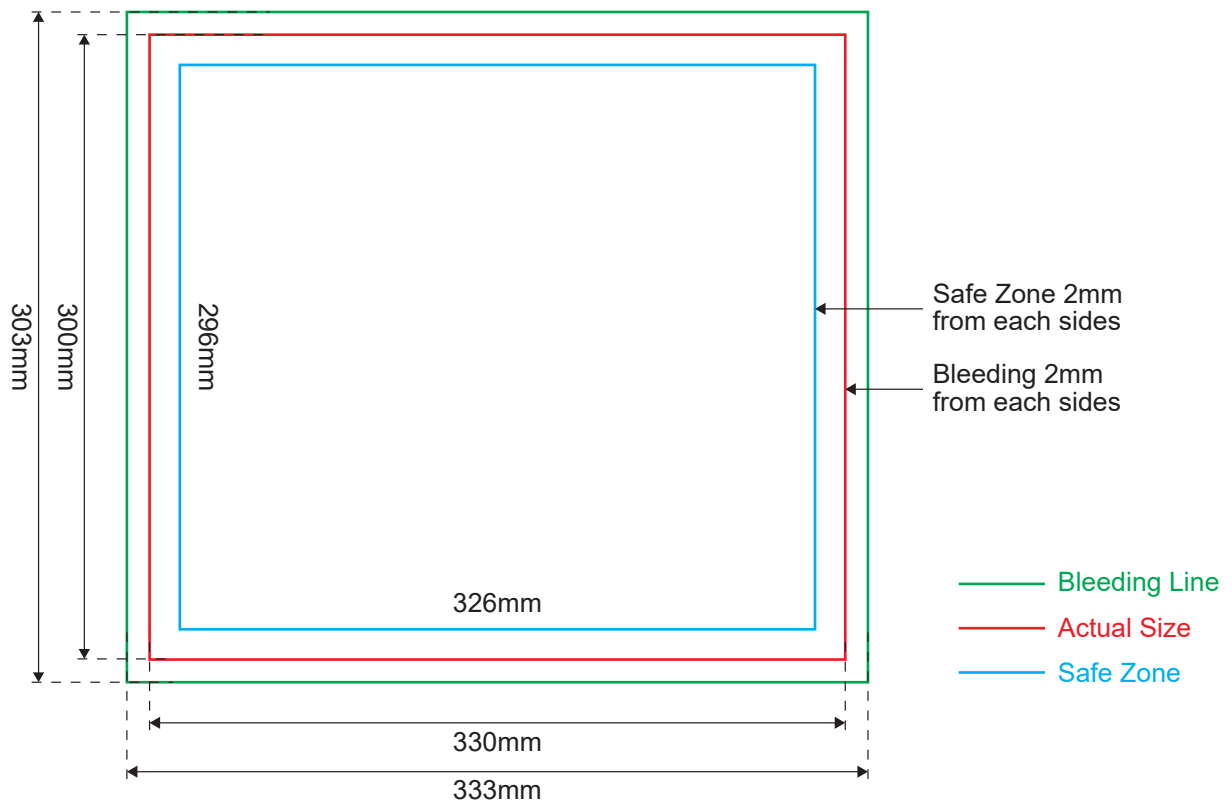# GENERAL ARTWORK DIMENSION

Bleeding   : **1.5mm** from all sides of the edges (Artwork Dimension)

Margin   : **2mm** from all sides of the edges (Safe Zone)

Example: Chosen Sticker Size is the maximum, therefore

Bleeding size   : 303mm x 333mm

Actual size   : 300mm x 330mm

Safe zone   : 296mm x 326mm

Safe Zone 2mm from each sides

Bleeding 2mm from each sides

—— Bleeding Line
—— Actual Size
—— Safe Zone

HOT STAMPING DIMENSION (REFER TO ABOVE DIAGRAM)

Margin: **2mm** from all sides of the edges (Safe Zone)

Example: Chosen Sticker Size is the maximum,
Actual size = 300mm x 330mm
Safe Zone (Hot Stamping Area) = 296mm x 326mm

FILE FORMAT

Only Adobe Acrobat Document (*.pdf) is acceptable as it provides better printing quality.

MARKING & TRAPPING

Do not apply any crop marks or tranings to your files, including box or bleed markings or margin markings.

STANDARD CHECKLIST

DOCUMENT / PAGE LAYOUT
Sticker size is correct
Artwork dimension cludes full bleed
All important details are within the safe zone
All Hot Stamping artwork are within the Safe Zone

FILE FORMAT
Artwork is saved in required file format : Adobe Acrobat Document (*.pdf)

FILE SIZE & RESOLUTION
File resolution at 100%   : 300dpi
File size at 100%   : below 5MB/file
Agent is required to flatten the artworks if it consists of various layers or complex design
in order to have better control on the file size.

