



**Stebbing**  
RECORDING CENTRE LIMITED

**Flexi and Digi Packs  
Specification Booklet  
Design and Print**

**Templates in booklet are  
Adobe Illustrator based and to scale**

# \*\*\* Very Important \*\*\*

## Artwork Supply Specifications For Packaging And Product

**Stebbing and our printers use the Adobe colour setting: Europe Prepress 2 - CMYK Coated FOGRA 27**

**Preferred file format to supply:** Press Quality PDF - include trim marks, 3mm artwork bleed, Fonts embedded or converted to paths. Files titled according to what they are.

### **Flexi / Digi Packaging Templates:**

- Supply finished artwork without the dieline template on top of the artwork retaining only the trim/registration marks
- The template 'must' also be supplied with the artwork as a separate file so we are aware immediately which you are using and can quickly check your file, and do not delete the code number on the template.
- Utilise the artwork checklist above to ensure you have setup your files correctly, if you are unsure of something please contact us directly in graphics.
- Artwork should be CMYK or Greyscale unless you are using Pantone Solid Coated Colour (spot colour).
- All photos/artwork should be converted to CMYK and not be in RGB and be minimum 300dpi in resolution.
- Spot colours should be clearly labelled and setup properly in your documents if they are required. Every layout program has this color library added to it for easy selection. You can set up these colors very easily in Quark, InDesign and Illustrator. Photoshop is a little trickier.
- Overgloss / Matt varnish or Foil is to be setup as a 'overprint' spot colour and clearly labelled.
- Metallic or Fluoro spot inks should be clearly labelled using the Pantone Colour Library.
- Are you supplying 'printer spreads' for the booklet; your pages 'must' be numbered for correct imposition at the printers. Or supply as 'single' pages with bleed, trims, and in the correct order cover (pg1) through to last page.
- 'Rich Black' for paper parts should be setup with no more than 300% ink density. We suggest: C60 / M40 / Y40 / K100
- A text document should also be supplied with information about your package (example below):

Title: / Artist: / Catalogue number: (if any)

Package: ie: 2PFP-1PC 16 Flexi Pak (1 Tray RHS, Booklet LHS), 8 page booklet

Colours: CMYK + 1 spot

Paper stock: Talk to our Sales Team re Paper Stock for prices

*It is important to supply this to your client also for ordering with our sales team so this information is entered into a job form.*

### **We Can Supply Templates for Disc labels and Paper Parts:**

Stebbing utilise Mac and PC Platforms and have templates available for use. Let us know program and version required.

We use Adobe CS6 - Indesign, Illustrator, Photoshop (PC & MAC), Quark Xpress 8 (Mac)

email: [graphic@stebbing.co.nz](mailto:graphic@stebbing.co.nz)

### **Common Customer Mistakes To be Aware of:**

**Image Resolution:** It is very important to make sure that the image resolution for all images used is set at 300 dpi at 100% sizing.

**Templates:** It is very important to make sure that you are using the proper template. If you have any questions as to which template you should be using, 'please' call or email us before proceeding.

**Fonts:** It is very important to include all fonts that are used in your layout. We are unable to make changes in the text if requested, and we may not be able to print the proper fonts if they are not supplied with the artwork.

In closing, if you have any questions at all concerning your artwork, please call us. A few questions in the beginning stages might save days of turnaround time and costly changes later.

**Do you require a colour on the reverse side?** You must let us know Pantone colour required or this will be left as the white of the card stock used.

# Die Knife Templates available in this booklet

## In this pdf booklet contains:

CD and DVD logos (*logos are pathed Adobe Illustrator for use*)

| DIEKNIFE NAME     | DIEKNIFE NAME   |
|-------------------|---|
| 2PFP-1PC-15       | Flexi Pack with 2 Panel, 1 Pocket RHS, Curved Edge                |
| 2PFP-2PC-7        | 2 Panel, 2 Pocket Curved Edges                                    |
| 2PFP-1PC-LHS-16   | Flexi Pack with 2 Panels, 1 Pocket LHS Curved Edge                |
| 2PFP-1            | 2 Panel, 1 Clear Disc Tray RHS                                    |
| 2PFP-1PC-16       | Clear Disc Tray RHS with 2 Panel 1 Pocket LHS Curved Edge         |
| 3PFP-8            | 3 Panels - All panels glued down, Clear Disc Tray in centre panel |
| 3PFP-2PC-18       | 3 Panel, 2 Pocket Curved, Clear Disc Tray in Centre               |
| 3P-2PTh           | 3 Panel, 2 Pocket Thumb   |
| 3PFP-3PC- 14      | 3 Panel, 3 Pockets, Half Circle Edges                             |
| 3P-1PC-10         | 3 Panel, 1 Pocket LHS Curve                                       |
| 3PFP-3PHC-19      | 3 Panel, Half Pocket, Curved Edge, x2 Clear Disc Trays            |
| 3PFP-20           | 3 Panels, All Glued Down, x2 Clear Disc Trays                     |
| 3PFP-1PC-1MTRAY   | 3 Panels, 1 Tray in Centre, 1 Curved Pocket LHS                   |
| 3PFP-1PC-2TRAY V2 | 3 Panels, 2 Trays, 1 Curved Pocket LHS                            |

CD \_DVD Disc label specifications for design and print - Spot Colour

CD \_DVD Disc label specifications for design and print - Offset Printing

CD \_DVD Disc label Template

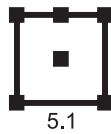
Setup 'Printer Spreads' for booklet for a flexi Pak or Digi Pak

Template for booklet

\* Clickable links

# LOGOS

(Adobe Illustrator outlined for use)



NTSC PAL



TM



Basic Copyright Statement Below (6pts)

© & © All rights of the manufacturer and of the owner of the recorded work reserved. Unauthorized copying, hiring, lending, public performance or broadcasting of this disc prohibited.

## 5 Colour Spot Disc printing - CD , CD-R, DVD, DVD-R

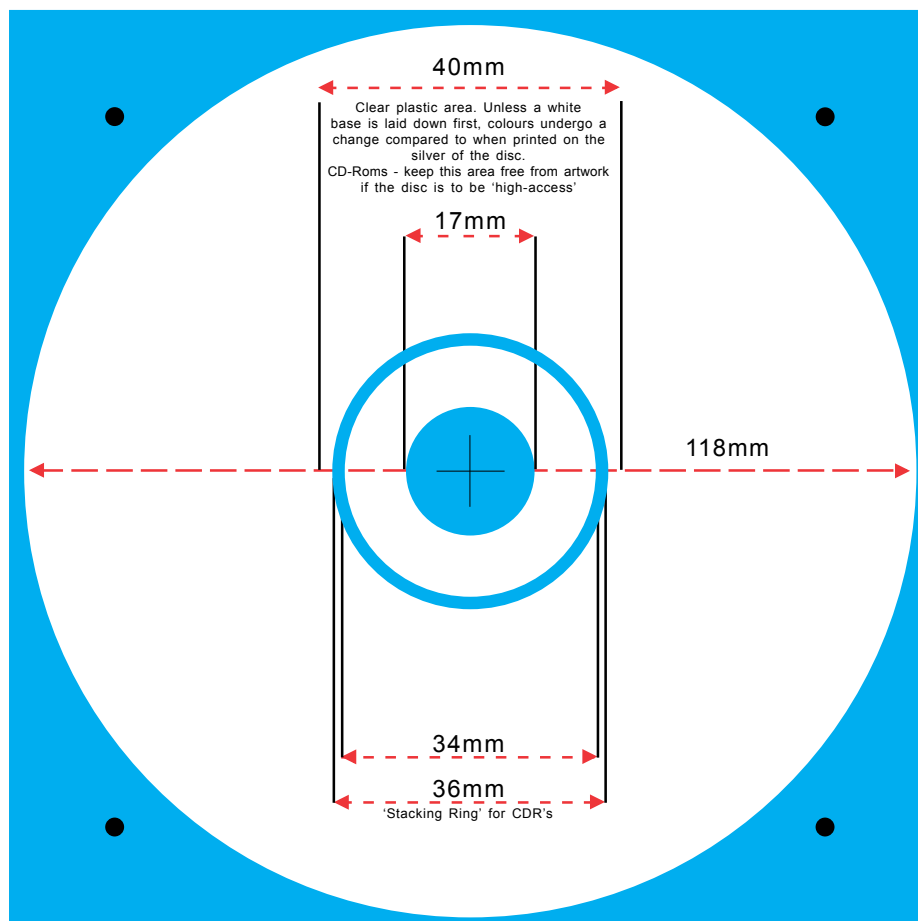
Our silkscreen printer can print up to 5 spot colours. This method is ideal for large, flat areas of colour and vector based designs. Printing can be directly onto the silver of the disc or onto a standard white base (by default).

- Spot colours should be setup using the Pantone Solid Coated Colour Library with all colours correctly labelled.
- As screen print inks are glossy by default, if you require a Matt finish you must stipulate this in your artwork and within your artwork text file of package. *If you don't tell us we won't know to print a matt coating over top of the ink or use matt inks.*
- There is an additional charge for Metallic inks if you intend to use them.
- Convert all fonts to paths/outlines and ensure any graphics are embedded.
- We require PDF, EPS, or native design files (psd (600dpi), ai, indd or qxd) for spot colour printing.
- The disc surface is printable from 118mm diameter edge through to the centre hole of 17mm. No artwork bleed is required for disc label printing, so you 'must' ensure you measurements are correct *or* please ask for a template from us.
- CD-Roms that are to be 'high-access' discs should have no printing within 40mm's of the centre.
- Most CD-R discs don't require a stacking ring these days but may require a 27mm centre, it is best to leave this as a white circle rather than punching a hole out in the artwork, it allows us to tweak it if needed.

Require a 'special' white base to print with areas knocked out to the silver of disc?

- Set this up as a separate file. Ensure what is to be the silver is setup clear/or white on your artwork, and what needs to print being a spot colour re-labelled 'White base'.

