

# GETTING THE MOST FROM YOUR CUSTOM PRINT

Printing on plastic cups is achieved through a process called dry offset printing. Artwork requirements are different from conventional printing. Please use these guidelines when submitting artwork in order to speed up turnaround time for each request. If you have specific questions WNA will be happy to guide you through the process.

## When sending artwork please include the following:

- Who sent the artwork
- Where to send the approval
- What size and type of cup
- A description of the job
- Whether print wraps around or the number of repeating panels
- Each PMS (Pantone) color (If no PMS colors are specified we will match to the colors of the artwork provided)

### 1. Line Art

We prefer that all artwork be submitted as vector based line art produced in an Adobe Illustrator program. Files should be saved as EPS (Encapsulated Postscript) files. These images can be sent to us on a CD, floppy, zip, jazz, orb disk, or can be emailed. If you email us your Illustrator EPS file it must be stuffed or zipped. (Stuffing or Zipping a file condenses the information and allows a large file to bit transfer over the web.)

### 2. Camera-Ready Art

We realize that sometimes high quality digital images are not always available. In such cases we request camera-ready artwork. This is one hundred percent black ink on white paper, which we will then scan at a high dpi (dots per inch). A black and white photocopy is not camera-ready art.

**For images submitted in above formats, the approval turnaround is generally 5 working days. (Not including mailing time.)**

### 3. Miscellaneous Art

Miscellaneous art includes, but is not limited to; TIFF files, JPEG or GIF files, business cards, photocopies, napkins, brochures, menus, etc. These types of images are not recommended. We will accept this type of art ONLY if there is no artwork available in formats 1 and 2. Miscellaneous images require more time to create and will not be as accurate as line art or camera-ready art. When sending these images do not write, staple, tape, or paper clip the final artwork you are submitting. If you need to make comments, photocopy the artwork and write on the photocopy. If you are supplying us with a bitmap image, please submit it in a TIFF format greater than 300 dpi, rather than a JPEG or GIF

**PLEASE NOTE:** We will reproduce the PMS (Pantone) colors agreed upon during the approval process as closely as possible, but cannot guarantee an exact match, due to the limitations in the printing process. Colors may appear less vibrant when they are printed on frosted or dark colored cups. A signed approval indicates that all components of the artwork are acceptable, including; layout, size, position, spelling, dates, color placement, and PMS color assignment. Because of differences in equipment, media, inks and other conditions, some variation WILL occur between this color proof and the finished product. Variations can include tonal changes, dot gain in screened areas, minor blurring and loss of small or delicate detail. Alignment of printed images, including color registration and wrap alignment will shift up to 1/8". Such variations from the proof are common to the printing process and will be considered acceptable performance.



# KNOWING THE DIFFERENCE BETWEEN: **VECTOR & BITMAP IMAGES**

## Vector Art



Vector art is created in drawing programs like Adobe Illustrator, or CorelDraw.

Vector art is made up of smooth curved or straight lines, creating a definable edge between colors.

Vector art is good at reproducing crisp object outlines allowing cleaner printing of logos and type.

Vector art is typically produced as spot colors or as CMYK mixes. (We utilize Pantone spot colors, not CMYK)

Vector art colors can be changed more easily than bitmap files, just by clicking on the element to be changed. (However, redrawing a bitmap image into a vector art file can sometimes take hours or days).

Resolution is not a factor with vector art.

## Bitmapped Art



Bitmap art is created in Adobe Photoshop. Process files, duotones, and photographs are all types of bitmap art.

Bitmap art is made up of stair stepping pixels of different shades. So the actual edge can be difficult to find.

Bitmap art is good at reproducing subtle gradations of color, as in photographs or airbrush illustrations.

Bitmap art will almost always come in as a greyscale, RGB, or CMYK file. (We will change these to spot colors).

Bitmap art colors can only be changed after making selections around an element to isolate it from its surrounding elements. This is why process print art is so time consuming.

Bitmap file resolution needs to be 300dpi. (See below)

## Bitmap Art: Low vs. High Resolutions

Examine the 200% enlargements of each of the two basketballs.

The low resolution basketball on the left would be almost impossible to make a selection for the individual elements.

The high resolution basketball on the right is a much better file to work with, and will reproduce a much better image on our cups.



# CUSTOM PRINT GUIDELINES: TYPE

Positioning of type on cups must be taken into consideration on all jobs to help eliminate poor quality images. Size and position of type are the two most important issues when printing on sidewalls. The center of the cup height is the best area for art.

