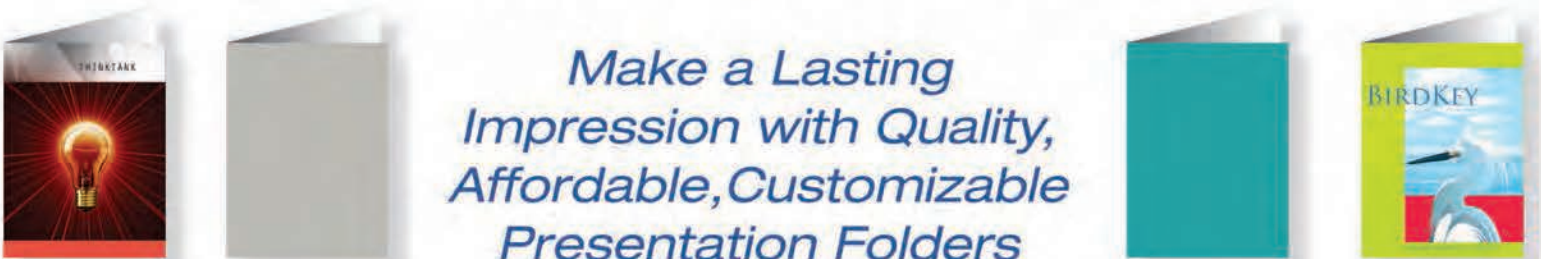




BRAND IMAGE IS EVERYTHING

*Make a Lasting
Impression with Quality,
Affordable, Customizable
Presentation Folders*



IT'S ALL IN THE PRESENTATION

Your company and product will stand out above the rest with our personalized presentation products!

Presentation Folders can be one of the hardest working marketing tools you will ever use. Customize with your name and unique message on the outside and housing your informational materials on the inside. Presentation Folders provide a positive first and lasting impression on your target audience, since they are more likely to be saved by recipients compared to other forms of printed communication.

Can't find what you are looking for?

Our printed presentation line doesn't stop at folders. We have additional existing templates and access to thousands of dies for products not shown in this catalog.

Customize

We love a good challenge! For an order that is truly unique, we would be happy to discuss your one-of-a-kind project and provide you with a quote.

Collaborate

We realize that presentation products are a big ticket item. Because you may feel more comfortable consulting an expert before ordering, we are ready to put our knowledge and expertise to work for you.

Call Us

Our friendly and dedicated customer service team has been trained in the most advanced presentation products, production processes and equipment, so we can provide you with the answers and ideas you need while delivering the best products you can buy.

Additional Product Ideas

Pocket Page



Stitched Inserts



Stepped Inserts



Table Tents



Loose Pocket (Unglued) Folders



Trifold Folders



Presentation Packaging



Inventory Programs



Roll Tuck End Boxes



Multimedia Folders



Snap Lock Boxes



BEST QUALITY BEST SERVICE BEST PRODUCT

We continue to be committed to delivering you the best folder experience in the industry!

You can count on:

- Friendly and helpful service
- Answers to all your questions
- Product expertise
- Quality products and kept promises

Quality Printing

Stand out from your competition with unique print processes. We offer one of the largest varieties of special print processes you'll find anywhere for presentation folders.

Our printing capabilities include:

- Printing processes:
 - Full Color
 - UV Gloss Coating
 - UV Spot Gloss
 - Foil Stamping
 - Spot Color
 - Thermography
 - Embossing
 - Foil Embossing
 - Debossing
 - Soft Touch Laminate
- 24-hour service on Standard Presentation Folders
- 3-day production lead times on over 80% of products

We are **G7 Master Printer** qualified. That means we use the most modern technology, techniques, proofing, and press controls required to produce a close visual match from proof to print.

No Surprises, No Overages

There is never a charge for requesting an exact quantity! We will call and get approval before shipping and charging for any overages.

Your Folders, Your Colors

We Don't Charge Extra for PMS inks!

We won't charge you extra to use the colors you want! Whether you want precise branded colors using the PANTONE® Matching System or prefer the simplicity of choosing from our standard ink selection, you'll pay the same price no matter what spot color ink you choose.

HOW TO ORDER

Select Your Style & Quantity

- Choose from over 80 standard styles or call for a custom quote.

Select Your Stock

- Over 50 paper stocks are available. See page 10 for a complete list and selection guide.

Select a Business Card Slit Option

- Standard business card slit options include horizontal, vertical, or universal half moon slits centered on the pocket.
- Slits can be centered on either the right, left or both pockets for no additional charge.
- The business card slits depicted on the line art for each product style will be used unless otherwise specified.
- For special slit orientation or other slit options please call for a quote.
- See page 12 for line diagrams.

Select an Imprint Process

- All standard inks are available in flat and thermography (raised) printing.
- Foils may be flat or embossed.
- Four color process, blind emboss, and debossing are also available.

Send Print Ready Artwork

- See our electronic guidelines on page 13.

Indicate Special Instructions

- Make sure you indicate all special instructions on your order including typestyle, point size, and positioning.

ICON LEGEND



Best Seller

Based on prior years' history, the item has been a top seller in our product line.



NEW Product

The product is new to our standard catalog offering.



