

Graphics Department

Welcome to Dow Industries Graphics Department. The following information is designed to guide you in the creation and transferring of electronic files to our pre-press systems. Listed are some of the important factors to consider when preparing and sending files. Information on our system is also presented. Please look over the material that follows. It will assist you in preparing files that will flow through our digital workflow stages smoothly. If you are using a design agency we will be glad to interface directly with them to review designs and help with file preparation.

Digital Pre-Press

- Esko-Graphics Scope 3 Prepress System with Full Image Manipulation Capabilities

Digital Proofing

- Proofing Systems: Latran Technologies Digital Proofer, which produces a dot proof, delivering superior image quality and unbeatable color accuracy.
- PDF soft proofing
- Epson proofing for FPO's

Acceptable File Formats

Below is a list of acceptable graphic file formats that Dow Industries can use, listed in order of preference.

<u>Application</u>	<u>Current Mac Version</u>
Adobe Illustrator	CS3
Quark Express	6.5
Freehand	MX
Adobe Photoshop	CS2
Adobe Indesign	CS2
Esko	PAF Files/.GRS Files
PackEdge	4.0 Files
Artpro	

Internet Access/FTP Site

DowIndustries can accept file attachments via e-mail over the Internet. We strongly recommend that artwork files be compressed to reduce their size before sending (Use Stuff IT or WinZip). Account Managers can receive files directly via e-mail and artwork can be "attached" directly to a message to them. Please contact them beforehand to get their correct address information.

Large files or regular file transmissions can be handled by having an **FTP** site set up for your account. Please contact your Sales Representative or Account Manager to set up an FTP site.

Accepted Disk Formats

Macintosh formatted – CD Macintosh formatted

A hard copy of the artwork should be supplied with the disk. A color proof is preferred, but a black and white laser proof with color callouts is acceptable. This is used to verify that information supplied has been transferred correctly whether supplied on disk or upload to our FTP site.

Type Fonts

Dow industries request that you supply all font files for type fonts used within the file so we may process your job. This includes Printer Fonts which contain the information necessary to print the file and Screen Fonts which displays the text correctly on the computer screen. When possible please include the AFM file (Adobe font metric file). This file aids in the file transfer of your artwork between different computer systems. Please note that unless we receive at least the printer and outline font files for the typefaces used in your file, we will not be able to process the file. These font files will only be used for the output of your files.

Other Useful Information

Minimum overprint type size: **4 pt**

Minimum k/o type thickness: **.005"**

Minimum sizes on ® and © - **4 pt.**

Line screen, angles to use - **175 lpi Y - 7 M - 82 C - 22 K - 52**

We typically try to run our cmyk densities at: **Y .95 - 1.00 M - 1.25 -1.30**

C 1.25 - 1.30 K 1.50

Bar width reduction on UPC codes - **.001"**

Minimum trapping specs - **.008" depending on the graphics**

Minimum dot percentage on ct's and tint builds - **2%**

Bleed - Standard .063" beyond the cropmarks or die line

Screen printed inks should be cut back .032" inside die line

Number of color stations available: 10

Label Tolerances:

Print to Die Cut	.015"
Edge Margin	+/- .015"
Liner Width	+/- .015"
Label Spacing	Mean .125"
Low Side Tol.	.110"
High Side Tol.	.203"

Contacts

Everyone at Dow Industries and in the Graphics Department especially, is concerned with the success of your project. We realize that you may need to contact us with questions and comments on numerous levels.

In order to facilitate effective communications, we have created the contacts hierarchy show below, this should serve as a quite when questions arise. Please refer to this when contacting members of our team.

1. Your Sales Representative
2. Your inside Account Manager 1-800-776-1201
3. artroom@dowindustries.com