\* To Scale



## Offset Disc printing - CD , CD-R, DVD, DVD-R

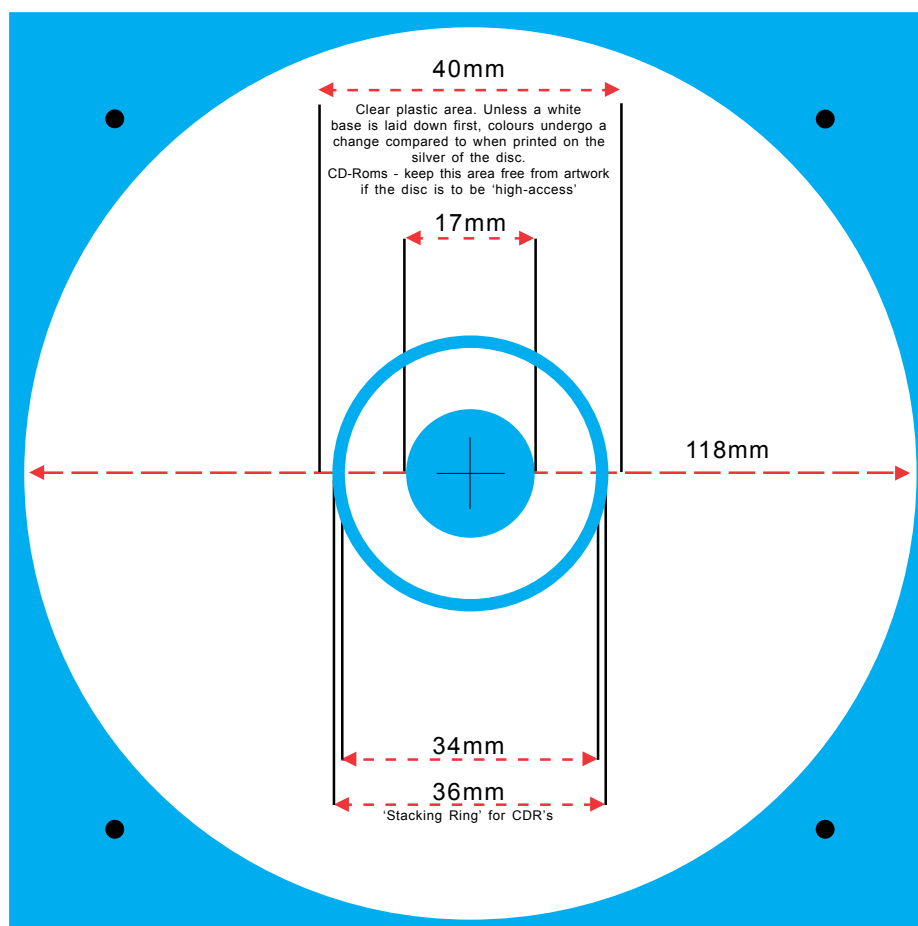
CMYK offset disc printing is suitable for artwork that has full colour photographic elements, complex textures or colour gradients. Printing can be directly onto the silver of the disc or onto a standard white base (by default).

- Please supply a 300dpi (minimum) CMYK file, together with a proof for matching.
- Acceptable file formats for offset printing are: PSD, PDF, EPS, TIF or JPEG (jpeg's must be maximum quality).
- Native files can be supplied if you embed graphics and convert fonts to paths/outlines. (psd, ai, indd, qxd)
- Convert all fonts to paths/outlines and ensure any graphics are embedded.
- If you have large areas of Black (K) to ensure a good ink coverage make you Black out of all 4 colours C100 / M100 / Y100 / K100 or as close as possible. Small Black text and logos can remain 100K only.
- The disc surface is printable from 118mm diameter edge through to the centre hole of 17mm. No artwork bleed is required for disc label printing, so you 'must' ensure you measurements are correct *or* please ask for a template from us.
- CD-Roms that are to be 'high-access' discs should have no printing within 40mm's of the centre.
- Most CD-R discs don't require a stacking ring these days but may require a 27mm centre, it is best to leave this as a white circle rather than punching a hole out in the artwork, it allows us to tweak it if needed.

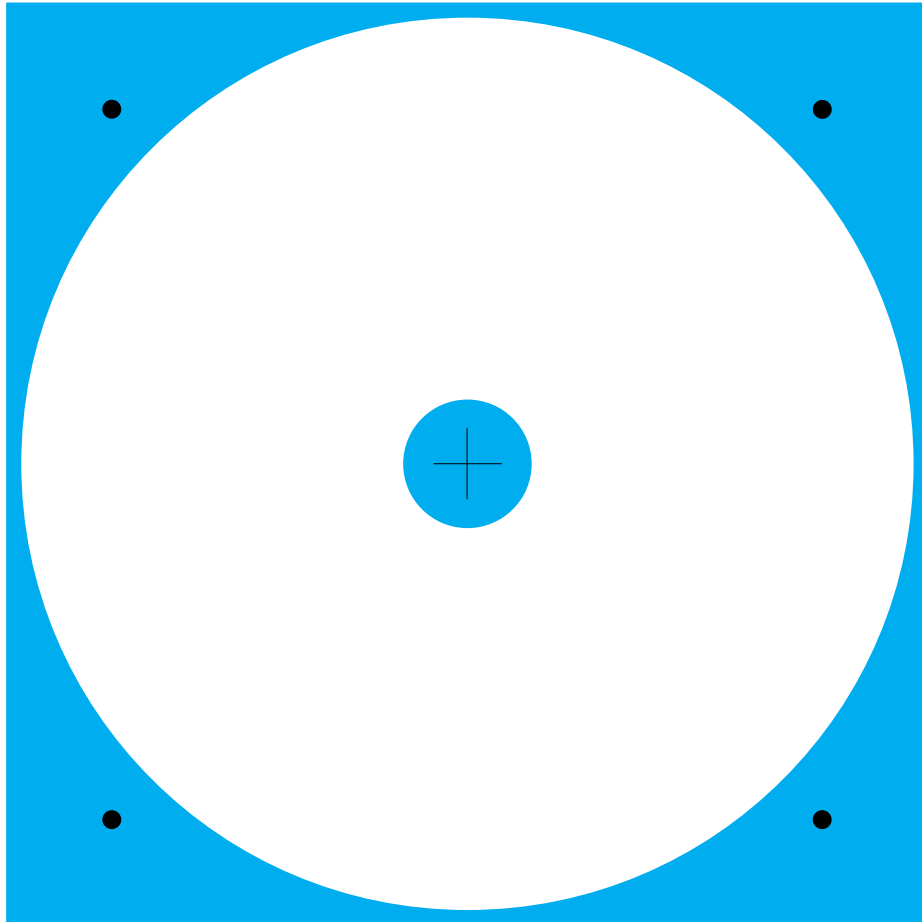
Require a 'special' white base to print with areas knocked out to the silver of disc?

- Set this up as a separate file. Ensure what is to be the silver is setup clear/or white on your artwork, and what needs to print being a spot colour re-labelled 'White base'.

\* To Scale



## Standard Disc Label Die-line - CD , DVD



\* Refer to Spot and Offset printing/design notes for correct setup

\* Opens in Adobe Illustrator CMYK, or open in Adobe Photoshop as CMYK @ 300dpi for offset.

\* By default Stebbing prints a white base colour underneath to enhance colour and to avoid the plastic ring centre showing through ink.