Stock Upgrade

These Presentation Folder products have available upgrades for stocks. See page 10 for upgrade options.



Imprint Upgrade

These Presentation Folder products have available upgrades for imprint processes. See page 10 for upgrade options.



24 Hour Production

The product will be produced within 24 hours if received and approved prior to 12 p.m. CT.



FREE Ground Shipping

FREE ground shipping to one location is included with the pricing for this product.



Thermography

Select stocks and products are available with thermography (raised printing). Thermography is only available when this symbol is shown on the product page AND for the desired paper stock as indicated on page 10.

TABLE OF CONTENTS

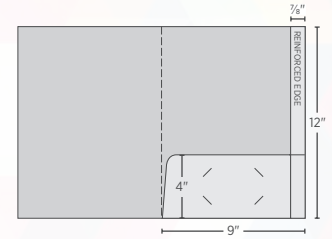
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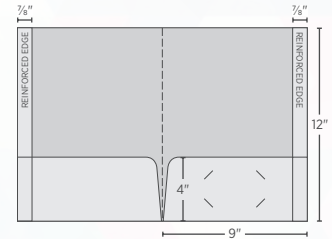
STANDARD PRESENTATION FOLDERS



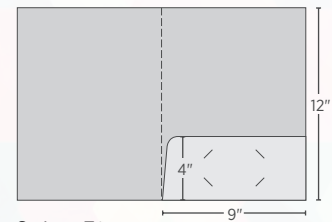
BEST SELLER



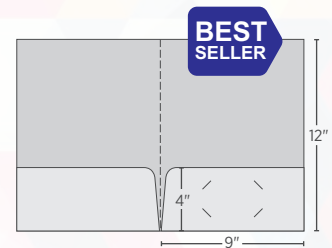
Style #: B1
Standard One Pocket
with One Reinforced Edge



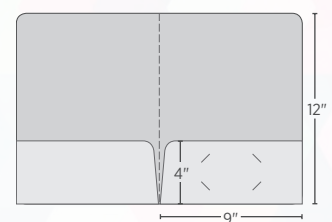
Style #: B2
Standard Two Pockets
with Two Reinforced Edges



Style #: F1
Standard One Pocket



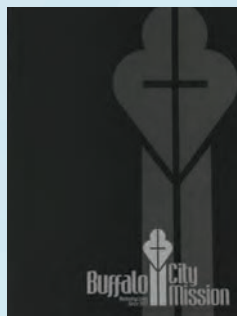
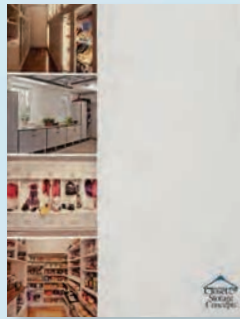
Style #: F2
Standard Two Pockets



Style #: F2RD
Standard Two Pockets
with Rounded Corners

Most Popular

Presentation Folders are the ultimate brand enhancer. They provide a showcase piece for use wherever and whenever a professional, organized appearance is needed. Presentation Folders tell everyone, "This is who I am!"



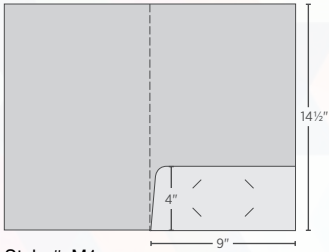
Standard Presentation Folders

24 HRS

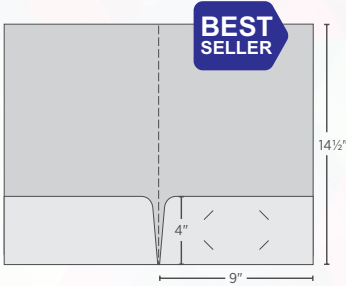
24-hour production time for most options

FREE SHIPPING

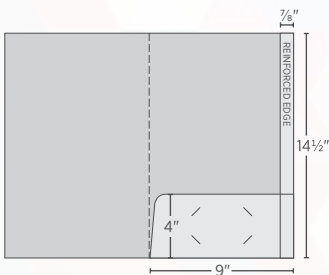
FREE ground shipping to one location in the continental United States (not Alaska and Hawaii) included



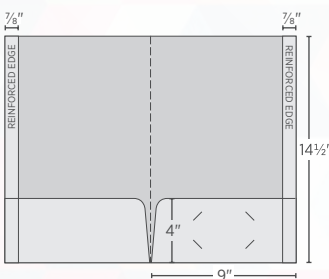
Style #: M1
1 Pocket Legal Folder



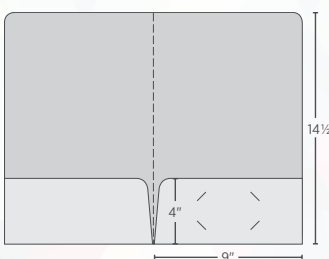
Style #: M2
2 Pocket Legal Folder



Style #: L1
1 Pocket Legal Folder
with One Reinforced Edge



Style #: L2
2 Pocket Legal Folder
with Two Reinforced Edges



Style #: M2RD
2 Pocket Legal Folder
with Rounded Corners

**BEST
SELLER**



Legal Presentation Folders

Legal size Presentation Folders are the solution for oversized documents. Use them for banking, finance, real estate, mortgage, credit union, legal or any other industry that uses oversized 8.5 by 14 inch documents.



