Celebration Printing Guidelines

Letterpress Printing For: Tissue Coasters Tissue Hotel Accessories (Teapot Holders, Hot Plate Holders, Boiled Egg Covers) *We strongly recommend that all tissue products have either a plain embossed (clear ink) border or colour printed border, near to the edge of the product, to help ensure the tissue laminates together	**Screen:**	Halftone screen can be used to create lighter shades of a colour. The minimum printable screen is 30%, otherwise dots will be washed away. The maximum printable screen is 70%, otherwise the dots will spread and fill in.
	Type:	To ensure accurate reproduction of type all fonts and typefaces should be converted to outlines.
	Line thickness:	Smallest acceptable line thickness is 0.5 pt. If the design is reversed out the minimum is 1.0pt. This includes fonts and typefaces.
	Margins:	The maximum margin for all designs is 13mm from the cutting edge.
	Coverage:	100% ink coverage is available, subject to sight of artwork.
	Bleed off:	If a design is to bleed of the edge of a coaster the design should be at least 4mm larger to account for registration movement.
Flexo Printing For: Card Glass Covers	**Screen:**	Halftone screen can be used to create lighter shades of a colour. The minimum printable screen value is 5%, otherwise dots will be washed away. The maximum printable screen value is 80%, otherwise the dots will spread and fill in.
	Line thickness:	Smallest acceptable line thickness is 0.5 pt. If the design is reversed out the minimum is 1pt. This includes fonts and typefaces.
	Margins:	Designs should be arranged at least 7mm from the top edge of glass cover.
	Coverage:	Normal 40% maximum ink coverage, but 100% is available on certain card types.
	Bleed off:	If a design is to bleed off the edge of a coaster the design should be at least 4mm larger to account for registration movement.
Flexo Printing For: 1-ply Coasters 2-ply & 3-ply Tissue Napkins 1-ply Airlaid Napkins Place Mats Tray Liners Bath Mats	**Screen:**	Screens may be simplified to suit printing process. Halftone screen can be used to create lighter shades of a colour. The screen value must not be below 25%, otherwise dots will be washed away. The screen value must not be above 70%, otherwise the dots will spread and fill in.
	Line thickness:	Smallest acceptable line thickness is 0.5 pt. If the design is reversed out the minimum is 1pt. This includes fonts and typefaces.
	Margins:	Airlaid Napkins - Designs should be arranged at minimum 10mm from the cutting edge. Tissue Napkins – Come with an embossed border. Designs should be arranged at a minimum 10mm from the embossed pattern.
	Coverage:	Tissue napkins – max. 55% total ink coverage. Airlaid napkins – max 75% total ink coverage. Coasters, place mats, bath mats and tray liners – Max 100%+ ink coverage
	Bleed off:	Bleed off designs are possible for all Flexo types. For Napkins please provide a design for review as it may only be possible in certain circumstances.
Hot Foil Printing For: Wax Backed Tissue Coasters Deluxe PE-Backed Tissue Coasters Glass Covers 3-ply Tissue Napkins 1-ply Airlaid Napkins Beer Mats	**Screen:**	Halftone screen can be used to create lighter shades of a colour. The tone value must not be below 25%, otherwise dots will be washed away. The tone value must not be above 70%, otherwise the dots will spread and fill in.
	Line thickness:	Smallest acceptable line thickness is 0.5 pt. If the design is reversed out the minimum is 1.0pt. This includes all fonts and typefaces convert to outline.
	Margins:	Designs should be arranged at least 15mm from the cutting edge of glass cover / edge of embossed pattern. Coasters 15mm from the border edge
	Coverage:	Foil - Napkins & Coasters 30% Maximum, Beermats, Glass Covers 20% Maximum
	Bleed off:	Bleed off designs are not possible for hot foil printing.
Offset Printing For: Beer Mats	**Screen:**	Beermats are made from uncoated pulpboard that is designed to soak up moisture so expect 5-10% dot gain dependant on colour and allow for soak.
	Line Thickness:	Text should be to a minimum of 5.0pt but this applies to bold typeface that prints in a dark colour on a light background. Serif fonts will require a larger pt size as will white out text and we would recommend a minimum of 8.0pt in these cases.
	Margins:	If the artwork has a visible border of line or text please leave 4mm away from the cutter profile.
	Coverage:	100% coverage is possible, printing can be process (preferred) or spot colour. Solid blacks printed from full colour process/CMYK uncoated should be 100% black with a 20% boost of cyan, magenta and yellow. Black text should be 100% only.
	Bleed off:	Artwork should include a cutter drawing in a visible spot colour and set to overprint. Bleed should be a minimum of 3.0mm over the cutter.
	Artworks Formats (Beer mats only):	The following formats are acceptable :- Adobe Acrobat PDF - Vector based editable (with embedded images and fonts outlined) Adobe Illustrator AI – Vector based editable (with embedded images and fonts outlined) Adobe Photoshop – (supply minimum 300dpi uncoated full colour process/CMYK)

