

## GENERAL ARTWORK DIMENSION

Bleeding : **2mm** from all sides of edges (Artwork Dimension)

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

*Example: Wobbler size 89mm x 54mm, therefore*

Bleeding Size : 93mm x 58mm

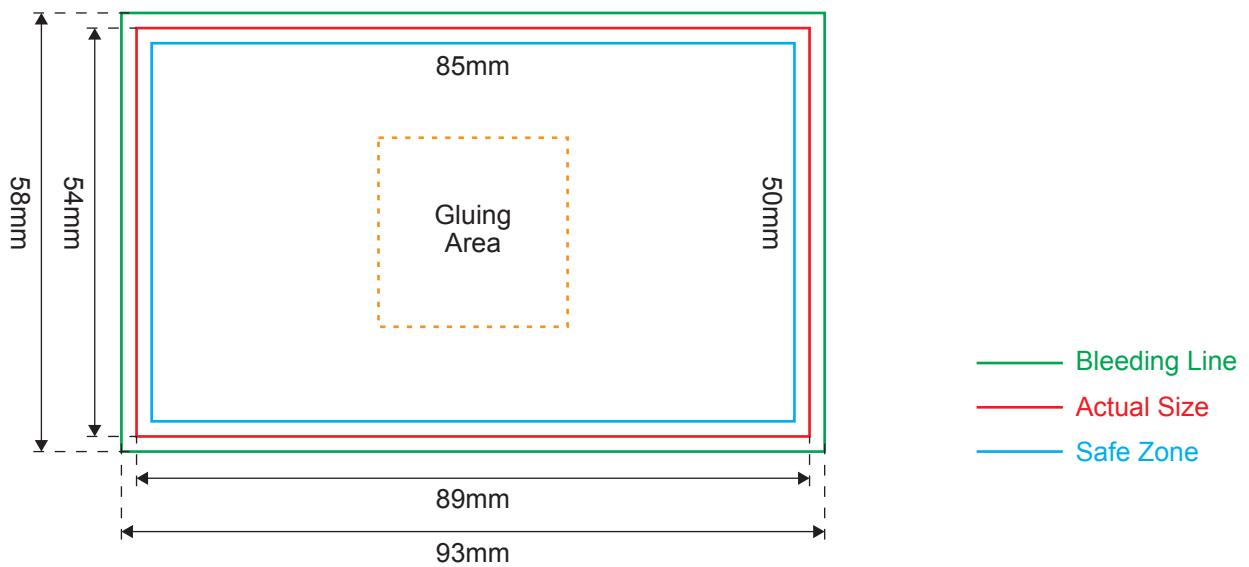
Actual Size : 89mm x 54mm

Safe Zone : 85mm x 50mm

### Gluing Area

Fixed at center of the back side of the printing sheet, please use Excard template when preparing the artwork.

Model	W01L / W01P	W02L / W02P	W03L / W03P
<b>Glue Area</b>	25mm x 25mm		30mm x 30mm



## FILE FORMAT

### Adobe Acrobat Document (\*.pdf)

- Provide better printing quality

### TIFF Image (\*.tiff)

- Provide fairly good printing quality if the file is converted under certain specification
- Setback: Blurred text or vector images compare with pdf file format

### JPEG Image (\*.jpg / \*.jpeg)

- Provide fairly good printing quality if the file is converted under certain specification
- Setback: Blurred text or vector images compare with pdf file format

## STANDARD CHECKLIST

### ARTWORK

- Artwork is prepared in our Product Size Templates
- Background design expand to Full Bleed size
- Vital elements are within Safe Zone
- No crop mark are applied

### DESIGN

All images have been exported / converted to TIFF files

- Background, design effects, photos, images (not including text / vector images)

Never manipulate images in layout program

- Resolution: 300dpi
- Color Mode: CMYK

### FONTS

- No fonts of less than 4 pts
- Curve / Path / Create outline all fonts

### MARKING & TRAPPING

- Do not apply any crop mark and trapping to your files, including box, bleeding marking, margin marking and custom die cut (Dotted line).

### LINE WEIGHT

- No lines are less than 0.25pts

### FILE FORMAT

SETTING FILE FORMAT	Adobe Acrobat Document (*.pdf)	TIFF File Format (*.tiff)	JPEG File Format (*.jpg)
Resolution	300 dpi	300 dpi	600 dpi
Pixels Dimension	-	1051 x 650 pixel	2100 x 1300 pixel
Color Mode	CMYK	CMYK	CMYK
Total File Size	smaller than 20 MB	smaller than 20 MB	smaller than 20 MB

## FILE PREPARATION

Page Arrangement for **Standard Wobbler** in **ONE PDF** file

- Page 1: Overview artwork (CMYK + Die Line)

Page Arrangement for **Custom Die Cut Wobbler** in **ONE PDF** file

- Page 1: Overview artwork (CMYK + Die Line)