ARTWORK DESIGN
All images have been exported /   : background, design effects, photos, images
converted to TIFF files   converted to TIFF files (not including text / vector images)
Tiff File Resolution   : 300 dpi
Color Mode   : process CMYK mode

FONTS
Curve / Path / Create outline all fonts
Fonts size cannot less than 4 points

LINE WEIGHT
No lines of less than 0.25pts. are used   : ≥ 0.25pts.
Color   : CMYK

DIE LINE LINE WEIGHT
No lines of less than 0.5pts. are used   : 0.5pts
Color   : Green (C:100 and Y:100)

MARKING & TRAPPING
Never apply any crop mark or trapping on to the files.

ARTWORK SIZE
Minimum size   : 20mm x 20mm
Minimum diameter   : 20mm

HOT STAMPING ARTWORK SIZE
Minimum size   : 6mm x 6mm
Minimum diameter   : 6mm

HOT STAMPING ARTWORK PREPARATION

1. Hot Stamping Artwork can be a vector graphic(vector) , text , shape or solid color.
2. Hot Stamping Artwork must be followed to the Die-line precaution. Please double check to ensure all the Hot Stamping artwork is following to our setting.
3. Hot Stamping Artwork is saved in latest format of Adobe Acrobat Document (.pdf)
4. PDF file for Roll Form Sticker + HS artwork must prepare as below:
    Page 1 : Complete Sample
    Page 2 : Only Artwork
    Page 3 : Only Hot Stamping Artwork
    Page 4 : Only Die-Line

EXAMPLE
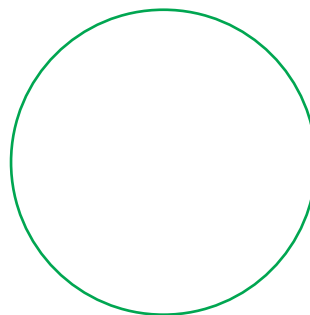
Page 1 : Complete Sample

Page 2 : Only Artwork

Page 3 : Only Hot Stamping Artwork

Page 4 : Only Die-Line

IMPORTANT DIE LINE PRECAUTION

1. Possible Registration Issues
Scenario A
Here are some issues that may occur due to poor registration.
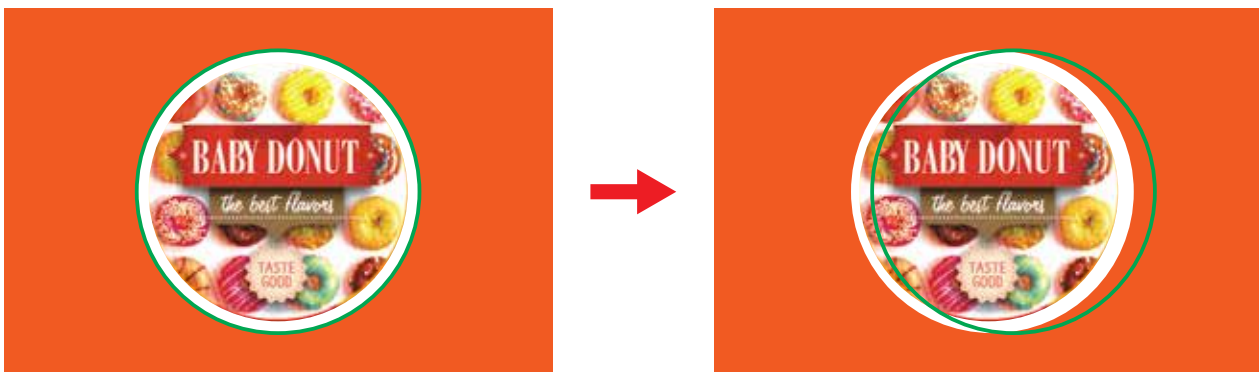

          2mm

Dieline being exactly on the artwork edge line
may come inaccuracies in the cutting process.