# Setting Up Printer Spreads for Booklets

2 page Booklet

|   |   |
|---|---|
| 2 | 1 |
|---|---|

4 page Booklet

|   |   |
|---|---|
| 4 | 1 |
|---|---|

|   |   |
|---|---|
| 2 | 3 |
|---|---|

8 page Booklet

|   |   |
|---|---|
| 8 | 1 |
|---|---|

|   |   |
|---|---|
| 2 | 7 |
|---|---|

|   |   |
|---|---|
| 6 | 3 |
|---|---|

|   |   |
|---|---|
| 4 | 5 |
|---|---|

12 page Booklet

|    |   |
|----|---|
| 12 | 1 |
|----|---|

|   |    |
|---|----|
| 2 | 11 |
|---|----|

|    |   |
|----|---|
| 10 | 3 |
|----|---|

|   |   |
|---|---|
| 4 | 9 |
|---|---|

|   |   |
|---|---|
| 8 | 5 |
|---|---|

|   |   |
|---|---|
| 6 | 7 |
|---|---|

16 page Booklet

|    |   |
|----|---|
| 16 | 1 |
|----|---|

|   |    |
|---|----|
| 2 | 15 |
|---|----|

|    |   |
|----|---|
| 14 | 3 |
|----|---|

|   |    |
|---|----|
| 4 | 13 |
|---|----|

|    |   |
|----|---|
| 12 | 5 |
|----|---|

|   |    |
|---|----|
| 6 | 11 |
|---|----|

|    |   |
|----|---|
| 10 | 7 |
|----|---|

|   |   |
|---|---|
| 8 | 9 |
|---|---|

20 page Booklet

|    |   |
|----|---|
| 20 | 1 |
|----|---|

|   |    |
|---|----|
| 2 | 19 |
|---|----|

|    |   |
|----|---|
| 18 | 3 |
|----|---|

|   |    |
|---|----|
| 4 | 17 |
|---|----|

|    |   |
|----|---|
| 16 | 5 |
|----|---|

|   |    |
|---|----|
| 6 | 15 |
|---|----|

|    |   |
|----|---|
| 14 | 7 |
|----|---|

|   |    |
|---|----|
| 8 | 13 |
|---|----|

|    |   |
|----|---|
| 12 | 9 |
|----|---|

|    |    |
|----|----|
| 10 | 11 |
|----|----|

24 page Booklet

|    |   |
|----|---|
| 24 | 1 |
|----|---|

|   |    |
|---|----|
| 2 | 23 |
|---|----|

|    |   |
|----|---|
| 22 | 3 |
|----|---|

|   |    |
|---|----|
| 4 | 21 |
|---|----|

|    |   |
|----|---|
| 20 | 5 |
|----|---|

|   |    |
|---|----|
| 6 | 19 |
|---|----|

|    |   |
|----|---|
| 18 | 7 |
|----|---|

|   |    |
|---|----|
| 8 | 17 |
|---|----|

|    |   |
|----|---|
| 16 | 9 |
|----|---|

|    |    |
|----|----|
| 10 | 15 |
|----|----|

|    |    |
|----|----|
| 14 | 11 |
|----|----|

|    |    |
|----|----|
| 12 | 13 |
|----|----|

28 page Booklet

|    |   |
|----|---|
| 28 | 1 |
|----|---|

|   |    |
|---|----|
| 2 | 27 |
|---|----|

|    |   |
|----|---|
| 26 | 3 |
|----|---|

|   |    |
|---|----|
| 4 | 25 |
|---|----|

|    |   |
|----|---|
| 24 | 5 |
|----|---|

|   |    |
|---|----|
| 6 | 23 |
|---|----|

|    |   |
|----|---|
| 22 | 7 |
|----|---|

|   |    |
|---|----|
| 8 | 21 |
|---|----|

|    |   |
|----|---|
| 20 | 9 |
|----|---|

|    |    |
|----|----|
| 10 | 19 |
|----|----|

|    |    |
|----|----|
| 18 | 11 |
|----|----|

|    |    |
|----|----|
| 12 | 17 |
|----|----|

|    |    |
|----|----|
| 16 | 13 |
|----|----|

|    |    |
|----|----|
| 14 | 15 |
|----|----|

32 page Booklet

|    |   |
|----|---|
| 32 | 1 |
|----|---|

|   |    |
|---|----|
| 2 | 31 |
|---|----|

|    |   |
|----|---|
| 30 | 3 |
|----|---|

|   |    |
|---|----|
| 4 | 29 |
|---|----|

|    |   |
|----|---|
| 28 | 5 |
|----|---|

|   |    |
|---|----|
| 6 | 27 |
|---|----|

|    |   |
|----|---|
| 26 | 7 |
|----|---|

|   |    |
|---|----|
| 8 | 25 |
|---|----|

|    |   |
|----|---|
| 24 | 9 |
|----|---|

|    |    |
|----|----|
| 10 | 23 |
|----|----|

|    |    |
|----|----|
| 22 | 11 |
|----|----|

|    |    |
|----|----|
| 12 | 21 |
|----|----|

|    |    |
|----|----|
| 20 | 13 |
|----|----|

|    |    |
|----|----|
| 14 | 19 |
|----|----|

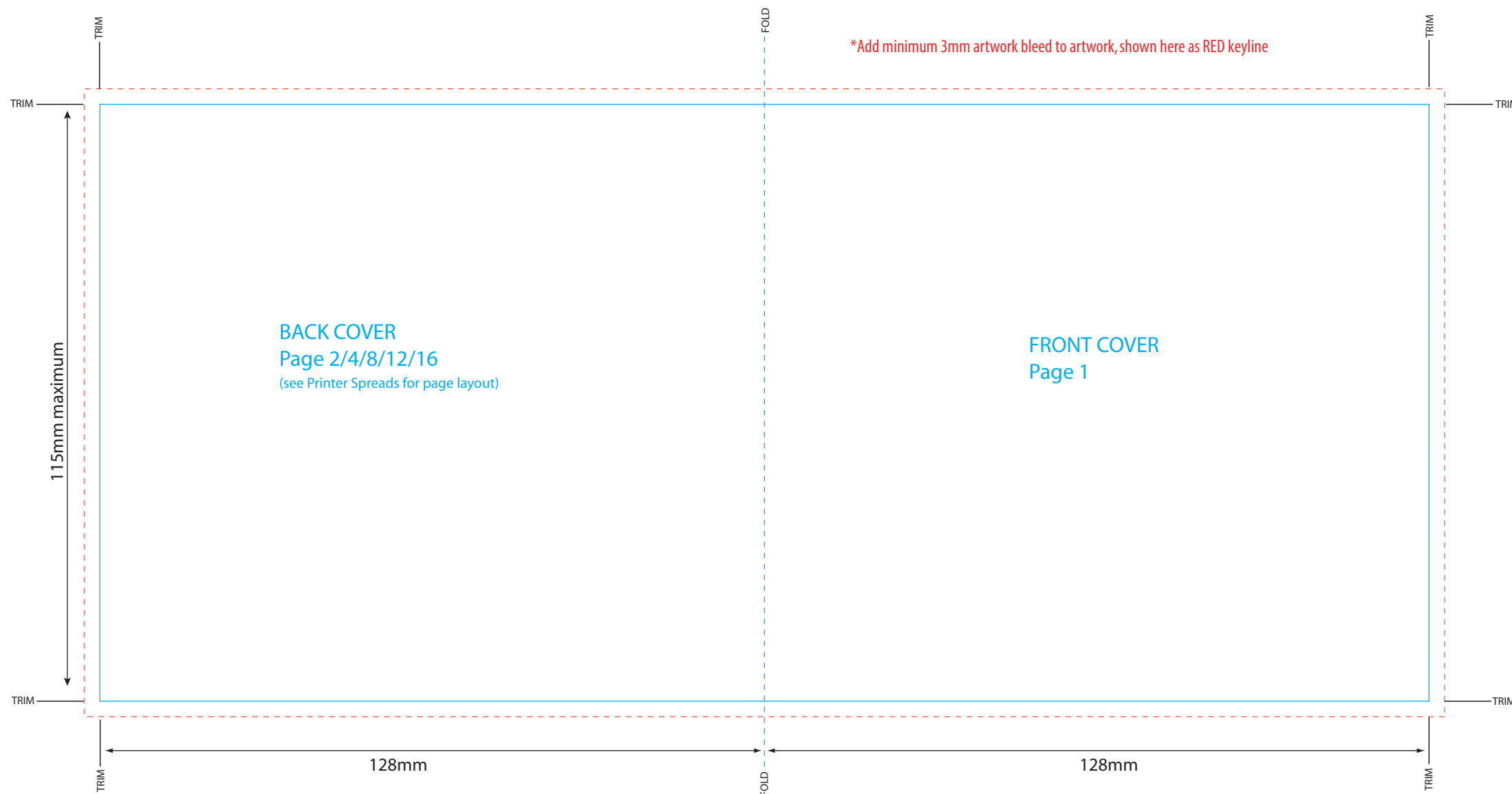
|    |    |
|----|----|
| 18 | 15 |
|----|----|

|    |    |
|----|----|
| 16 | 17 |
|----|----|

- If you are setting up and supplying artwork for booklets as 'printer spreads' see the above diagrams on how your pages are printed and need to be setup.
- Trim marks, page numbering and bleed must be output on your PDF Press Quality files or exist inside your native files.
- **Alternately you can output and supply 'single' pages including trim marks, bleed and page numbering.**  
We can imposition them quickly if all the above information is given.
- Recommended minimum 9pt font size for booklets with a minimum of 6pt for copyright statements. Its always advisable to print out and check you are happy with the font size and clarity.



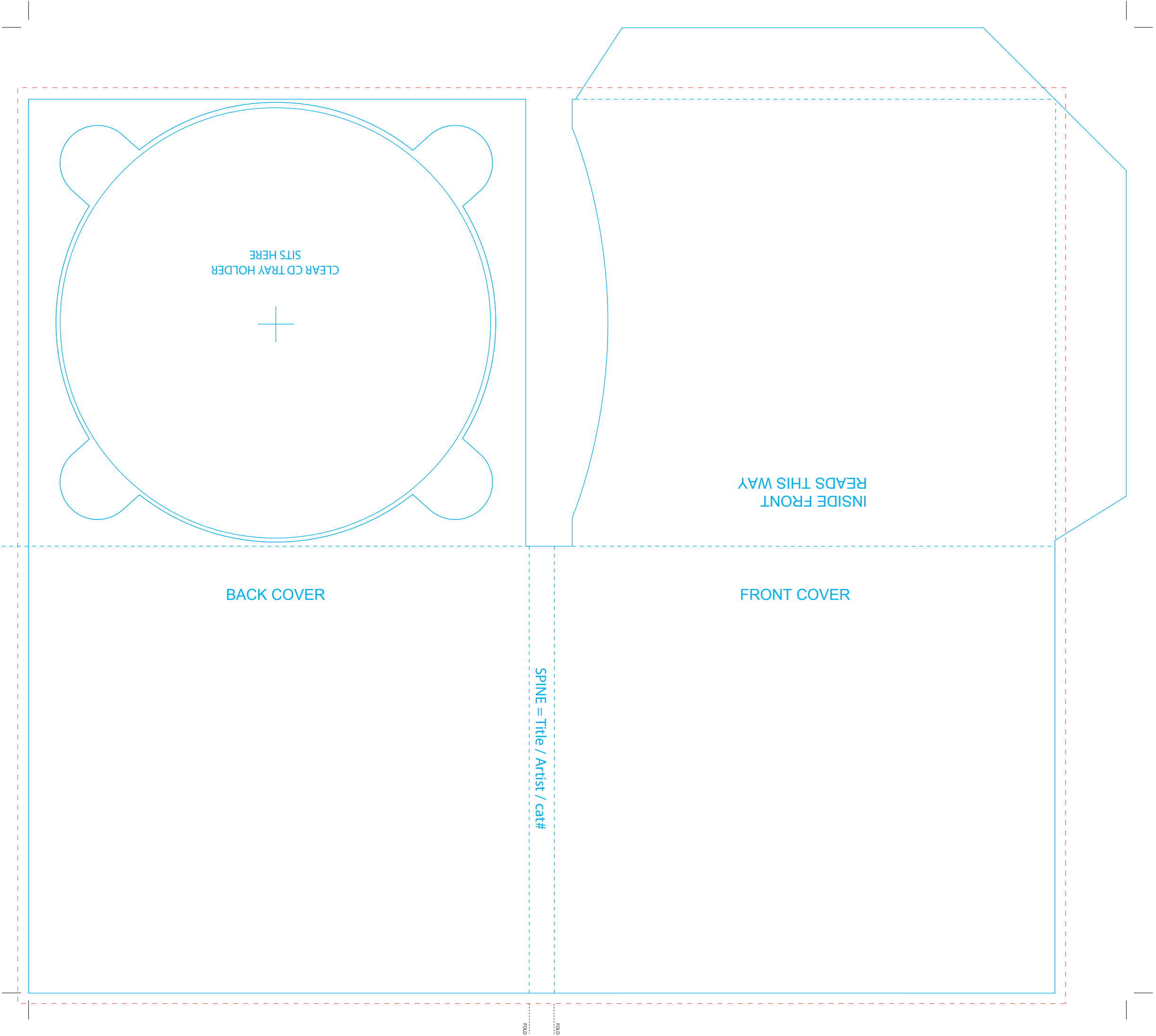
## Booklet setup for use with Flexi and Digi Packs with pockets