- Page 2: Printable artwork only (CMYK)



- Page 3: Die Line only

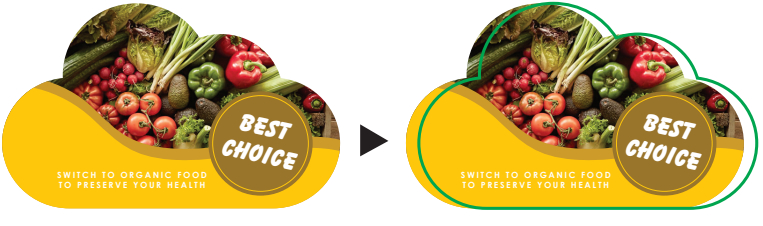



**DIE LINE PRECAUTIONS**

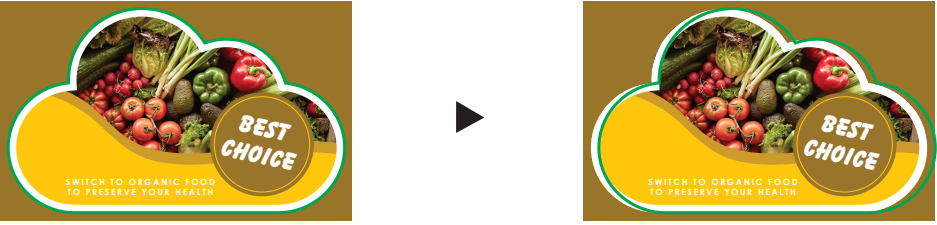


Cutting Edge Tolerance: **+ - 1mm**

Below are mis-registration scenario that can be happen during the die-cut process when die line is not correctly placed, as + - 1mm cutting edge tolerance has to be taken into consideration.

Scenario 1: What happens when die line falls exactly on the artwork line

<p>When die line is exactly on artwork line, the result is, die cut may not align accurately during the die-cut process.</p>	<p><b>Solution :</b> Allow min. 2mm between artwork line and die-cut line.</p>
	

Scenario 2: What happens when die line is exactly on different colour background.

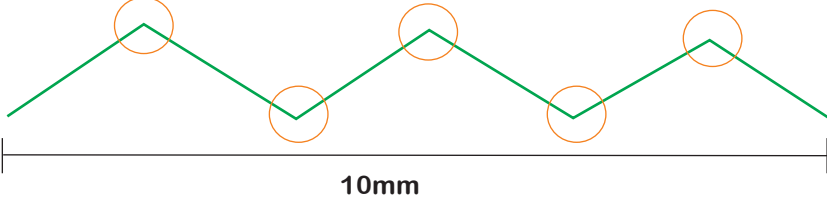

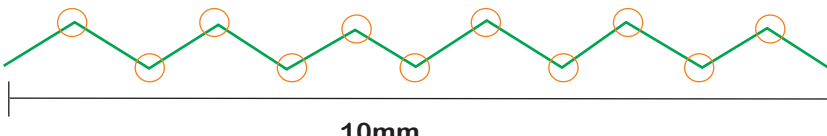

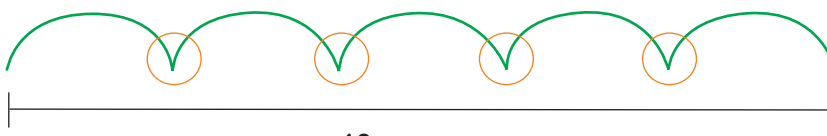
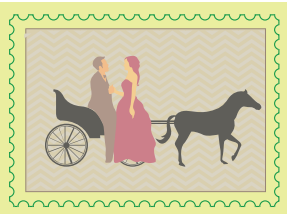
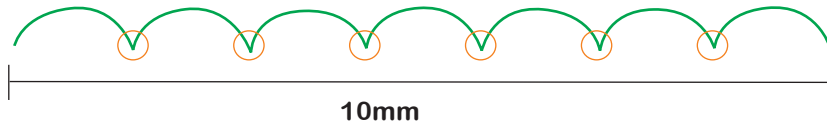
<p>When the artwork is prepared with the die line as shown below, the final outcome may look like the picture shown on the right.</p>	
	
<p>(a) Fill the background with White</p>	<p><b>Solution :</b> <b>OR</b> (b) Fill the background with Brown</p>
	

\* Member is advised to revise artwork when these problems are detected.  
 \* Excard shall not be held liable for any of defect in printing outcome due to artwork sent not correctly prepared as advised.

**GAP BETWEEN MULTI-EDGES DIE-LINE**

How to define "Multi-Edges Die-Line": More than 5 cutting edges within 10mm.

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

 <p>10mm</p>	✓		✗
 <p>10mm</p>	✗		✗
 <p>10mm</p>	✓		✗
 <p>10mm</p>	✗		✗