SMALL FOLDERS - MINI, DOCUMENT & LITERATURE



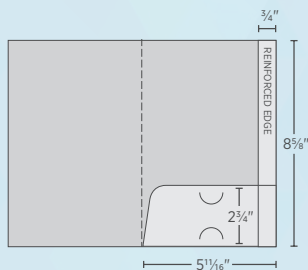
Did You Know?

Expandable document folders have gussets built into the sides and bottom of the folder, giving you more space in the folder. The fold-over flap with two tab closures keeps contents stored securely.

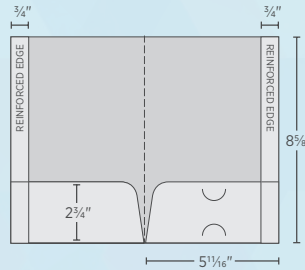


Here's Another Idea

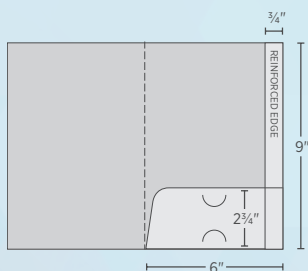
Does it feel like your presentation isn't quite complete? Like there's something missing? Try adding a brochure or stepped insert to your presentation piece. Call us for an estimate today.



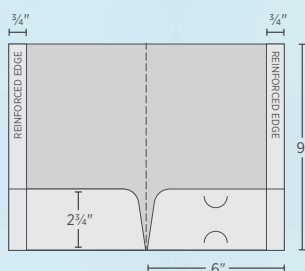
Style #: I1
1 Pocket Mini Folder with One Reinforced Edge



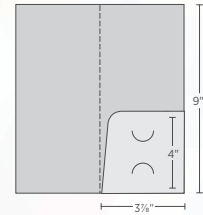
Style #: I2
2 Pocket Mini Folder with Two Reinforced Edges



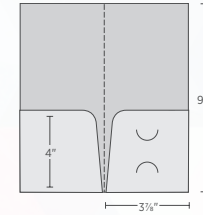
Style #: IS1
1 Pocket Standard Mini Folder with One Reinforced Edge



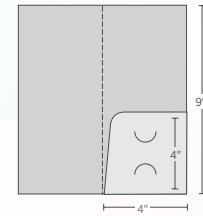
Style #: IS2
2 Pocket Standard Mini Folder with Two Reinforced Edges



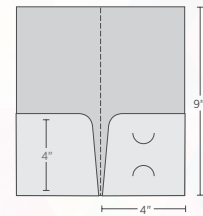
Style #: E1
1 Pocket Small Folder



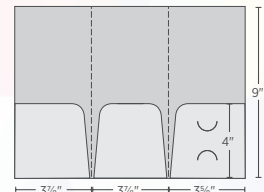
Style #: E2
2 Pocket Small Folder



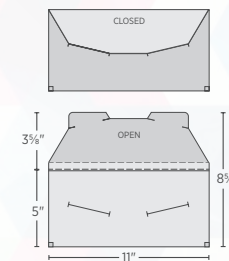
Style #: ES1
1 Pocket Small Folder



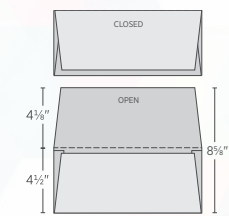
Style #: ES2
2 Pocket Small Folder



Style #: E3
3 Pocket Tri-Fold Small Specialty Folder

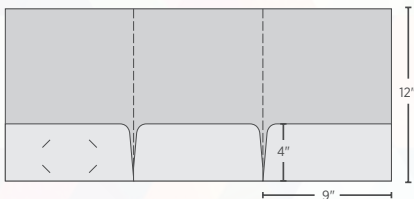


Style #: KCAP
Expandable Fold Over Flap Pocket Folder (3/4" Expansion Gusset)

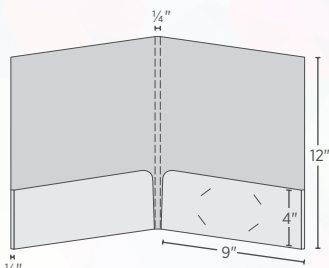


Style #: K
Fold Over Flap Pocket Folder

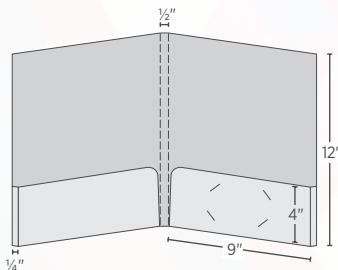
TRI-PANEL & BOX POCKET FOLDERS



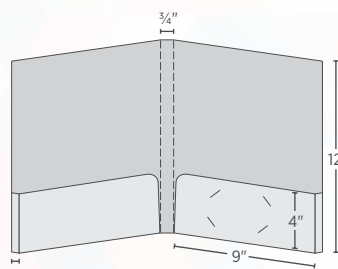
Style #: F3
Standard Three Pockets



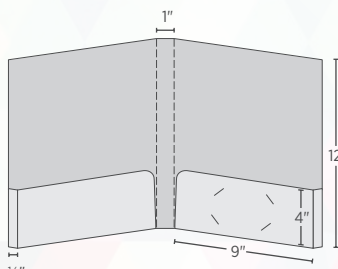
Style #: BP1
Box Pocket Folder
Holds 50 sheets, 25 in each pocket



Style #: BP2
Box Pocket Folder
Holds 100 sheets, 50 in each pocket



Style #: BP3
Box Pocket Folder
Holds 150 sheets, 75 in each pocket



Style #: BP4
Box Pocket Folder
Holds 200 sheets, 100 in each pocket



Tri-Panel Folders

Our selection offers a variety of folders with unique pockets or additional panels that can be used as extra space to create a complete presentation package.



