

Electronic & Printing Guidelines



**HAMMER
PACKAGING**

Hammer

Communicating your image[®]



Hammer

PRINT SPECIFICATIONS

Print Process	Flexo			
Substrate	Synthetic	Clear	Foam	paper
Colors	10	coating is considered an ink		
Ink Rotation	KCMYVGO			

FILE TYPES

Illustrator	C M Y K format	Document Raster Settings	300ppi	
InDesign	C M Y K format			
Photoshop	Layered PSD	Resolution	300ppi	Total Ink Density 280%
	Required for Distortion & cross-over alignment			
HiRes PDFs	Version 1.6			

DIMENSIONS -

Dieline/Template	Document dimensions & template to be submitted to Tech Group for verification			
Copy Area/Limits	to be added	Cut-to-Print	3/32" (0.09375")	
Print Area/Limits	to be added	Bleed	1/8" (0.125")	

FONTS

	1 color	7 pt Positive
		9 pt Reverse
	2+ colors	10 pt Positive
		12 pt Reverse

NOTE: Horizontal scaling and/or stylizing fonts should always maintain a 0.010" minimum thickness

GRAPHICS

Rules	1 pt Positive	1.5 pt Reverse
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BARCODE

Bar Width Reduction	0.004"
Minimum Size	80%
Truncated	0.5" (Minimum Bar Height)

TRAPPING

Standard	0.007"	
Pullbacks	0.003"	
Rich Black	40% Tint of second Black separation (0.007" pullback)	
Spot #2	40% Tint of second hit of Spot color (0.007" pullback)	
White	0.007" pullback backing process or spot colors	
Flexo White	Duplicate of the White separation	Apply 0.007" pullback backing White separation

Note - For files that will require 3D distortion, avoid using any transparency masks from Artpro as they are known to cause artifacts when distortion is applied. If parent Artpro files have been used, please rework them in Illustrator removing any Artpro transparency masks before supplying files.

FILE SUBMISSION

Hammer's FTP	Submit request to ServiceNet Rep
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FLEXO



Hammer

PRINT SPECIFICATIONS

Print Process	Offset		
Substrate	Synthetic	Clear	paper
Colors	8	Plus coating	
Ink Rotation	VKCGMOY for SHEETFED	OGVKCMY for WEB	

FILE TYPES

Illustrator	C M Y K format	Document Raster Settings	300ppi
InDesign	C M Y K format		
Photoshop	Layered PSD	Resolution	300ppi
			Total Ink Density 280%
	Required for Distortion & cross-over alignment		
HiRes PDFs	Version 1.6		

DIMENSIONS -

Dieline/Template	Document dimensions & template to be submitted to Tech Group for verification		
Copy Area/Limits	to be added	Cut-to-Print	3/32" (0.09375")
Print Area/Limits	to be added	Bleed	1/8" (0.125")

FONTS

	1 color	6 pt Positive
		8 pt Reverse
	2+ colors	9 pt Positive
		11 pt Reverse

NOTE: Horizontal scaling and/or stylizing fonts should always maintain a 0.010" minimum thickness

GRAPHICS

Rules	1 pt Positive	1.5 pt Reverse
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BARCODE

Bar Width Reduction	0.004"
Minimum Size	80%
Truncated	0.5" (Minimum Bar Height)

TRAPPING

Standard	0.005"
Pullbacks	0.002"
Rich Black	40% Tint of second Black separation (0.007" pullback)
Spot #2	40% Tint of second hit of Spot color (0.007" pullback)
White	0.005" pullback backing process or spot colors
Flexo White	Duplicate of the White separation Apply 0.007" pullback backing White separation

Note - For files that will require 3D distortion, avoid using any transparency masks from Artpro as they are known to cause artifacts when distortion is applied. If parent Artpro files have been used, please rework them in Illustrator removing any Artpro transparency masks before supplying files.

FILE SUBMISSION

Hammer's FTP	Submit request to ServiceNet Rep
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OFFSET



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WEB OFFSET

PRINT SPECIFICATIONS

Print Process	Web Offset			
Substrate	Synthetic	Clear	Foam	Paper
Colors	8	Plus coating		
Ink Rotation	OGVKCMY			

FILE TYPES

Illustrator	C M Y K format	Document Raster Settings	300ppi	
InDesign	C M Y K format			
Photoshop	Layered PSD	Resolution	300ppi	Total Ink Density 280%
	Required for Distortion & cross-over alignment			
HiRes PDFs	Version 1.6			

DIMENSIONS -

Dieline/Template	Document dimensions & template to be submitted to Tech Group for verification			
Copy Area/Limits	to be added	Cut-to-Print	3/32" (0.09375")	
Print Area/Limits	to be added	Bleed	Box Wrap .25" / Roll Fed .125" / Shrink 0.0"	
Print Area/Limits	100% Actual Size (to scale) bottle drawing for 3D rendering			

FONTS

	1 color	6 pt Positive
		8 pt Reverse
	2+ colors	9 pt Positive
		11 pt Reverse

NOTE: Horizontal scaling and/or stylizing fonts should always maintain a 0.010" minimum thickness

GRAPHICS

Rules	1 pt Positive	1.5 pt Reverse
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BARCODE

Bar Width Reduction	0.004"	Orientation	Ladder
Minimum Size	80%		
Truncated	0.5" (Minimum Bar Height)		

TRAPPING

Standard	0.005"		
Pullbacks	0.002"		
Rich Black	40% Tint of second Black separation (0.007" pullback)		
Spot #2	40% Tint of second hit of Spot color (0.007" pullback)		
White	0.007" pullback backing process or spot colors		
Flexo White	Duplicate of the White separation	Apply 0.015" pullback backing White separation	

Note - For files that will require 3D distortion, avoid using any transparency masks from Artpro as they are known to cause artifacts when distortion is applied. If parent Artpro files have been used, please rework them in Illustrator removing any Artpro transparency masks before supplying files.

FILE SUBMISSION

Hammer's FTP	Submitt request to ServiceNet Rep
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