EM
euromakeup

A) DIRECTIVES FOR PRINT FILES

1 **submit vectorized files** (without raster images; text must be converted to paths)
2 **inform the Pantone® numbers** of the colors chosen for each color passage; the useable Pantone® ranges are **Formula Guide Coated**, **Formula Guide Uncoated** and **Metallics Coated; the chosen colours are subject to previous feasibility appraisal, in case of negative result the color closest to the original will be proposed**
3 the **printing area** can be used in its entirety; **for width only, in cylindrical items**, see points B7 and B8

B) REQUIREMENTS FOR ARTWORK (several examples on the following page)

1 minimum line thickness: 0.1mm (for plastic items only: 0,07mm)
2 minimum negative line thickness: 0.12mm (for plastic items only: 0,09mm)
3 minimum letter height (lower case): 1mm (for plastic items only: 0,6mm)
4 minimum space between letters: 0.12mm (for plastic items only: 0,07mm)
5 minimum space between text and underlining: 0.12mm (for plastic items only: 0,07mm)
6 minimum distance between colors if different from 0mm: >0.8mm
7 minimum separation between the end and the beginning of the decoration to avoid overlapping defect in silk-screen printing: 5mm
8 minimum separation between the end and the beginning of the decoration to avoid overlapping defect in hot stamping (H/S): 10mm
9 minimum vertical distance between H/S and silk-screen printing: 2.5mm
10 minimum horizontal distance between H/S and silk-screen printing: 15mm
11 maximum height of H/S decoration in single pass: 80mm

C) CHARACTERISTICS OF THE STANDARD PRODUCTIVE PROCESS (several examples on the following page)

1 centering tolerance between colors: ±0.8mm* (equivalent to maximum deviation between colors with reference to the planned distance)
2 tolerance of vertical centering from the bottom of printing area: ±0.5mm
3 tolerance of horizontal centering referred to the central axis of the item: ±1mm
4 metallic standard colors with extra cost: Pantone® 871, Pantone® 877

D) VARIATIONS ON THE STANDARD PRODUCTIVE PROCESS (costs and timing)

1 horizontal distance, between H/S and silk-screen printing less than 15mm up to 4mm, requires an additional silk-screen printing passage
2 Pantone® Metallics (or Pantone® Premium Metallics) + H/S requires an additional silk-screen printing passage
3 maximum height of H/S decoration in 2 passes: > 80mm up to max 128mm
4 non-standard metallic colors

E) EVALUATION OF FEASIBILITY

1 in case of vertical distance between H/S and silk-screen printing less than 2.5mm
2 in case of horizontal distance between H/S and silk-screen printing less than 4mm
3 in case of non-standard metallic colors

F) COST FOR PRODUCTION OF SCREENS

• 135€ each colour / sku

G) GRAPHIC DEPARTMENT COSTS

The files received will be checked by the graphics department to verify feasibility.
Costs details:

1 you will be asked to make necessary changes, in case the artwork is not in accordance with one or more points listed above; from the second verification the cost of 25€ (each reference) will be charged in case of non compliance
2 in case of non compliant artwork with one or more points listed above and you are not in the position to modify it, the cost of 50€ (each reference) will be charged for the correction (if possible)
3 creation of a new reference: 400€ / modifications on the initial reference: 50€ (each reference)
4 modification of artwork for new reference: 50€ (each reference)
5 modification of artwork prior to client approval: 40€ (each reference from REV. 3)
6 modification of artwork after client approval: 60€(each reference)
7 creation of barcode: 80€ each

*for glass items only: should more accurate centering be necessary (±0.50mm), you are invited to ask your sales contact about the availability of automatic centering equipment.

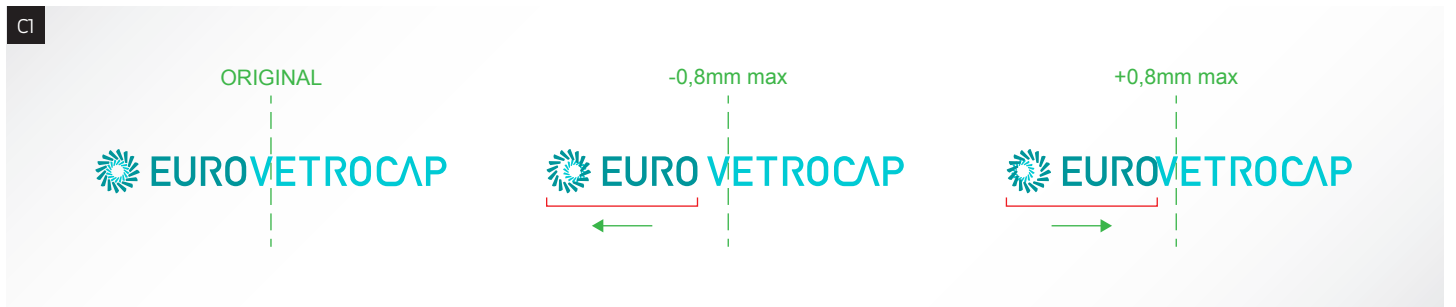Please ask your contact for further information.

Thank you for your cooperation.
Best Regards.
Euromakeup s.r.l.

EXAMPLES

B1
0,1mm min.
Eurove

B2
0,12mm min.
Eurove

B3
1mm min.
Eurove

B4
0,12mm min.
Eurove

B5
Eurove
0,12mm min.

B8
10mm min.

B9
2,5mm min. ❋ EUROVETROCAP

B10
15mm min.
❋ EUROVETROCAP

C1

ORIGINAL
❋ EUROVETROCAP

-0,8mm max
❋ EURO VETROCAP

+0,8mm max
❋ EUROVETROCAP

HALFTONE