

Accepted Files



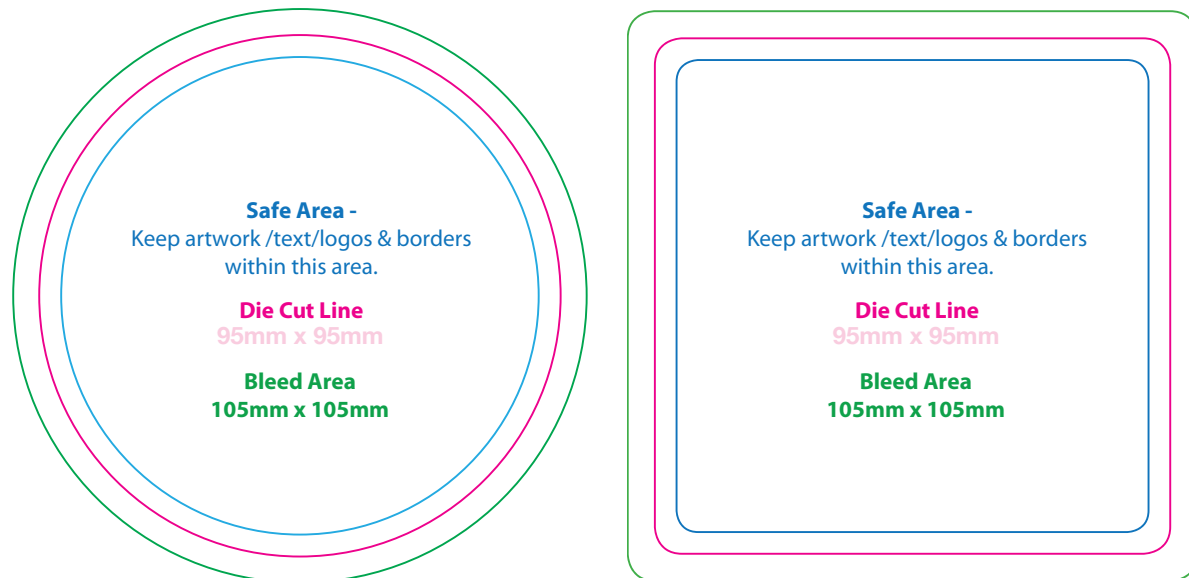
We require industry standard formats for all uploaded files. We keep quality in mind when we print every job. We accept the following formats: PDF - EPS - JPEG - TIFF. Please provide separate pdf files for different designs.

Artwork - Size - Bleed - Safe Area

Artwork for standard drink coasters is 95mm x 95mm with 5mm bleed.

Doc size with bleed = 105mm x 105mm

Please follow guide when setting up artwork. Add 5mm bleed. Use safe area (4mm inside the die line) as a guide to placement of items inside your design. This makes sure items do not get trimmed off when die cutting. Use the same guide if using a border in your layout. See below:



95mmRd_COASTER_Template

95mmSq_COASTER_Template

Digital Proofs



File supplied with 5mm bleed

File with 95mm Rd Die Line

Artwork imposed

Once we receive your art file we flight check the file for any production or design issues. We then impose your artwork inside our die cut line and email you a pdf imposition proof for approval. **Drink coasters are printed on our large offset press, we do not supply printed proofs or printed samples due to production setup.**

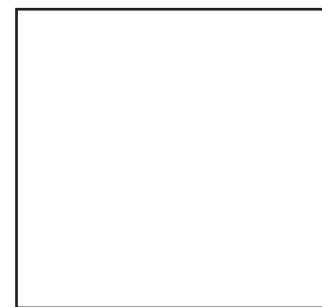
Artwork Checklist - for supplying your own

- ✓ File has 5mm bleed
- ✓ All fonts converted to outlines.
- ✓ Black fonts converted to overprint.
- ✓ All links embedded.
- ✓ Hires 300dpi images have been used
- ✓ No crop marks
- ✓ No die lines
- ✓ No RGB or spot colours for CMYK printing.
- ✓ Font size no smaller than 7pt.
- ✓ Reverse white text bolded
- ✓ Thin lines recommended to be bolded.
- ✓ Blacks: c:60 m:60 y:60 k:100
- ✓ Uncoated colour selection checked

Design Suggestions

Photos reproduce best with higher contrast. Brighten colours, make them clean by checking the cmyk percentages. We recommend checking colour comparisons with a Uncoated Pantone swatch book. They are available in CMYK and spot colour break downs for accurate colour reviewing. You can also electronically convert an uncoated spot colour to cmyk to see what its percentages will be. It won't reproduce exactly the same as the spot uncoated colour but it will be closer to the colour your trying to achieve.*

Our Stock / Beermat Board



Our beermat board is internationally certified and supplied by Ball & Dogget, sourced from Svanskogbruk in Sweden. It is the best quality we can buy.