\* To Scale

\* Or setup as single pages 128mm x 115mm, pages need to be in running order (1,2,3,4...) numbered and have 3mm bleed with trim marks

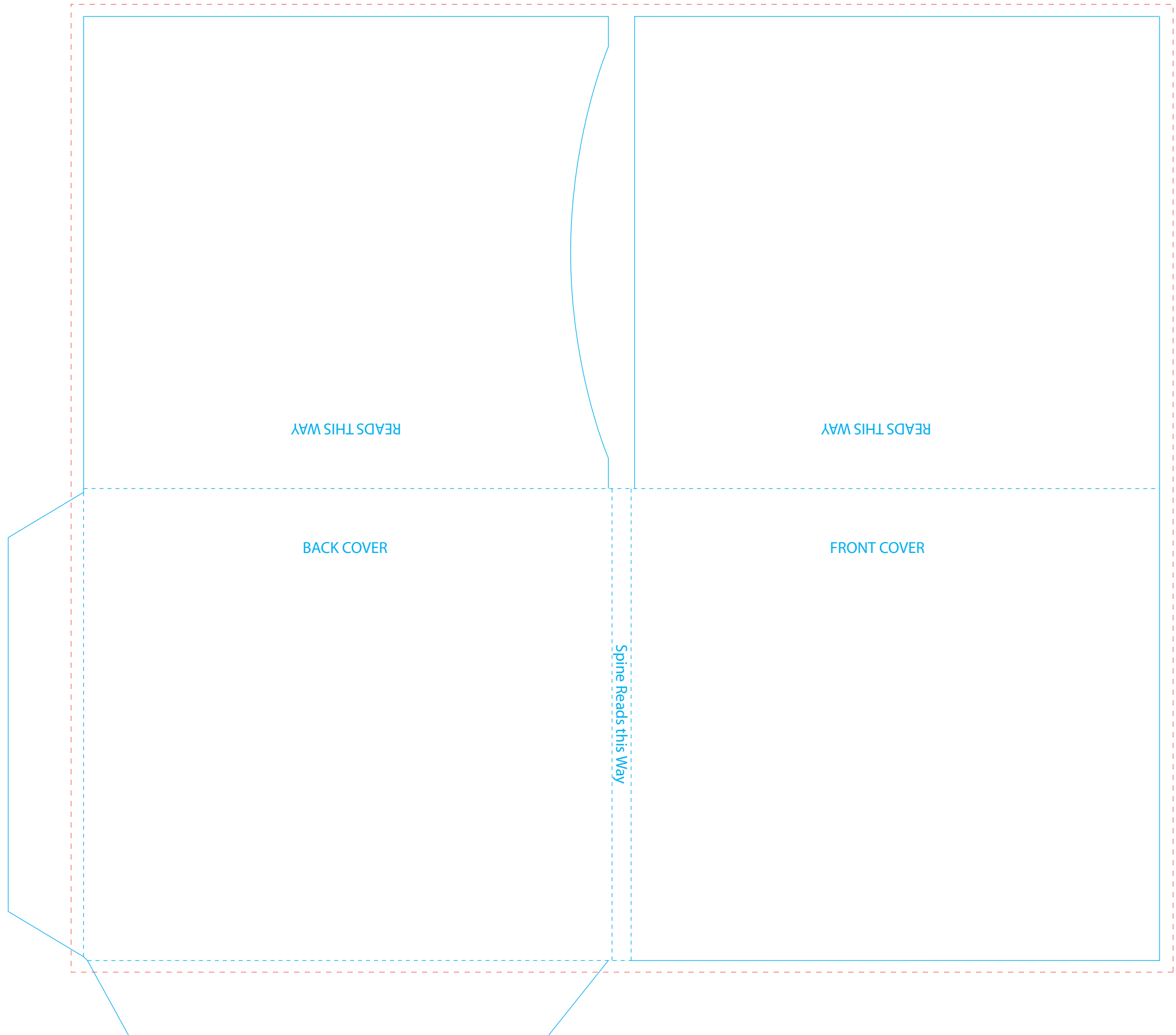




\* Keep text and photos well within the **knife line** area that you dont want cut off all other background artwork is to go to the bleed **dotted line**, do not knock out.

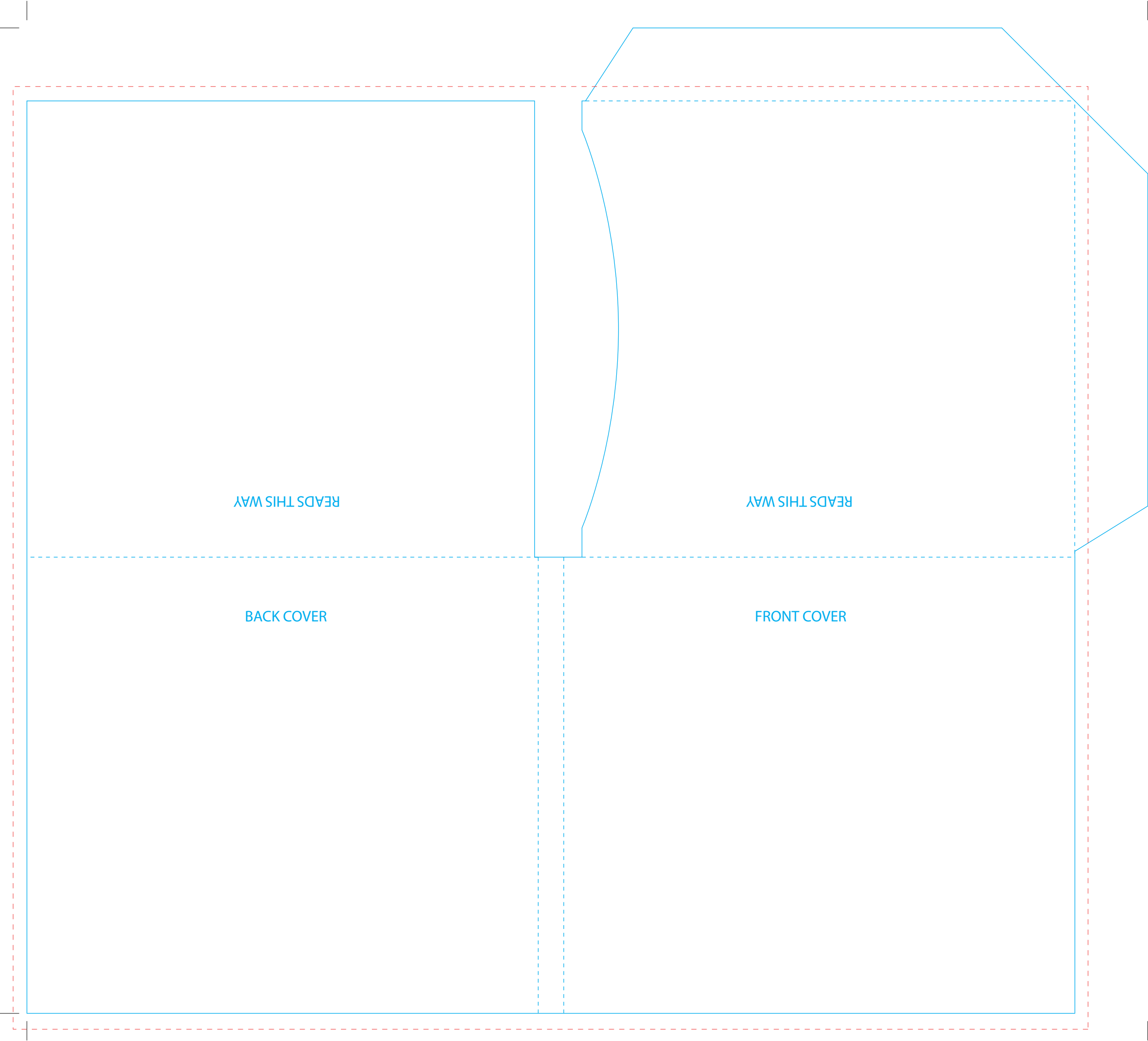
\* To Scale

**Code: 2PFP-1PC-15 - Flexi Pack with 2 Panel, 1 Pocket RHS, Curved Edge**



\* Keep text and photos well within the **knife line** area that you dont want cut off  
all other background artwork is to go to the bleed **dotted line**, do not knock out.

