

Criteria For Finished Artwork Files Being Supplied

The following criteria are required when supplying Artwork files to Smurfit Kappa Display.

For finished Artwork files supplied by a design agency or a customers' in-house design studio:

- The finished artwork file should be Adobe Illustrator format.
- Any images in the file should be linked, not embedded.
- Linked images must be 300dpi @ 25% finished size and must also be supplied.
- Scales are to be clearly indicated and full sizes provided.
- Layered Photoshop files are required by our artists for pre press alterations.
- Any text should be outlined in Illustrator, or fonts must be supplied if any text changes are necessary.
- Colours required must be clearly indicated i.e. pantone references.
- 10mm bleed is required outside the print area.
- Glue flaps must not be printed except for 10mm bleed.
- If Smurfit Kappa CAD Keylines are being used, the agency must not alter in any way. 'Shape-cuts', or Keylines designed to suit the supplied artwork should be indicated on a separate layer to the artwork, and to the existing Keyline.
- Recommendation, all files over 5Mb should be uploaded to the Smurfit Kappa FTP Site (details below) or an alternative FTP Site.

FTP Site Details:

From outside the Smurfit Kappa Display network access via

Address: [ftp.smurfitkappa.com](ftp://ftp.smurfitkappa.com)

User 2: display-rw (read & write access to this directory)

Password: Waves017 (capital W)

Any queries, please contact your Smurfit Kappa Display Sales Representative on 01- 4524333.