Solution: Set the dieline 2mm
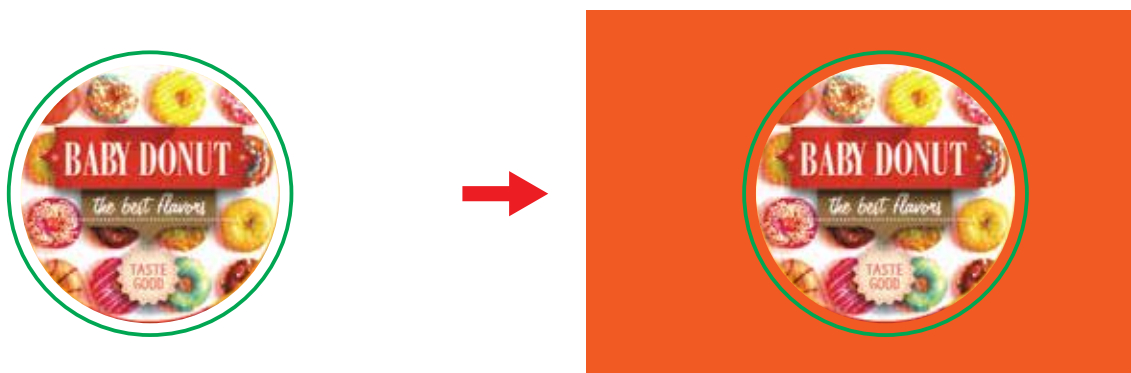away from the artwork.

Scenario B
Do not set the dieline exactly on a different-colored background.
Never draw the dieline on a different-colored background, as the machine may have minor alignment issues during the die cutting process.

Cutting edge tolerance: +- 1mm
Solution : i) Fill the background with White

ii) Extend the dieline to the background area

* The customer is advised to revise their design / Hot Stamping design when these problems are detected.
* Excard shall not be held liable for any of defect in the final product due to issue in the artwork that have not
been prepared as advised.

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IMPORTANT DIE LINE PRECAUTION

2. Minimum Size
Due to machine limitations, stickers that are too small a size cannot be printed and the order will not go through.

Minimum size   : 20mm x 20mm (refer product spec)
Minimum order : 20mm

-Minor shrinkage might affect the accuracy of the die cut, lower the accuracy of the die cut and increase the reject rate.
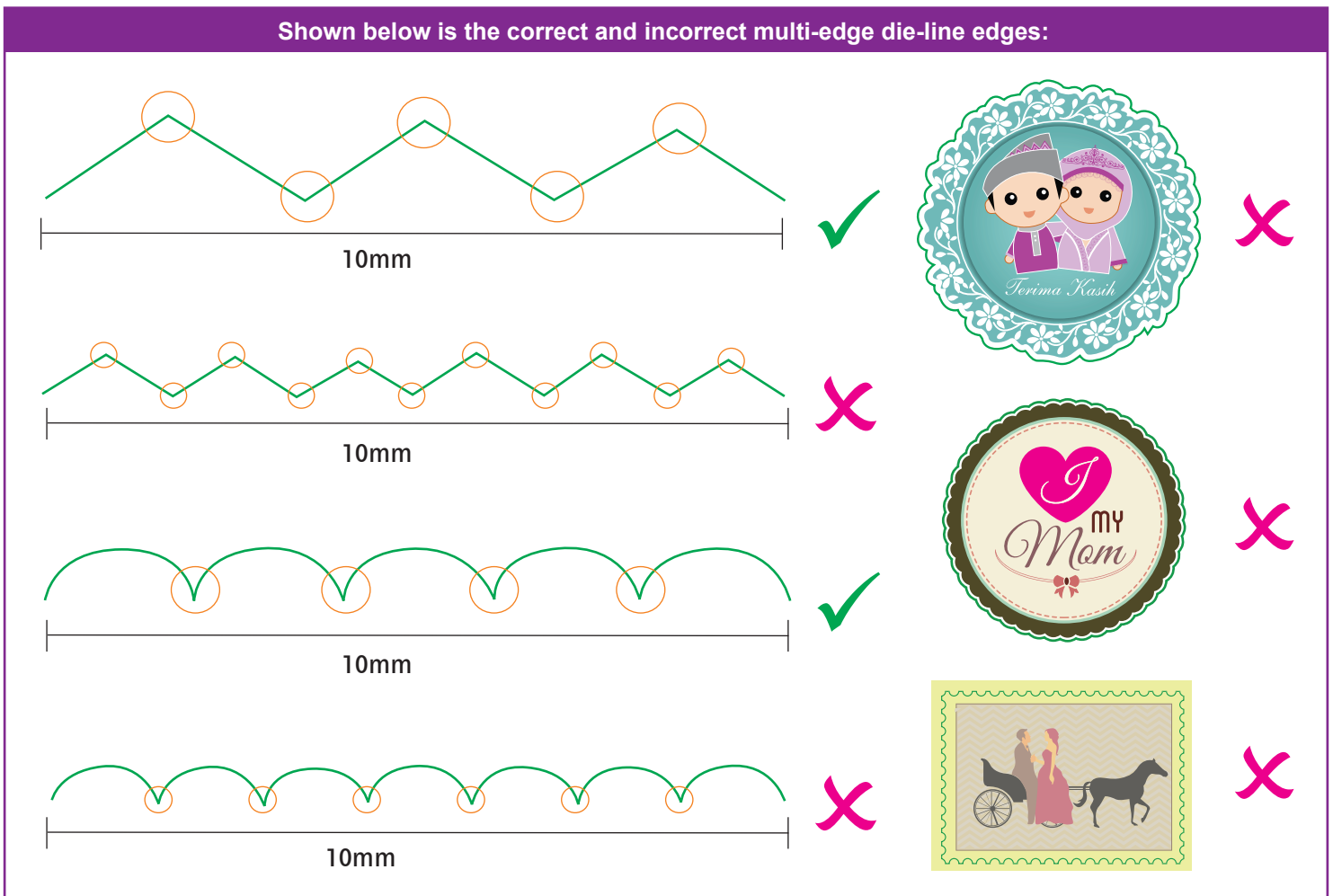**-Tolerance of cutting for Digital printing products: ± 1mm**
- Smaller sticker size equal to higher reject rate and longer processing time.