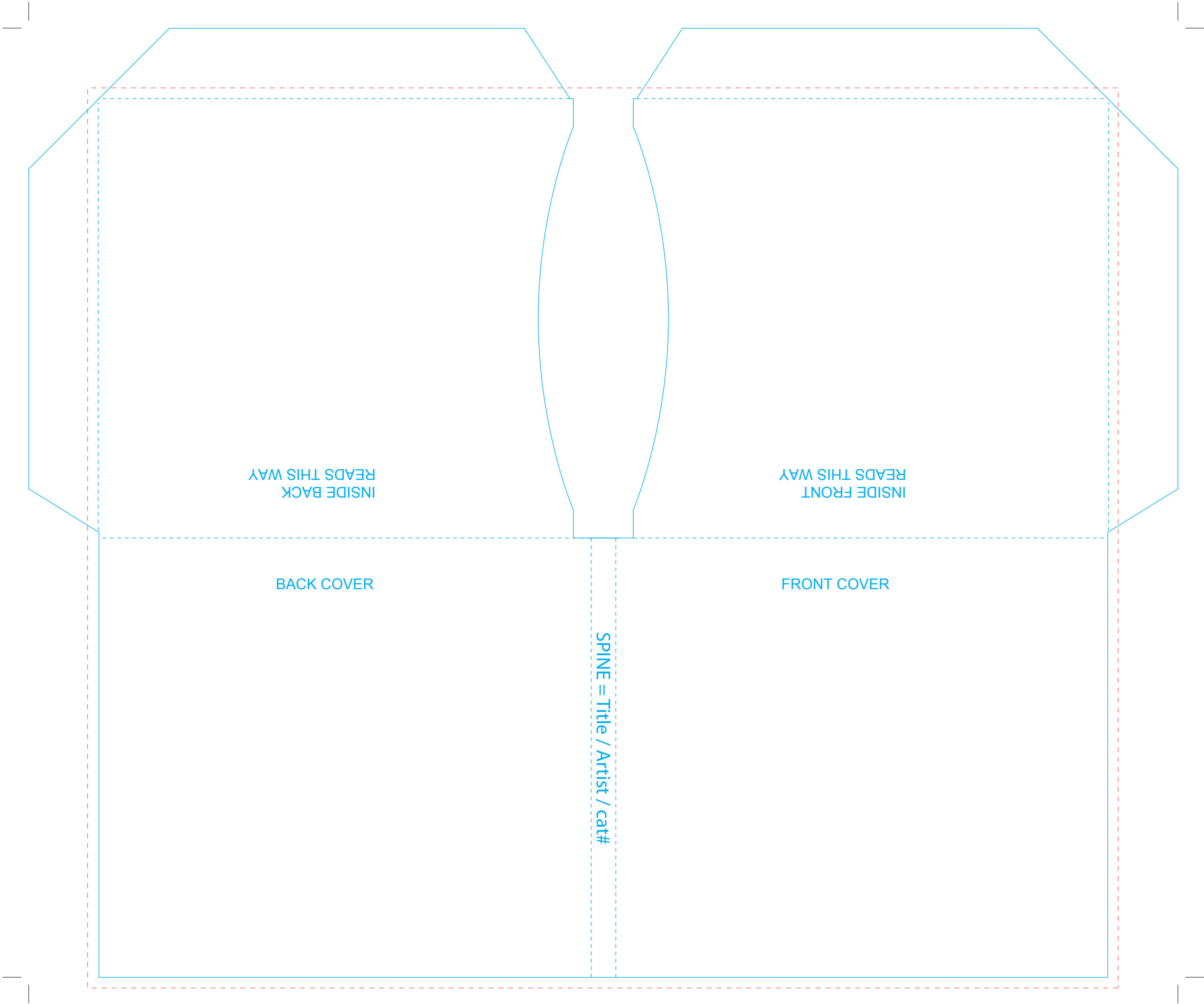
\* **To Scale**



\* Keep text and photos well within the knife line area that you dont want cut off  
all other background artwork is to go to the bleed dotted line, do not knock out.

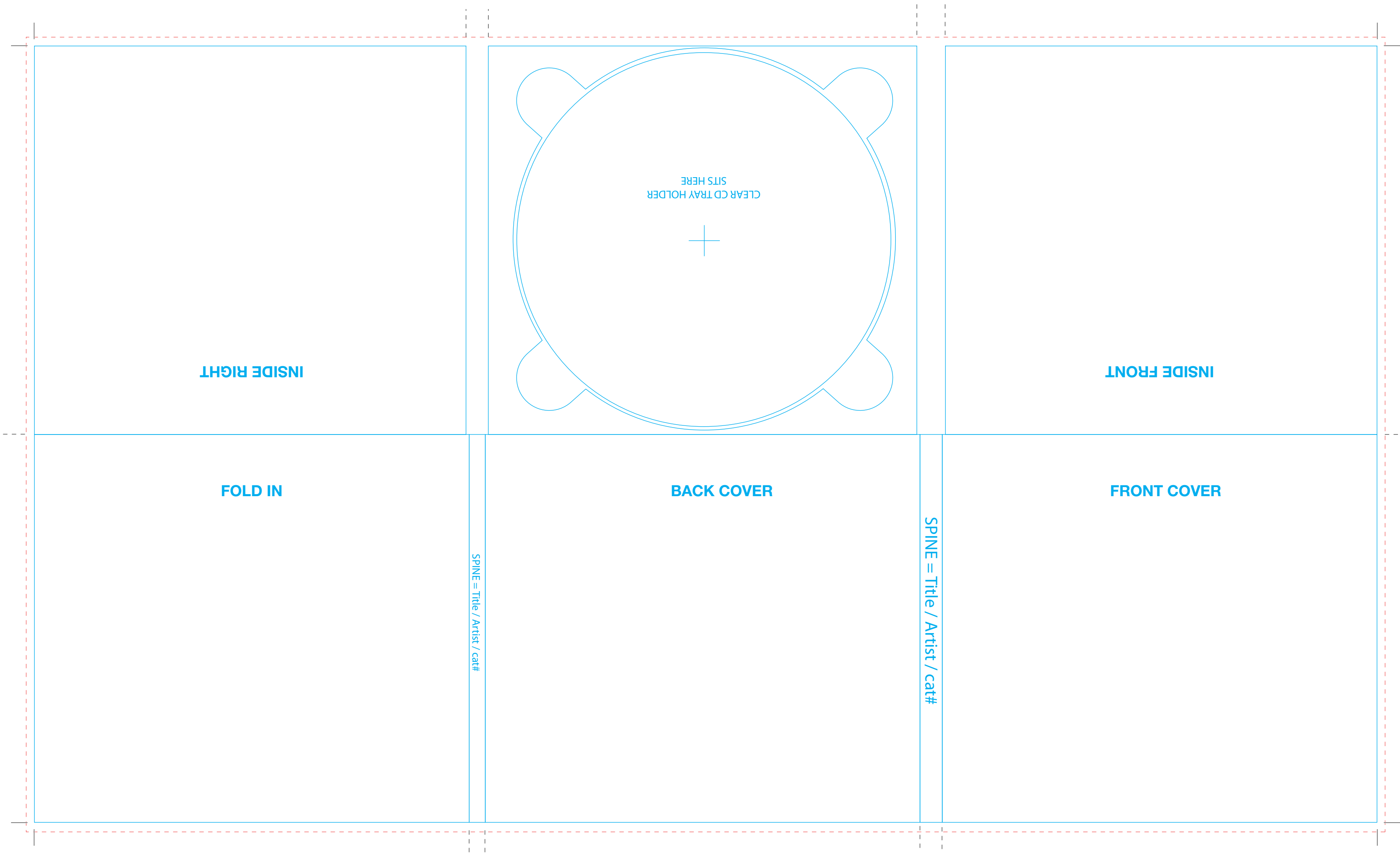
\*To Scale

Code: 2PFP-2PC-7 - 2 Panel, 2 Pocket Curved Edges



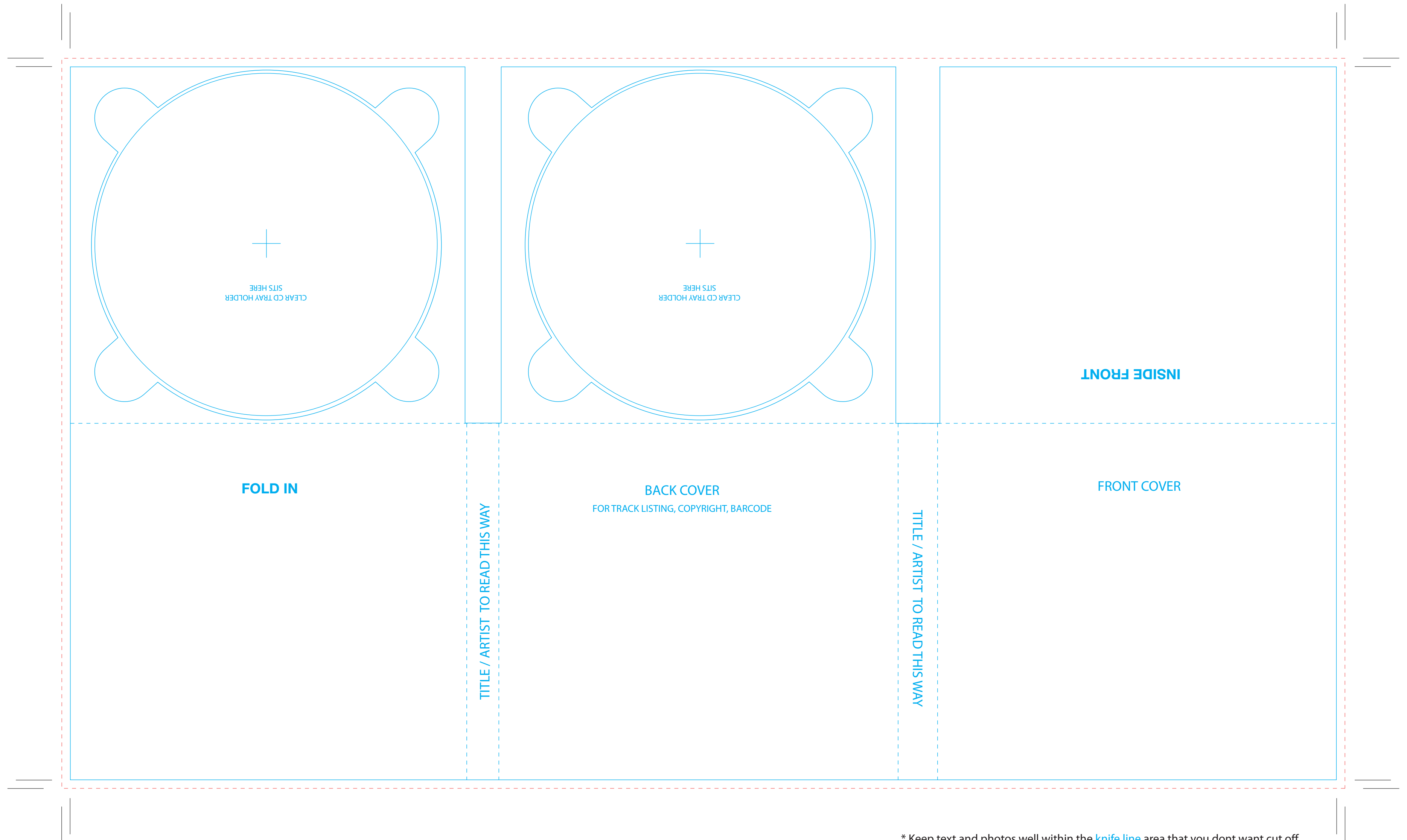
\* Keep text and photos well within the **knife line** area that you dont want cut off  
all other background artwork is to go to the bleed **dotted line**, do not knock out.

