

CRITICAL REQUIREMENTS



Color Mode: **CMYK** ONLY. Absolutely no RGB elements or linked images.

Text & Fonts: **OUTLINE ALL TEXT OR FONT FILE.** Required.

Resolution: **Minimum 300 dpi** for all raster/linked images.

File Format Requirments



Submit artwork in **editable, high-resolution formats:**

1. Adobe Illustrator (.AI)
2. PDF [PDF/X-4:2008] High-Resolution .PDF.

- All fonts must be outlined or included
- All images must be embedded (no missing links)

FILE CONSTRUCTION & LAYERS

Layer Organization:

Dieline Layer: Locked and non-printing (Do not place artwork here).

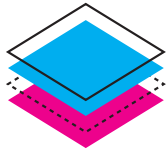
Artwork Layer: All graphics, logos, and background.

White Separation Layer: Clearly defined spot channel for white ink/clear windows.

Bleed: Minimum **0.039" (1mm)** Maximum **0.118" (3mm)** on all sides.

Images: All images must be **EMBEDDED or WITH LINK IMAGE PACK**

Note: InDesign PDFs are NOT accepted.



COLOR & INK MANAGEMENT

Feature	Requirement
Pantone Colors	Use Pantone Coated (C) , and ensure the Pantone color is specified with a pantone code.
Color Reference	If a color-matching sample is available, it must be provided or clearly mentioned for reference; otherwise, the artwork will be processed as per the standard procedure.
Standard Black	Use 100% K only (0C, 0M, 0Y, 100K).
Rich Black	If rich black is required, it must be clearly specified and highlighted in the artwork.
Registration	DO NOT USE the Registration color swatch for any artwork.
Overprint	Customer is 100% responsible for any items set to "Overprint."



SPECIAL FEATURES & FINISHING



White & Metallic: * Define clear areas and white backing in a separate separation. For **Metallic** looks: Define areas to be printed on metalized material without white backing.

Barcodes: * Standard: Black bars on a white background. Custom colors must be customer-tested; PouchWale is not liable for scan failures.

Eyemarks: * Keep eyemark lanes clear of text/graphics. PouchWale reserves the right to shift artwork to accommodate finishing lanes.

SUBMISSION PROCESS



Save Each SKU Separately: Do not bundle multiple designs in one file.

Approval Flow: Digital PDF Proof - (Optional) GMG Proof.

Prepress Pro-Tip: Always check your "separation Preview" in Illustrator before exporting to ensure your White separation and Spot colors are appearing correctly.