Style F3

Box Pocket Folders

- Four styles
- Holds up to 200 pages
- Available with standard base stocks



Style BP1



Style BP2



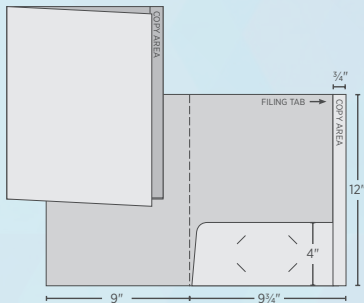
FILE FOLDERS & NO POCKET FILE FOLDERS



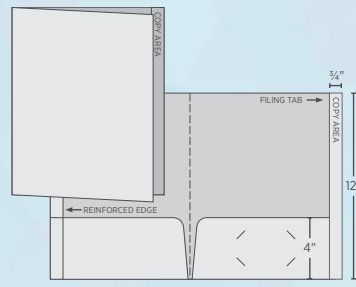
File Folder with horizontal pocket (4" pocket depth)

File Folders

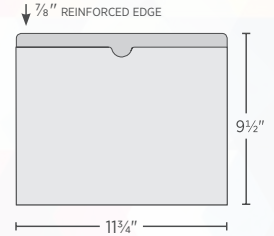
File Folders keep important papers neat and organized, and the printed tab makes these folders easy to find in any filing cabinet. This makes them ideal for any business that keeps paperwork or customer information on file, like government offices or financial businesses.



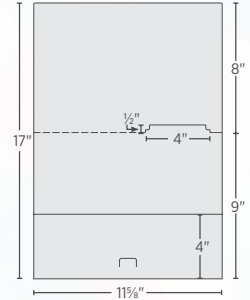
Style #: C1
1 Pocket File Folder with One Reinforced Edge



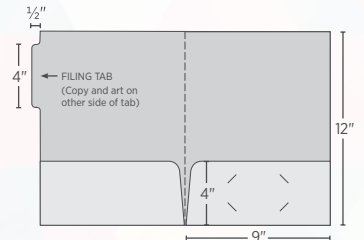
Style #: C2
2 Pocket File Folder with Two Reinforced Edges



Style #: FJ
File Folder with Reinforced Top Edge



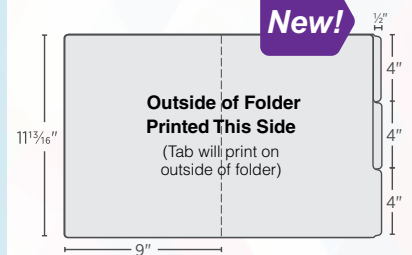
Style #: FNF
Tab File Folder with Pocket



Style #: F2T
Tab File Folder with 2 Pockets

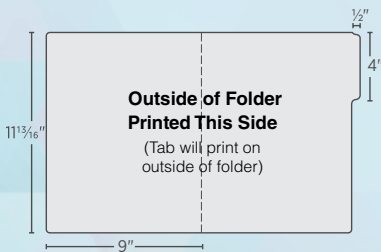


Tab shown printed on the outside of folder

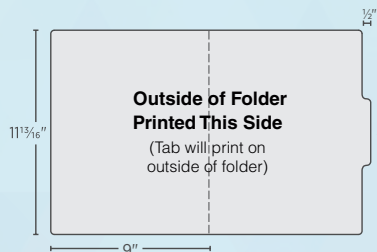


Style #: TSS
No Pocket File Folder Set, Left Tab (TS1), Middle Tab (TS2), Right Tab (TS3)

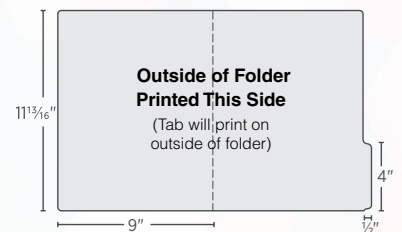
No Pocket File Folders & No Pocket File Folder Set



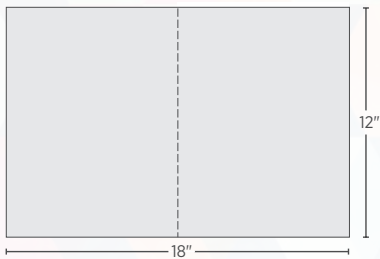
Style #: TS1
No Pocket File Folder, Left Tab



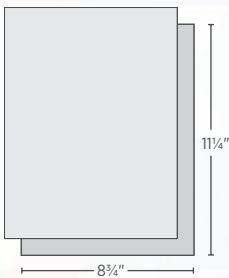
Style #: TS2
No Pocket File Folder, Middle Tab