\* To Scale



\* Keep text and photos well within the **knife line** area that you dont want cut off  
all other background artwork is to go to the bleed **dotted line**, do not knock out.

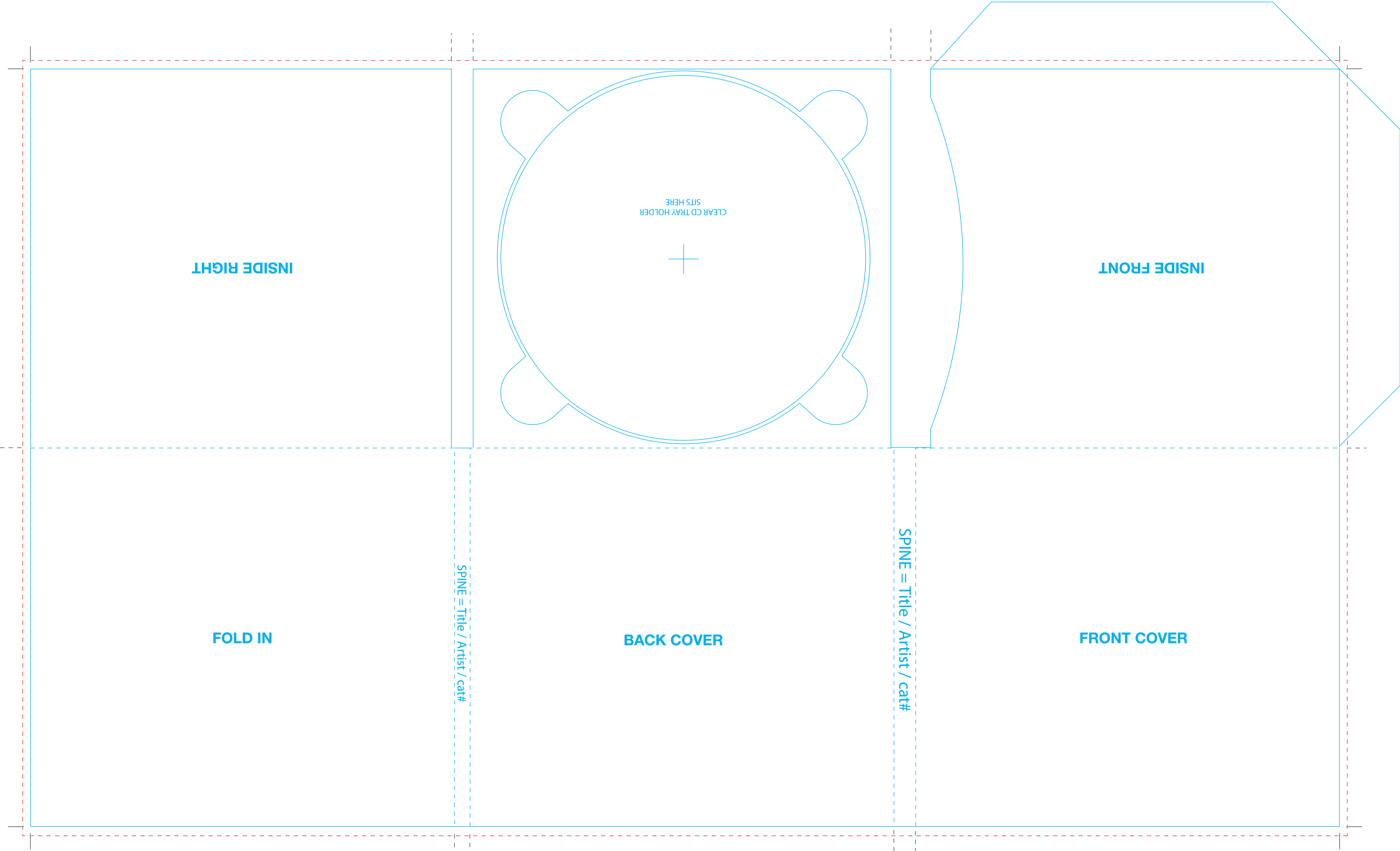
\* To Scale



\* Keep text and photos well within the **knife line** area that you dont want cut off  
all other background artwork is to go to the bleed **dotted line**, do not knock out.

