

Tripack recognizes the importance of package artwork when branding and marketing your product to consumers. Therefore, we aim to support our customers in their effort to maximize the design impact available through digitally printed shrink sleeves. We also strive to make the artwork templating process as straightforward and easy as possible. Artwork templates provided by Tripack will be set up in Adobe Illustrator, our preferred software for incoming files. Submitting your artwork in the provided .ai file ensures a streamlined proofing process. However, if necessary, we can also accept .eps and .pdf files.

***Digital proofing of artwork files takes up to two business days. Digital proofing is utilized for content proofing only, as color can vary from screen to screen and on office printers. If you would like to proof for color, please review our Press Proof and Can Mock Up options on our pricing guide. The proofing process does not include spelling or grammar check. All text will be printed as represented in the original art file and ultimately is the responsibility of the customer.**

Artwork Requirements:

- 1. Outline Fonts/Text** – Please outline all fonts/text. This will convert live, editable text into vector shapes. *(Go to Select/Object/All Text Objects, then Ctrl+Shft+O to outline text)*
- 2. Embed Links/Images** – Embed all images and links in the art file. If images/links are not embedded, they will not appear in the artwork file when opened for during the proofing process. *(Locate the Links Palette under the Window drop-down menu. Select the links by clicking on them. In the upper right corner of the Links Palette, select the drop-down menu and choose Embed Images.)*
- 3. Clear Space** - In the template within the Artwork layer, you will notice a gray box labeled “max print area”. This gray box represents the maximum design area for your artwork. A “bleed” is not required for digitally printed shrink sleeves. Please keep the area marked “Clear” free of any design elements, as this is necessary for seaming purposes. (If you do have a bleed, you can use the “Max Print Area” path to form a Clipping Mask. Move the “Max Print Area” path to the top of the artwork layer and right-click to form the Clipping Mask.)
- 4. Copy Limit** – There are two dotted red lines on the left and right of the template. These are copy limit lines. No text or crucial design elements should extend beyond these lines. Background graphics should extend past this area to fill the “Max Print Area”.
- 5. No Hard Copy Zones** – There are two “No Hard Copy / Distortion Possible” call-outs at the top and bottom of the template in the left margin. The bottom call-out should have nothing more than background graphics extending into the area, as the bottom taper of the can will make all graphics in this area difficult to see. The top call-out area can include text and graphics, however, extending crucial design elements over the ridge line of the can is not recommended, as there is the possibility of slight distortion at that line.
- 6. CMYK Color Mode** - Files must be submitted in the CMYK color mode. Files submitted in RGB color mode will be converted to CMYK. When files are converted from RGB to CMYK, the color can vary. Tripack cannot guarantee accurate color if a file is submitted in RGB color mode. CMYK color builds referenced from PMS colors available upon request.

7. **Image Resolution** - All images must have a minimum resolution of 300 dpi (dots per inch). Images that are lower than 300 dpi may appear blurred or pixelated.
8. **Lay Flat** - The lay-flat represents the front panel of the sleeve. The hash lines on either end of the lay flat area represent where the sleeve will be folded post-printing. The fold lines steam out during the application process and are virtually undetectable on the can. Please note, main design elements are not limited to the lay-flat area, as ultimately you are building a 360° design.
9. **Barcodes** - Barcodes should be incorporated into the design with a vertical orientation to minimize distortion. Place the barcode on a white or light-colored background with dark colored bars. 80 Micron Bar Width Reduction is recommended. During the proofing process, your barcode will be scanned to test the integrity of the code. To avoid scanning issues, it's best to avoid barcodes below 70% size, barcodes with a horizontal orientation and barcodes with a dark or metallic background. Allow room for a "Quiet Zone" so the barcode scanner can distinguish between the barcode and other text or graphic elements. Setting up your barcode outside of the suggested parameters may cause scanning issues in the market and Tripack will not be financially responsible for replacing these sleeves.
10. **White Layer** - When digitally printing shrink sleeves, in order to gain 100% opacity, you must have a white layer backing up your artwork layer(s). The "white" layer has been built into the template for your convenience, utilizing the swatch "whitex1" which is Blue (50% Cyan). If 100% opacity is indeed the desired effect for your artwork, simply leave the "white" layer as is in the template. If you wish to build a custom white layer in order to play off the metallic silver substrate of the can, use the "white" layer in the template for customization. If your desired effect is to have the metallic silver of the can come through in order to enhance your design, those areas are to be "knocked out" (in white) in the "White" layer. An easy way to describe how the Artwork Layer and White Layer should look when wanting to utilize the silver of the can, is:
 - White in the "Artwork" Layer + White in the "White" Layer = Prints clear, metallic silver shows.
 - White in the "Artwork" Layer + Blue in the "White" Layer = Prints 100% opaque white.
 - Color in the "Artwork" Layer + White in the "White" Layer = Prints metallic color.
 - Color in the "Artwork" Layer + Blue in the "White" Layer = Prints 100% opaque color.