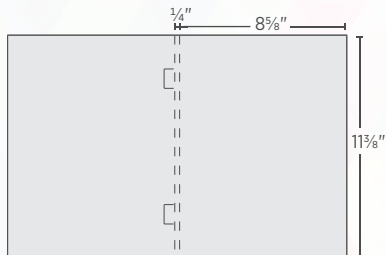
Style #: TS3
No Pocket File Folder, Right Tab



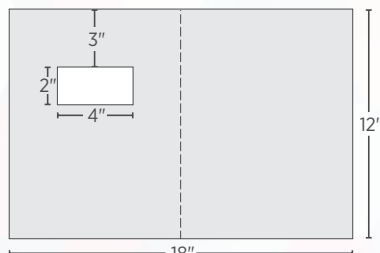
Style #: R1
1 Piece Report Cover



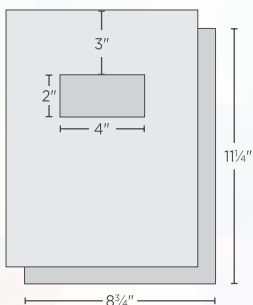
Style #: R2
2 Piece Report Cover



Style #: SS
Side Staple Tabs Report Cover



Style #: W1
1 Piece Report Cover with Window



Style #: W2
2 Piece Report Cover with Window



Report & Tax Covers, Standard Size

- When it matters, Report Covers put that professional touch on important reports and tax presentations
- Also available in one piece styles
- Call for quote

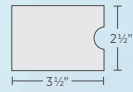


CARD CARRIERS, PORTFOLIOS & MAILERS

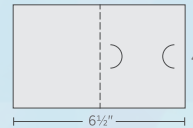


Card Carriers

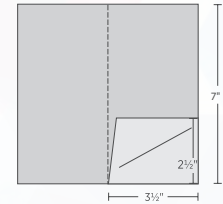
Use our style "Y" Card Carrier for your upcoming company retreat or conference. Hotel Registration can insert card keys into the slot, and you can include check out information in an insert placed into the pocket or print it right on the folder.



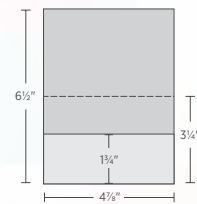
Style #: CJ
Sleeve Style Card Carrier



Style #: CU
Folded Card Carrier



Style #: Y
1 Pocket Vertical Folded Card Carrier



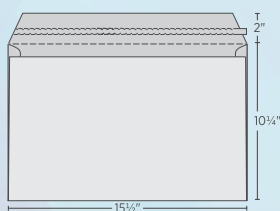
Style #: CF
1 Pocket Horizontal Folded Card Carrier



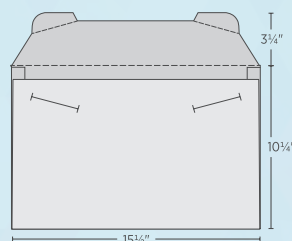
Standard & Legal Portfolios/Mailers

A One-of-a-Kind Experience

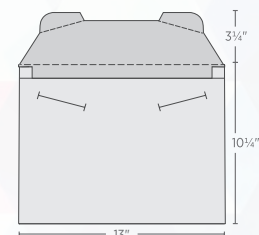
Add a feeling of elegance and importance to big life events! Personalized Portfolios are an ideal way to package mortgage papers for a first home purchase, and mailers make receiving a certificate in the mail more exciting.



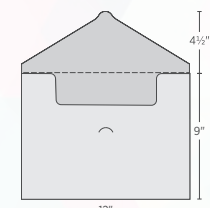
Style #: ZIPL
Zip Strip Mailer with Tape Strip