General Information and Print Specifications

Images and Files
All images should ideally be a minimum of 600dpi and should be saved as vector graphics in the file formats detailed below. All colours should be separate files with each separation appearing as a black image. Ideally all typefaces / fonts should be converted to outline.

Please note that all images must be checked by our studio to ensure they meet our requirements for artwork and print feasibility. For that reason acceptance of images remains subject to our discretion.

Ink Colours
We print uncoated Pantone® Spot colours using Ink. We request you to provide uncoated Pantone® Spot references for each colour. We can however mix and print any colours when provided with a sample to match to. Slight colour deviations may occur due to the variations in absorbency of different materials.

Ink Rub
There is a possibility of ink transfer from items printed with high or solid ink coverage.

Design Alterations
Due to the printing process limitations, some designs may have to be altered in order to be acceptable to print. All changes will be highlighted to you at proofing stage and should be checked carefully.

Printing Screen
For designs incorporating screens, designs will have to be checked by our studio, allowing us to confirm feasibility. For specific tone ranges see guidelines.

Register Differences
Flexographic and letterpress printing can produce design movement of up to +/- 1.5mm when printing with multiple colours and particularly concentric circle designs.

Foil printing can produce design movement of up to +/- 2.0mm.

Movement of the print position
Due to the flexibility of the materials, such as tissue and Airlaid paper, there may be a slight fluctuation of the positioning of printed logos on the product, through the course of the print run.

Full-surface printing
We are able to print 100% ink coverage onto certain multiply tissue unbacked coasters, and on alternative coaster materials.
For other products, we normally advise against full-surface printing as it may affect the material properties which can result in colour inaccuracy. For enquiries where products are to be printed with high or solid ink coverage, please send the details to us so we can review the enquiry and compile a special quotation.

Hot Foil Printing
Celebration will need to check any designs intended for foil printing, to ensure they are suitable for this print process. A standard range of foil colours is available, including: Standard silver, gold, copper, red, blue, green and matt black. Also many other Non-Standard colours. Please confirm the foil colour you require when sending artwork and we will advise you of the best match we can offer. Maximum Foil Coverage is 30%

Master Files
We are unable to provide printing plates and negative films made by us, but we can provide you with a vectorised printing proof in PDF format.

Accepted artwork file formats
Please supply artwork files actual size, saved as vector format with PDF compatible turned on and all fonts/typefaces saved as outline, in one of the following formats:

- AI - Adobe Illustrator; EPS or PDF - Must be editable format and all fonts saved as Outlined to open in Adobe Illustrator

Vector Graphics
Graphics and drawing programs use vectors. This means that points are used for defining corners and alignments. These points are then connected by lines or curves producing the objects. These can then be filled with colours or screens.
This kind of graphic has two advantages: they do not depend on resolution i.e. they can be scaled as required and the resulting files are small.

Unacceptable file formats
We cannot accept files from word processing software (Microsoft Word), simple image processing software (GIF files), or images from websites due to the poor resolution of these file types. We also cannot accept photographs as these are not vector based. We are unable JPG or PNG files

Sending Artwork to Celebration
Please email artwork files to artwork@celebration.co.uk. Alternatively files can be submitted by CD, DVD or other data media. Files can also be sent to us via FTP file share servers.

General
This guide intended to be comprehensive as possible however if you are unsure whether your design meets our specification please e-mail it to artwork@celebration.co.uk and we will be happy to review it and advise you of any changes that may be required.

For any further information or technical support, please contact us at artwork@celebration.co.uk
or telephone +44 (0) 1283 538259.

*Please note quotes issued are subject to sight of artwork and any costs we incur to prepare artwork / supply of proof sheets will be chargeable.