

Weisenbach/RecycledProducts.com - Artwork Guidelines



We thank you for choosing Weisenbach Specialty Printing/RecycledProducts.com. Here is some **important information** for your reference.

We charge a set-up fee for all new orders. Why? Our set-up charge includes the production of the printing plate, screen, stamping die, or other necessary preparation to perform the imprinting of your custom graphics. Each different item will usually have its own set-up charge due to the imprinting process, image size, or adding recycled content information.

We will also include the basic services listed here in the set-up charge:


1. Accepting supplied art, according to our artwork guidelines, and re-sizing or formatting for the particular item.
2. Typesetting up to five lines of text in the style nearest the customer specifications; or, if not specified, in the style selected by the Weisenbach Art Department.
3. Accepting one logo from the customer in a useable format, according to our artwork guidelines, and adding up to five lines of text.
4. Using one of our stock logos (chasing arrows, recycled bin, earth, trash can, oil droplet, etc) and adding up to five lines of text.
5. Of course, our set-up charge always includes adding the appropriate recycled content information (unless otherwise directed by the customer) which must be included within the image area. *Please look for this text on your proof.*

NOTE: Any other art, design, and typesetting services required beyond what is included in our standard set-up charge may incur additional charges. Please ask for an estimate.

Here's how to send your files so they work the first time!

When preparing and submitting electronic artwork on a disk or by email, please observe the following guidelines so that we are able to process your order as efficiently as possible. Our graphics department can accept files from Macintosh- and Windows-based software. If you are creating your artwork on either platform, you must use one of the preferred software programs listed below for us to output your files for high-quality, professional imprinting. **Please ensure your art is saved in a file we can use to prevent additional art expenses.** So, without further ado, here we go...

Artwork Specs	
Preferred Programs	Adobe InDesign – convert fonts to Outlines, include any linked graphics Adobe Illustrator – convert fonts to Outlines, include any linked graphics Freehand – convert fonts to Paths, include any linked graphics Adobe PDF – save “press quality” pdf. Convert all fonts to outlines first, or embed them.
Accepted Programs	Quark XPress – include any linked graphics and fonts Corel Draw - Export file as .ai or .eps • Send all support files, convert fonts to Curves
Fonts	Convert text to paths, curves or outlines (vector art). If this is not possible, send both screen and printer Type 1 fonts used. List all font names.
Support Files (photographs, logos or line art that is part of the larger file)	EPS - Illustrator: Save as Illustrator EPS Freehand or InDesign: Save as editable EPS Quark XPress: Save page as EPS TIFF - Photoshop: Save as 300 dpi grayscale (or if full color, CMYK) at actual size. PDF - File must contain vector art, high resolution (300dpi) grayscale or CMYK color images for halftones and postscript fonts.



Note: We cannot accept graphic files composed in Microsoft Word, WordPerfect, Claris Works, Microsoft Works (including PowerPoint and Excel) or any other word processing software. Any text that you'd like included with your job can be sent in the body of your email.

Files sent as VECTOR ART will ensure the highest quality imprinting. Let us explain...

Vector images are defined by outlines and points. *We Want Vector Art* because a) They are very simple to edit, b) Vector art is resizable without losing image clarity, and c) They are fast to import. After all, time is money!

When sending artwork via e-mail: Our e-mail address is: artwork@weisenbach.com

- Please fax your confirming order and a hard copy of the artwork for visual reference. **A fax of the document, as it prints for you, is essential so that we may compare our output to yours.** *Note: Just because a document prints from your computer exactly the way you see it on your screen does not mean we'll get the same results. Different operating systems, different font banks, different output devices and the occasional file error can do some pretty weird things to customer art that looks just fine on the 'sending end.'* ***That's why we need your print-out sent by fax as well as by e-mail.***
- Please include in the e-mail message, your name, company name, phone and fax numbers in addition to the project/item name.
- We cannot accept any file larger than 5MB via the internet. Larger files will need to be burned to a CD and sent to us by U.S. Mail or other courier. Files may be "*Stuffed*" or "*Zipped*" for internet travel safety and to reduce the size of the file.

Weisenbach/RecycledProducts.com will always send you a proof.

You will receive a black/white copy by fax, or a color copy by PDF (email) of your project before anything is printed. That way, there are no surprises, no worries. Your customer service advisor must have your approval before any production begins - and *we will work hard to earn it!*

Don't worry! If all of this file jargon is alien to you, please call us and speak with someone in the Sales Department. Often, you can send us the artwork you have, and we will evaluate it and advise if there will be extra art charges. We would rather you ask, than risk your frustration in transmitting files in the wrong format. Once we have your artwork properly submitted and stored in our files, any subsequent order is usually a piece of cake.

Our business is to make your business look good. *Yes, that's our goal.*

Weisenbach Specialty Printing/RecycledProducts.com
1-800-778-5420 – ask for a sales representative