Style #: TABL
Tab Mailer



Style #: TAB
Tab Mailer



Style #: PNE
Portfolio

PAPER STOCK

	PAPER STOCKS	Print Process Codes					Environmental Paper Codes						
		☉	FC	UV	T	F	E	RE	GSC	CN	⊕	PCW	FSC
CLASS 1	Manila Tag 150 lb.	x	x*		x	x	x						x
	White High Gloss 10 pt. C1S	x	x	x		x	x				10%	x	x
	White Semi-Gloss 10 pt. C2S	x	x	x		x	x						x
	White Semi-Gloss 12 pt. C1S	x	x	x	x	x	x						x
	White Smooth 80 lb.	x	x		x	x	x						x
	Bright White Linen 80 lb.	x	x*		x	x	x						
	Warm White Linen 80 lb.	x	x*		x	x	x		x		30%	30%	
CLASS 2	White High Gloss 12 pt. C1S	x	x	x		x	x				10%	x	x
	White Semi-Gloss 12 pt. C2S	x	x	x		x	x						x
	White Semi-Gloss 14 pt. C1S	x	x	x		x	x						x
	White Semi-Gloss 16 pt. C1S	x	x	x		x	x						x
	White Silk 120 lb.	x	x	x		x	x	x	x		x	30%	
	White Smooth 110 lb.	x	x*		x	x	x						x
	Cougar® White Smooth 100 lb.	x	x*		x	x	x				x	10%	x
	Warm White Smooth 80 lb.	x	x*		x	x	x		x		30%	30%	x
	Cobalt Smooth 80 lb.	x			x	x	x						x
	White Fiber 80 lb.	x	x			x	x		x		x	x	x
	Sky Blue Linen 80 lb.	x			x	x	x		x		x	x	
	Ivory Linen 80 lb.	x***	x*		x	x	x		x		x	x	
	Gray Linen 80 lb.	x			x	x	x		x		x	x	
	Charcoal Linen 80 lb.	x			x	x	x		x				
	Navy Linen 80 lb.	x			x	x	x		x				
	Black Linen 80 lb.	x			x	x	x		x				
	Burgundy Linen 80 lb.	x			x	x	x	x	x		x	x	x
	Emerald Green Linen 80 lb.	x			x	x	x	x	x		x	x	x
	Bright White Linen 100 lb.	x	x*		x	x	x						
	Gray Laid 80 lb.	x***				x	x				x		
Ivory Laid 80 lb.	x				x	x				x			
White Felt 80 lb.	x	x			x	x	x	x		x	x	x	
CLASS 3	White Semi-Gloss 14 pt. C2S	x	x	x		x	x						x
	White Semi-Gloss 18 pt. C1S	x	x	x		x	x						x
	Natural Fiber 80 lb.	x	x*			x	x		x		x	x	x
	Environment® Desert Storm 80 lb.	x**			x	x	x		x		x	30%	x
	Hunter Green Felt 80 lb.	x				x	x	x	x		x	x	x
	Black Felt 80 lb.	x				x	x	x	x		x	x	x
	Red Linen 80 lb.	x			x	x	x	x	x				x
CLASS 4	CLASSIC CREST® Natural White 80 lb.	x	x*		x	x	x	x	x	x			x
	CLASSIC CREST® Solar White 80 lb.	x	x		x	x	x	x	x	x			x
	CLASSIC® Laid Silverstone 80 lb.	x				x	x	x	x	x			x
	CLASSIC® Linen Natural White 100 lb.	x	x*		x	x	x	x	x	x			x
	Navy Linen 100 lb.	x			x	x	x	x	x		x	x	x
	Eggplant Linen 80 lb.	x			x	x	x	x	x		x	x	x
	Red Felt 80 lb.	x			x	x	x	x	x				x
CLASS 5	White High Gloss 12 pt. C2S					x	x						x
	Pearlized Latte Smooth 105 lb.	x***	x*			x	x		x		x	x	
	Emerald Green Linen 100 lb.	x			x	x	x	x			x	x	x
	Burgundy Linen 100 lb.	x			x	x	x	x	x		x	x	x
	Black Linen 100 lb.	x			x	x	x	x	x		x	x	
	Black High Gloss 12 pt. C1S	x		x		x	x						
	Navy High Gloss 12 pt. C1S	x		x		x	x						
Silver High Gloss 12 pt. C1S	x		x		x	x							

* Four Color Process can print on these indicated stocks, but we recommend printing Four Color Process on white for best results. ** Black Spot Color ONLY. *** Some Spot Colors can be printed on these stocks; please call to discuss which colors work best. If your artwork requires copy to be printed across score/fold lines (folder spine or pocket folders), we recommend changing to a 12 pt. or 100 lb. stock to minimize the potential for cracking.

PAPER STOCK, FOILS & INKS

Premium & Elite Stocks (Class 5)*

Premium and Elite stocks are high end stocks that will differentiate you, your company and your project from the competition. These stocks are classified as Class 5 Paper Stocks and available on any folder style unless otherwise specified. Minimum orders of 250 folders are required for all Premium and Elite stocks.

*Colors shown are a close representation. Exact color may vary.

Print Process Codes

- Spot Color
- FC** Full Color Process
- UV** UV Gloss Coating
- T** Thermography
- F** Foil
- E** Emboss

Stock Terms

Point (pt.): Caliper refers to the thickness of a single sheet of paper in thousandths of an inch.

Pound (lb.): Weight of 500 sheets in the stock's industry standard basic size (different for all paper types).

Uncoated Paper: Has a flat finish and is available in many textures. Uncoated has a porous, more natural feel. Most recycled paper is uncoated. Ink will soak into fibers of the paper. As a result, inks will appear different when printed on uncoated versus coated paper.

C1S Paper: Paper coated on one side.

C2S Paper: Paper coated on both sides.

Gloss Finish: Provides a lot of "shine", resulting in higher contrast. Good for full color images where color needs to pop. However, this finish is very sensitive to dust and fingerprints.

Semi-Gloss Paper: Provides a great compromise between a smooth/matte finish and a gloss finish. Helps reduce glare, dust, and fingerprint issues.

Silk: Provides very little glare. Good for enhancing designs with more subdued layouts and color sets.

Environmental Paper Codes

- RE** **Renewable Energy:** This stock was manufactured using 100% renewable energy.
- GSC** **Green Seal Certified:** Green Seal Certified papers contain at least 30% post-consumer material.
- ♻️** **Recycled Material:** This stock is made from recycled material.
- FSC** **Forest Stewardship Council:** This paper originates in a Forest Stewardship Council (FSC) certified sustainable, well-managed forest.
- CN** **Carbon Neutral:** This stock was made using carbon neutral processes with energy derived from natural processes that are replenished constantly.
- PCW** **Post-Consumer Waste:** This stock was made using a certain percentage of recycled material (post-consumer waste).