3. Custom Die Cut
Only 2 cutting corner is allow within 10mm
(1cutting corner must have at least 5mm)

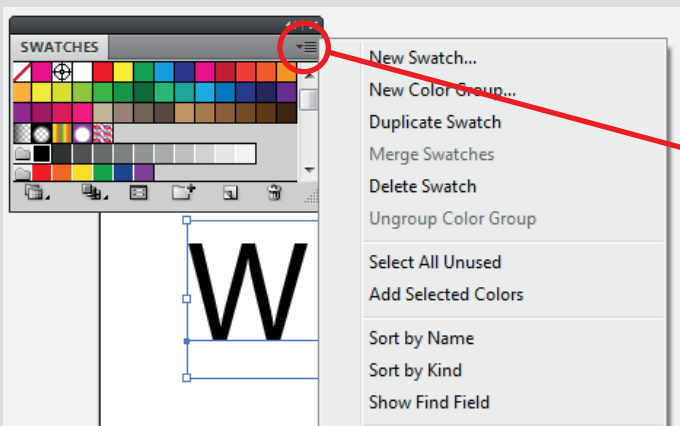| Shown below is the correct and incorrect multi-edge die-line edges: |
| --- |

4. Tolerance for slitting Gap = ± 0.5mm
- Slitting Gaps are the gaps between the stickers artwork.

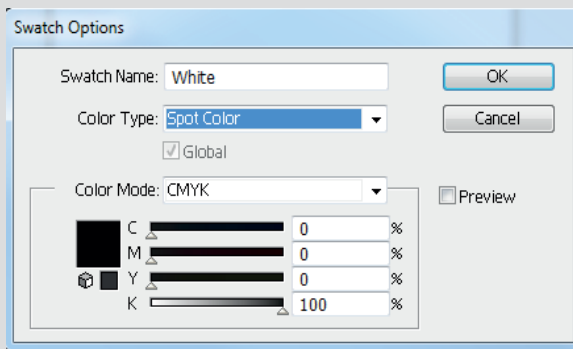## METHOD TO RENAME THE COLOR SWATCH NAME BY USING ADOBE ILLUSTRATOR

STEP 1

Fill colour with K100
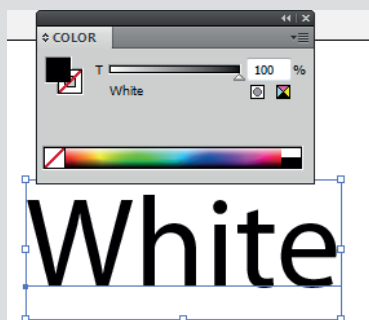
Click here to find "swatches option"

STEP 2

Windows > Swatches > Swatches option

STEP 3

At swatch option choose color mode to **"Spot Color"** and rename the swatch name to **"White"**

Rename colour to precisely **"White"**
- **"W"** must in **CAPITAL LETTER**
- Make sure no space after "e"

STEP 4

Double confirm by checking the artwork is filled with **K100** with **"White"** swatch name.

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ARTWORK PREPARATION FOR TRANSPARENT OPP & HOLOGRAM WITH WHITE INK

For order with "4C + White" or "1C + White" (1C cannot be spot color or pantone color)

Page 1:Overview artwork (Printable artwork and Dieline)

Page 2: White artwork with Process Black Colour (K100)

Page 3: Printable artwork only (CMYK)

Page 4: Dieline only

For order with White

Page 1: Overview artwork (White artwork and Dieline)

Page 2: White artwork with Process Black Colour (K100)

Page 3: Dieline only

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