

Digital Artwork Specification

Artwork can be supplied on disk, or via e-mail or FTP.

Email artwork to our print co-ordinator on print@ambro.co.uk.

FTP address: **80.229.134.246** - Username & Password Ambro, if for security reasons you would like your own personal username and password, please contact us and we will gladly oblige.

N.B. Please make sure that artwork is clearly labelled with a print reference and your purchase order number so that it is easily identifiable.

1. Artwork is preferred in one of these formats:
 - a. Illustrator CS2
 - b. EPS
 - c. Quark Express 7.0
 - d. Freehand MX v11
 - e. InDesign CS2
 - f. Photoshop CS2
2. Due to the nature of printing tones it is not possible to say that one designated format will work for all images. This will depend on the design. It will be helpful if the artwork on disk is set up at minimum of 300 dpi, but preferably 600 dpi. This will then allow our printers to adjust the artwork for best effect.
3. If you are preparing artwork for screen-printing, not 4 colour process litho printing please ensure:
 - a. That artwork is set up as spot colours, not as four colour process (i.e. not as C.M.Y.K)
 - b. Multiple colours must have 0.5mm trap on the artwork. The colour to be trapped must be discussed with us prior to finalizing the artwork.
 - c. At least 2mm bleed is to be allowed if the design runs off the edge of the product.
4. Please ensure that all correct fonts are included with your artwork, together with any images / pictures if applicable.
5. Please ensure that all text, addresses, phone numbers etc have been proof read.
6. Please help us to identify your file: it must be clearly labelled with your name, our quote number, or our works order number.
7. White print must be represented by a colour and must have clear instruction to print as white.
8. Please ensure that artwork is in position on the tool. We will send you a tool laydown by e-mail, or a full size copy by post if preferred.
9. Points to consider
 - a. Print colours on coloured material may need to be underpinned by a white print run. If this is the case, reversed out text or graphics may have to be achieved by printing an extra colour.
 - b. Bear in mind that your product may have rivets, weld seams or other components which may interfere with your print design. If you are in doubt, call us and we will e-mail you a laydown with all components or restrictions in
10. Print prices - our standard print prices are based on spot colours with no more than 20% ink coverage unless otherwise stated, and half tones up to 65dpi. Ink coverage in excess of 20%, and full flood coats are subject to a surcharge. Screen print with finer halftones up to 85 lines per inch is possible using UV inks – this is more expensive than regular screen print and may not be reflected in our standard quotations. Please note that prices can vary considerably depending on what you require. All prices are subject to sight of artwork – we will only give firm print prices on submission of final artwork.