Foils**



Standard Inks***



GENERAL ORDER STANDARD PRACTICES

Final Folding

Folders are shipped open. If folders need to be folded in half when they are shipped, please indicate on order blank. Additional folding charges may apply to unglued folders.

Business Card Slits

- Standard business card slit options include horizontal, vertical or half moon slits centered on the pocket.
- Slits can be centered on either the right, left or both pockets for no additional charge.
- The business card slits depicted on the line art for each product style throughout the catalog will be used unless specified otherwise.
- For special slit orientation or other slit options please call for a quote.



Proofs

- Your first electronic proof is Free! PDF and color proofs are available. Color proofs may not be exact. Add 2 working days to the production time when requesting a proof. Call for a quote.
- Epson proofs available. Call for a quote.
- Press proofs available. Call for a quote.

Art Charges

If your layout requires special attention or your artwork is unsuitable for reproduction, we will make the necessary changes. You will be notified if artwork charges apply.

Changes or Cancellations

Changes to orders in progress may require additional charges and/or time. Cancellations after an order is in progress will require payment for work completed.

Over/Underruns

All presentation folder orders are considered to be "exact quantity" orders. We send you the quantity you order. Absolutely no shortages! And, if we produce extras, we will not automatically send the extras and charge you for them.

Rush Orders

If production schedule allows, charges for rush orders are based on time constraints and complexity of the order. Contact us for availability and pricing.

Third Party Shipping

Additional charges apply; contact us for pricing.

Drop Ship

Additional charge applies per location.

Die Charges

A die setup charge will be applied for an envelope slit, 4¼" custom pad slit, flash drive slits, or file card punch out. Custom die cut dies will vary in cost according to the size and amount of detail in your design. Call or send design for a price quote. Allow 5 working days. Dies will be stored at no additional cost unless otherwise requested.

Additional Die Set-Up

Additional die set-up charges will be applied as necessary if the 36 total square inches of coverage is exceeded.

Coated Stocks

If your artwork requires copy to be printed across score/fold lines (ie. folder spine or pocket folds) we recommend changing to a 12 pt. Stock to minimize the potential for cracking along those score/fold lines.

Uncoated Stocks

If your artwork requires copy to be printed across score/fold lines (ie. folder spine or pocket folds), we recommend changing to a 100 lb. stock to minimize the potential for cracking along those score/fold lines.

Inside Copy

Printing inside above pockets requires an extra charge due to the additional press run required. Call for quote. Additional production time is also required.

Pocket Copy

When laying out copy for folder pockets, allow ¾" additional margin for reinforced edges. Printing on folder pockets is not considered inside copy.

Rights to Promotion & Pricing

We reserve the right to use all products in our advertising and displays unless specified in writing at the time of order. Prices are subject to change without notice.

Shipping

Products ship flat unless requested otherwise.

INKS

Heavy Ink Coverage

- Any solid or screened areas exceeding 15% of the front or back cover (4" x 4" area) must be flat printed.
- Any solid areas of spot color exceeding 50% of the front or back cover will require the heavy ink coverage add-on price. Additional production time will apply.

Standard and PMS Inks

All standard and PMS inks are translucent inks. There is no additional charge for PMS inks. We do not recommend printing ink on dark colored stocks due to the ink discoloring. A no-charge reprint is not available when printing inks on dark colored stocks.

Color Matching

- Industry standard ink densities are used for PANTONE® Matching System (PMS) inks.
- No extra charge for using PMS inks!
- If color matching is needed, a sample is required and must be clarified and approved before production begins.
- Colored stocks may alter the appearance of the chosen ink color(s). Exact match is not guaranteed.

Special Ink

Special inks are available per color by selecting from the PANTONE® Color Formula Guide. Requesting an exact match from a color swatch or sample may require an additional color match charge.

Thermography

No additional charge for folders printed in thermography. Box pocket folders, tri-fold folders, file jackets, vertical pocket folders, card carriers, photo folders and sleeves, and multimedia holders cannot be printed in thermography. Thermography printing is only available on products and paper stocks indicated by the thermography icon. Large imprint areas are not recommended. Thermography cannot be in register with other processes. Thermography is not available on legal folder pockets.

Screens

A screen is a dot pattern of a solid ink color that makes that color look lighter. For example, when red ink is screened it looks pink. There is no additional charge for screens. Standard screen percentage is 20%, which will be used unless otherwise indicated. We use a line screen of 120.

Four Color Process

Files must be submitted in CMYK at 300 dpi or higher.



CREATING & SUBMITTING ELECTRONIC FILES

FOIL STAMPING OR BLIND EMBOSING

Foil Stamping or Blind Embossing Die Charges

For orders with foil stamping or single level blind embossing with up to 36 total square inches of coverage, there is no additional charge for dies. For orders not within these restrictions or special foil colors, call or send artwork for a quote. Charges for dies vary according to the size and amount of detail in your design. We will notify you of any additional costs before processing your order. Send actual sized artwork or a sample for an estimated die charge.