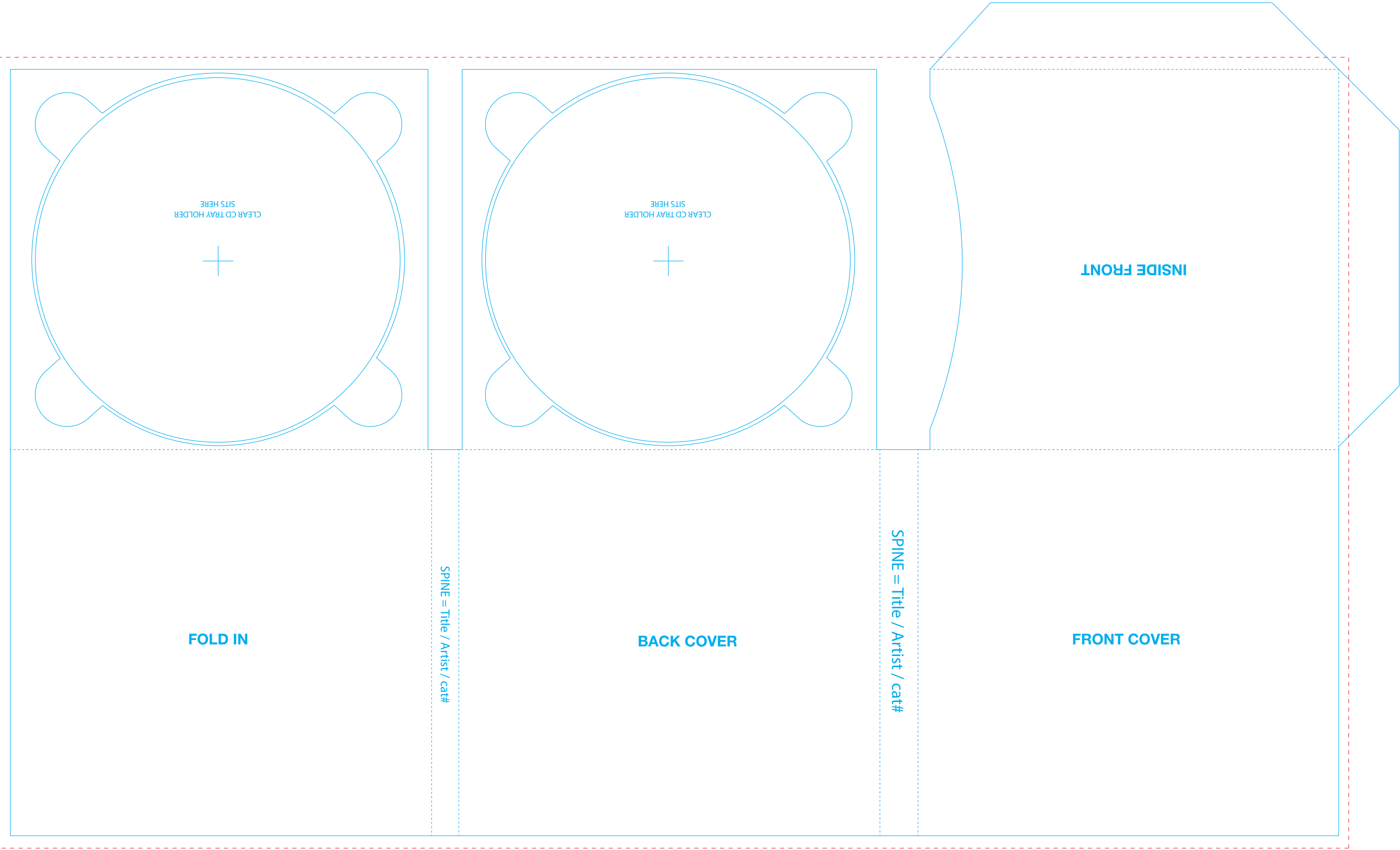
\* To Scale





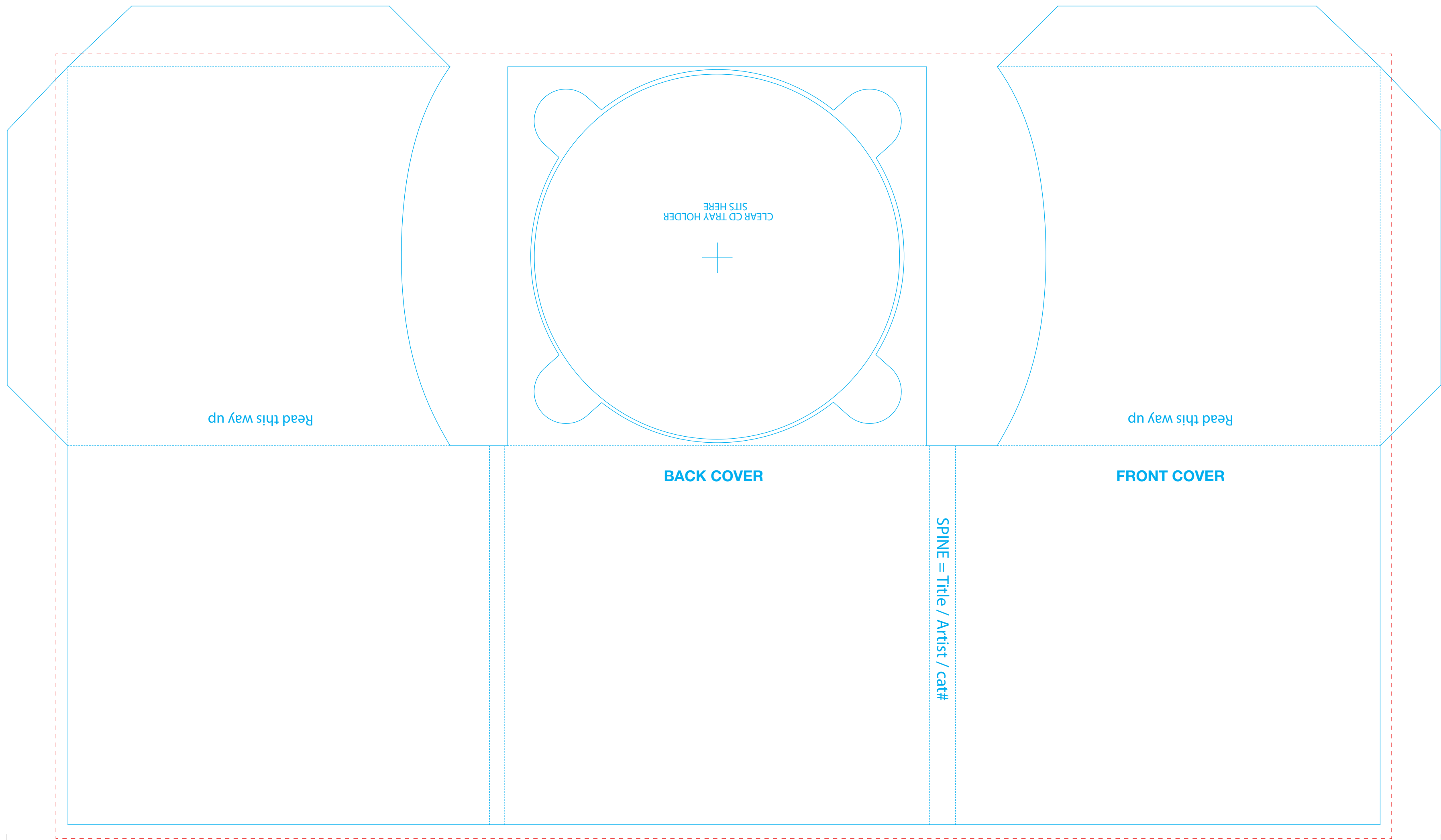
\* Keep text and photos well within the **knife line** area that you dont want cut off  
all other background artwork is to go to the bleed **dotted line**, do not knock out.

\*To Scale



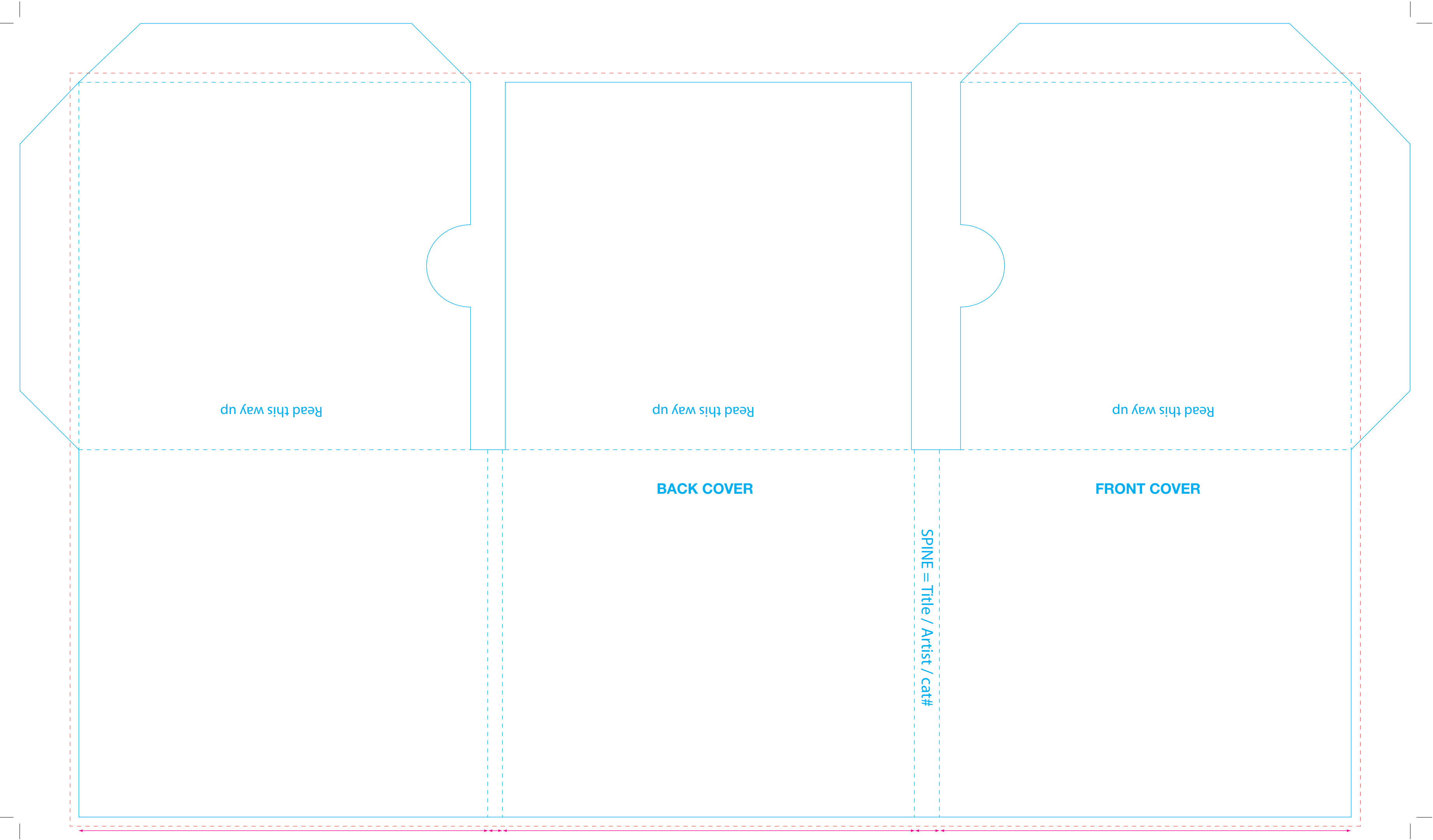
\* Keep text and photos well within the **knife line** area that you dont want cut off  
all other background artwork is to go to the bleed **dotted line**, do not knock out.

\* To Scale



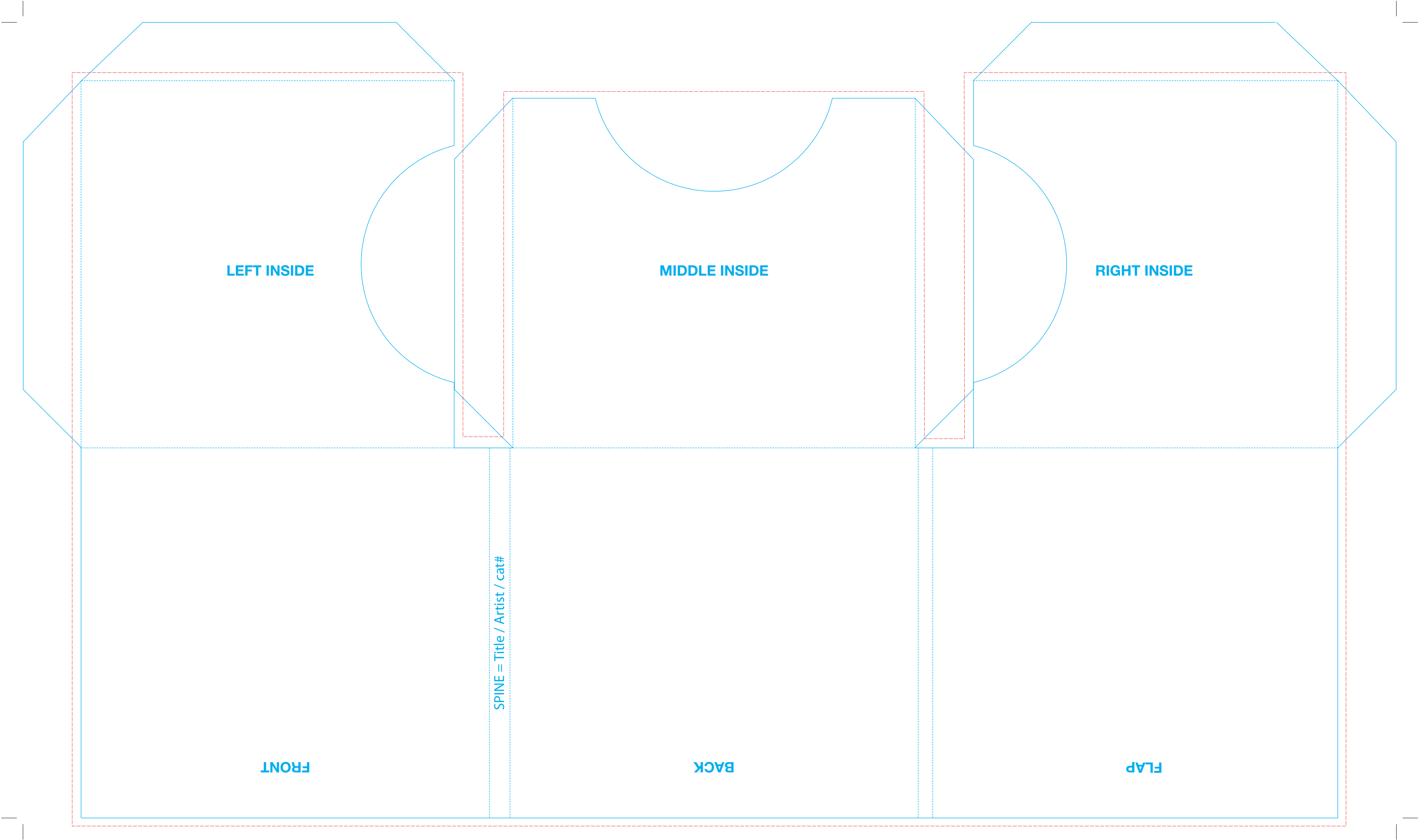
\* Keep text and photos well within the **knife line** area that you dont want cut off all other background artwork is to go to the bleed **dotted line**, do not knock out.