- All type must be at least 7 (point type) or larger in capital letters whenever possible.
- All upper and lower case type must be at least 3/32, (9 point type) tall or larger.
- Type will print fine on the upper and middle portions of the sidewall. Type printed on the bottom third of a tumbler will not be as clear. On extremely tapered sidewalls type should be kept towards the middle or upper portions of the cup for best printability and letter spacing must be added.
- Reverse type must be at least (12 point type) tall in capital letters whenever possible. Fonts (typesyles) used for reverse type must be of the bold or extra bold variety.
- Bold san serif type is recommended for reversed-out type. Register marks, copyright logos and trademark logos must be at least 1/8, (11 point size) tall whenever possible. Reverse register marks, copyright logos and trademark logos must be at least 1/8, (11 point size) tall whenever possible and must be in a bold typeface.

## PRODUCT PRINT DIMENSIONS

CLASSIC CRYSTAL TUMBLERS			
CUP SIZE	MAX PRINT HEIGHT	MAX PRINT LENGTH	MAX # OF COLORS
CC8	2"	7.5"	5
CC9S	1.75"	9.125"	5
CCR9	1.5"	9.062"	5
CC10	2.5"	8"	5
CC12	2.875"	8"	5
CC14	3"	8.875"	5
CC16	3.5"	8.5"	5
CCCS	1.75"	5.25"	6
CCW2	.75"	5.875"	5
CCW5	1.25"	7.375"	5
CCW8	1.5"	8.562"	5
CP5	1"	6.125	5
CP9	1"	6.125	5
CP12	2.5"	6.625"	5
CP16	3"	6.875"	5
CDS5	.75"	8"	5
CDS8	1.125"	8.5"	5
CDS12	1.5"	8.25"	5
CDS16	2"	9"	5

RIGID CUPS			
CUP SIZE	MAX PRINT HEIGHT	MAX PRINT LENGTH	MAX # OF COLORS
P10	1.125"	4.375"	4
P20	1.25"	4.75"	5
SG15	1"	4.5"	5
SW5	1.25"	7.687"	5
SW6	1.75"	6.75"	5
SW8	1.625"	8.375"	5
SW12	2.5"	8"	5
MG12	.25"	13.5"	4

FROST FLEX CUPS			
CUP SIZE	MAX PRINT HEIGHT	MAX PRINT LENGTH	MAX # OF COLORS
PF5	1.625"	7"	5
PF8	2.375"	7.5"	5
PF9S	1.625"	8.875"	5
PF10	2.625"	8.375"	6
PF12	2.75"	8.25"	5
PF14	3"	8.5"	5
PF16	3"	9.25"	5
PF20	3.25"	9.75"	5
PF24	4"	10.25"	5

SOUVENIR CUPS			
CUP SIZE	MAX PRINT HEIGHT	MAX PRINT LENGTH	MAX # OF COLORS
12S	3"	8.187"	8
VK1	3.125"	8.0875"	6
16S	3.25"	8.375"	8
16T	4"	8.375"	8
17F	3"	8.906"	8
22F	3.75"	9.312"	8
22T	4.625"	9.25"	8
32T	5.5"	10.25"	8
32TV	4.25"	10.437"	8
32SLM	5.375"	9.525"	8
44TV	4.5"	12.125"	8
64T	6.125"	12.375"	8

TUMBLERS			
CUP SIZE	MAX PRINT HEIGHT	MAX PRINT LENGTH	MAX # OF COLORS
T4S	1"	7.625"	5
T5S	1.375"	7"	5
T6T	1.75"	7"	5
T7S	.875"	9.5"	5
T7T	2"	7.125"	5
T8T	2.125"	7.5"	5
T9S	1.625"	8.875"	5
T10	2.625"	8"	5
T12	2.875"	8"	5
T14	3.125"	8.875"	5
T16	3.625"	8.5"	5

COFFEE MUG			
CUP SIZE	MAX PRINT HEIGHT	MAX PRINT LENGTH	MAX # OF COLORS
CWM8	2"	7"	5

MASTERPIECE			
PLATE SIZE	RIM PRINT HEIGHT	INTERIOR DIMENSION	MAX# OF COLORS
MP6	.625"	3"	4
MP75	.625"	3.625"	4
MP9	.875"	4.625"	4
MP10	1"	5.375"	4

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