard copy proofs are available upon request and will be delivered for your approval. Additionally, we recommend scheduling a Press Check to ensure color and print quality meet your expectations as production begins.*

**NOTE: Charges may apply for Press Approvals. Please contact your CSR or Sales Representative for more information. Press Approvals are NOT offered for Combo items.**