The board is 365 gsm 800UM approx 1mm thick. The beermat board's bleached cellulose liner gives you optimal printability. Absorbency, which is vital, is guaranteed by the groundwood pulp used in the middle layer also giving the board its desirable low weight. Beermat board is an off white colour, very different to gloss cards / flyers / plain office paper. Printed drink coasters are a matt uncoated finish. The product is 100% recyclable.

CMYK Printing



For all colour comparisons please refer to a Uncoated Pantone swatch book. We recommend the PANTONE (The Plus Series) **COLOR BRIDGE Uncoated Swatch**. The Color Bridge Uncoated provides a side-by-side visual comparison of Pantone spot colors verses their closest CMYK process printing match. NOTE: CMYK inks are transparent inks that lay over the top of one another to give you the full colour result. Spot coloured inks are solid pigment inks

Pantone Uncoated Spot Colours



Please select your Pantone Spot Colours from the Pantone Uncoated swatch book. Uncoated and Coated selections of the same colour can look very different. Please make sure you are happy with your colour choice.

Minimum order is 5,000 drink coasters. Spot colour jobs are printed by themselves. Normally the press is set up to print CMYK 99% of the time. For spot colour jobs, the CMYK inks are cleaned from press and replaced by Pantone Spot Colour inks to suit order. Time through production is longer due to colour checking and machine preparation.

Pantone Uncoated Spot Colours - PASTEL

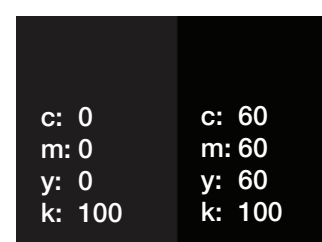


Please advise us if you intend on using a Pastel Pantone Uncoated spot colour.

Due to the amount of transparent white ink used to mix these spot colours, the pigment of the colour can be subject to the effects of UV and daylight - other name for it is called **Burnout**. We can not control the effects of burnout change, therefore there are many pastel uncoated spot colours we can not print on beermat board.*

Minimum order is 5,000 drink coasters. Spot colour jobs are printed by themselves. Normally the press is set up to print CMYK 99% of the time. For spot colour jobs, the CMYK inks are cleaned from press and replaced by Pantone Spot Colour inks to suit order. Time through production is longer due to colour checking and machine preparation.

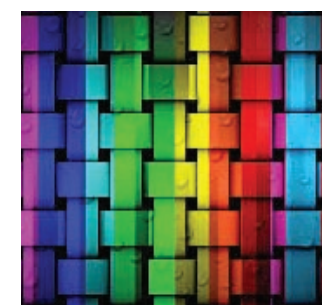
BLACKS Uncoated CMYK



There are 2 x different ways you can print CMYK black. c:0 m:0 y:0 k:0 or c:60 m:60 y:60 k:60 We recommend c:60 m:60 y:60 k:60 (rich black finish)

FONTS - All text in black should be set to overprint.

Artwork - Use of images and logos



Images used must be 300dpi Links need to be embedded - not missing CMYK colours only present. If designing a spot colour job, vector files are preferred to allow for trapping. Logo's need to be good quality jpegs or vector files.

Please Note:

*** DO NOT COMPARE PRINTED DRINK COASTER TO AN ON SCREEN DIGITAL COMPUTER IMAGE. A COMPUTER IMAGE IS MADE UP OF RGB COLOUR. IT IS AN ELECTRONIC DIGITAL IMAGE, NOT PRINTED. NOTE ALL COMPUTER SCREENS VARY AND MAY NOT BE CALIBRATED. WE TAKE NO RESPONSIBILITY FOR ANY ART ERRORS WITH ALL SUPPLIED ART FILES. PLEASE CHECK THEM CAREFULLY BEFORE SENDING THEM THROUGH.**