Foil and Embossing Dies

This is a process that combines foil stamping and embossing into one press run. A brass die is required for this process. Send artwork for a quote.

Die Types

Various types of dies are available.

Magnesium Dies: These single level dies are used for foil stamping. They will be recycled after use.

Copper Dies: These single level dies are used for foil stamping and blind embossing. Copper dies provide crisp quality without the expense of a brass die. Copper dies are recycled after use.

Brass Dies: These single or multi-level sculpted dies are used for blind embossing or foil embossing. These dies produce a deep, crisp image with well-defined edges. NOTE: fine lines and type do not foil emboss well. Mail or e-mail artwork for a quote.

COATINGS

Laminating

Call for pricing and availability. Allow an additional 5 working days.

UV Coating

Ultraviolet (UV) coatings provide added durability, and UV cured coatings are thicker and more protective than varnish or aqueous coatings. The following UV coating options are available for use on our coated paper stocks identified in the table on page 10:

Gloss: This coating is a glossy coating over the entire printed surface of a folder.

Spot Gloss: This coating applies a highlighted high gloss sheen to specific targeted areas of your design. Call for quote.

Aqueous Coating

This is a clear, fast-drying coating used to protect printed pieces. Aqueous satin and gloss coatings are available upon request. Call for a quote.

SOFTWARE

Native Applications

We accept files created in the following native applications:

- Acrobat® PDF (MAC & PC)
- Adobe® Photoshop® (MAC & PC)
- Adobe® Illustrator® (MAC & PC)
- Encapsulated Postscript Files (EPS)

We DO NOT accept files created in the following native applications:

- Microsoft® PowerPoint® (MAC & PC)
- Microsoft® Excel® (MAC & PC)
- Microsoft® Word® (MAC & PC)
- Microsoft® Publisher® (MAC & PC)

CREATING YOUR FILES

File Requirements

Create one item sized correctly per document. Placed graphics and text should be sized at 100%.

Fonts

Using your illustration program, convert all text "to curves" or "create outlines" in your files. Never use the stylization palette to bold, italicize, add drop shadow to, or put outline on your fonts. If you are using fonts not owned by us, outlines must be created in an illustration program before submitting your artwork.

Margin Requirements

For spot color printing using one or more spot colors, artwork must have the position noted in the special instructions, or a sample must be attached. Four color process printing should have at least 1/8" (.125") margins.

Bleed Requirements

1/8" (.125") should be allowed on all sides. Make sure the text still maintains the required margin even when graphics bleed.

Color Requirements

You can now send your files colored using the intended PANTONE® Matching System (PMS) color instead of having to color it using CMYK colors. Every effort will be made to print your intended color within acceptable standards.

Spot Color Printing

Submit black and white bitmap images at 600 dpi and grayscale mode images at 600 dpi for standard spot printing.

Four Color Process Printing

- Every element of the file must be colored with process CMYK colors (no RGB, indexed color, etc.). Files must be 300 dpi or higher.
- PANTONE® Matching System (PMS) spot colors and process colors are produced using different methods. Therefore, colors produced in four color process will differ from PANTONE® spot colors, sometimes significantly. Refer to a Solid to Process Color Imaging Guide for color conversions.

Printing Black vs Black for Four Color Orders

Use printing black (C-80%, M-80%, Y-80%, K-95%) instead of 100% black when in registration with other colors, in areas with heavy ink coverage, and for bold type or lines (2.5 points or thicker). Use 100% black in all other instances. If the CMYK mixes used in your file do not match the multicolor numbers chosen, we will use the file as-is and print as a "CMYK Scan" with no guarantees.

COLORING YOUR ARTWORK FOR SPOT COLORS

Coloring Your Files for Spot Color Printing

Desired Ink Color

Black
Brick Red
Brown
Burgundy
Dark Blue
Forest Green
Gray
Green
Light Blue
Orange
Red
Reflex Blue
Teal
Any Foil or Embossing
PMS Ink

Name Your Color Swatch

Black
Brick Red
Brown
Burgundy
Dark Blue
Forest Green
Gray
Green
Light Blue
Orange
Red
Reflex Blue
Teal
Conversion (CRUCIAL for die ordering)
Use actual PANTONE® Spot Color Swatch®

Coloring Your Files for Multiple Spot Color Printing

Desired Ink Color

Any 2 Standard Colors
Black & 1 PMS Ink
2 PMS Inks
1 Standard & 1 PMS Ink
Black & Foil
Black & Embossing

Use These Colors

Actual Color
Black & PANTONE® Spot Color Swatch®
PANTONE® Spot Color Swatch®
Actual Color & PANTONE® Spot Color Swatch®
Black & Conversion
Black & Conversion

NOTE: Files will be used as-is if not indicated on your order blank
*When using PANTONE® Spot Color Swatches in your file, they need to be named and colored the actual PANTONE® name and number being used to print your order. PANTONE®, PMS and PANTONE MATCHING SYSTEM® are Pantone Inc.'s check-standard trademark for color reproduction and color reproduction materials.





BRAND IMAGE IS EVERYTHING



*Make a Lasting
Impression with Quality,
Affordable, Customizable
Presentation Folders*