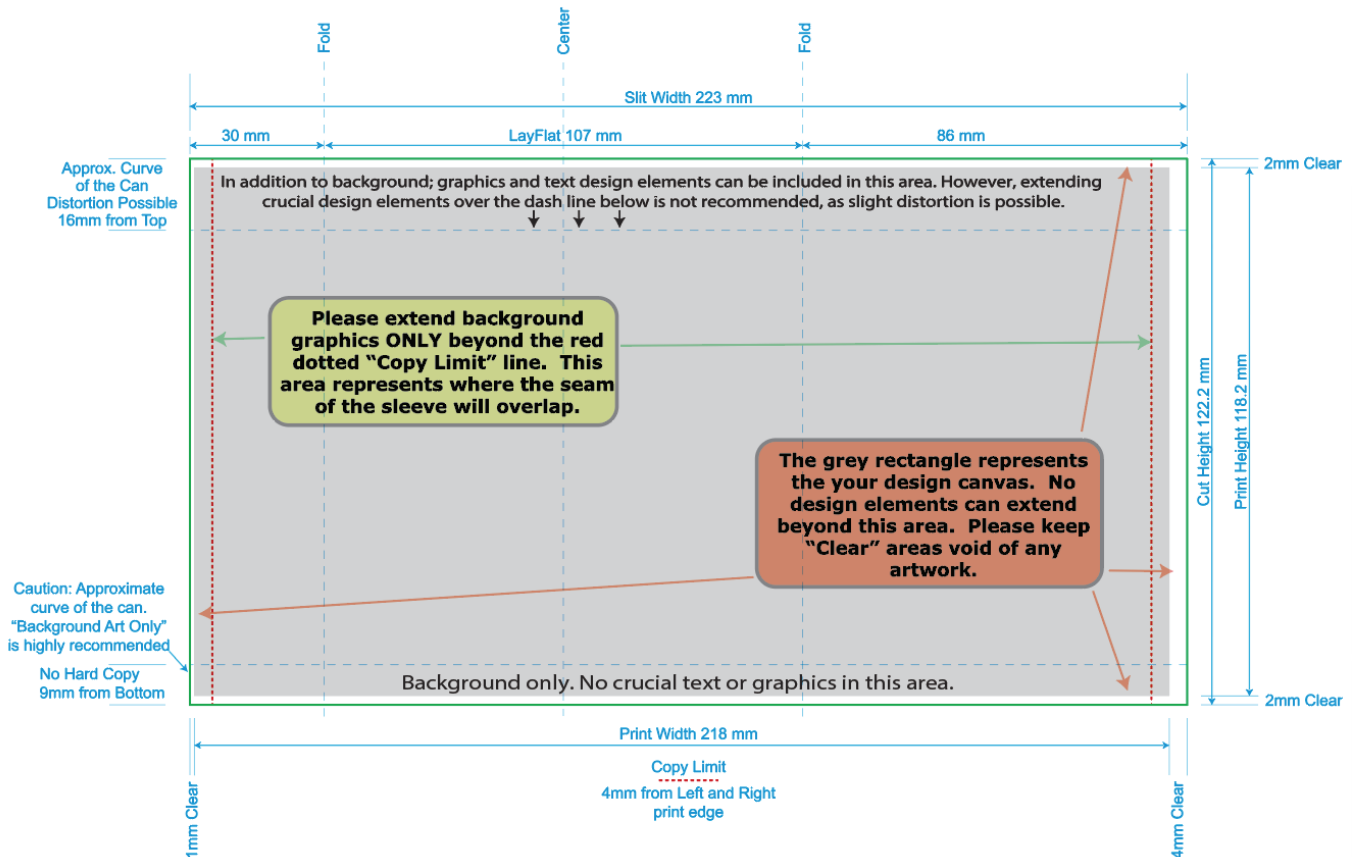
Please follow this link for a tutorial on creating a custom white layer:
<https://www.youtube.com/watch?v=JFCKIzRR1uo>

You can also play with opacities in both the Artwork Layer and the White Layer. In doing so, you can achieve different effects with metallics, colors and gradients. If you do not want a color to print entirely metallic, you can select a screen of whitex1 (50%, for example) to achieve a semi-metallic look.



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Artwork Layer Diagram



UPC Example

Suggested Barcode Placement and Size:

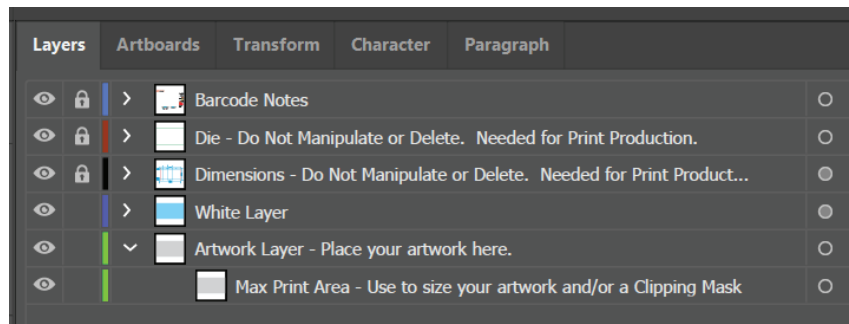
Vertical Orientation - to scale

UPC-A: 100%
0.75" Height
(including numbers)

Quiet Zone
(left and right)

Tip: Avoid creating barcodes using red, light pink, orange, light brown, yellow, white, and metallic colors.

Layers Guidelines



- Please do not delete the Die and Dimensions layers, as they are needed for print production.
- Design your custom white layer on the layer provided, or leave as is for 100% opaque artwork.
- Utilize the provided artwork layers for building or placing your artwork. The "max print area" sublayer can be used for sizing your artwork.