\* To Scale



\* Keep text and photos well within the **knife line** area that you dont want cut off  
all other background artwork is to go to the bleed **dotted line**, do not knock out.

\* To Scale



FOR INSIDE, FLIP DIE HORIZONTALLY (CREATE A MIRROR IMAGE, WRONG READING LAYER)

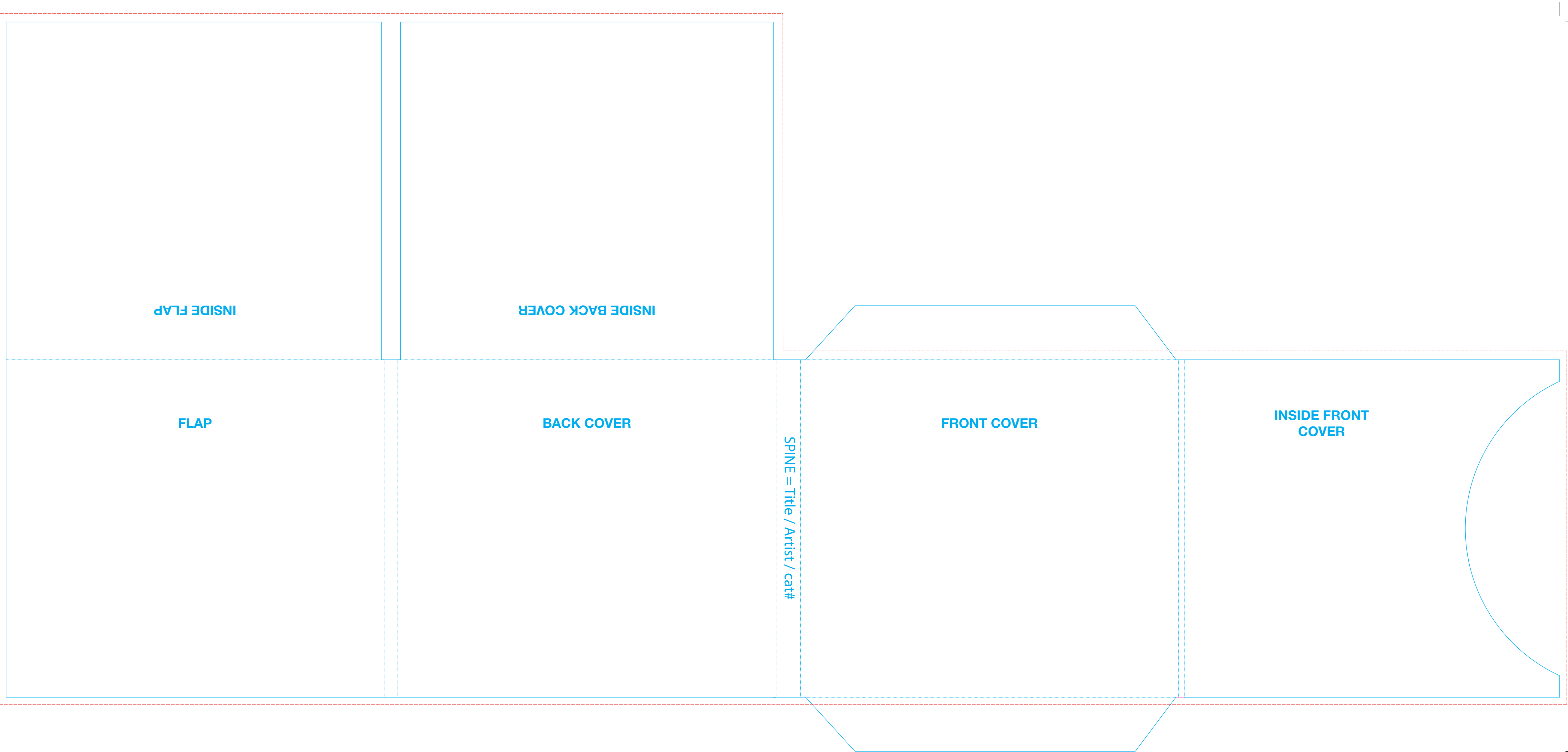
\* Keep text and photos well within the **knife line** area that you dont want cut off  
all other background artwork is to go to the bleed **dotted line**, do not knock out.

\* To Scale

Code: 3P-1PC-10 - 3 Panel, 1 Pocket LHS Curve

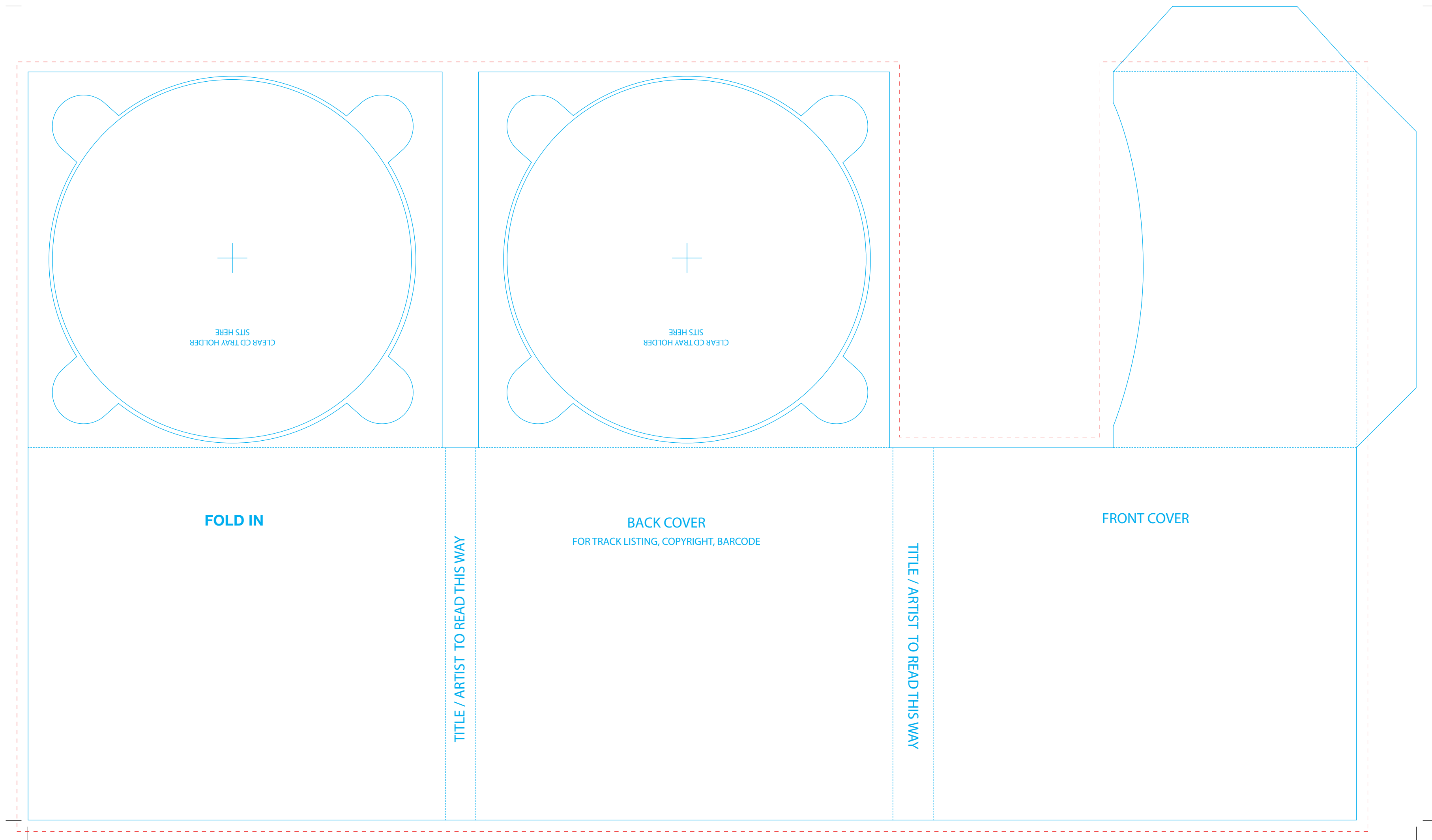
\* Keep text and photos well within the knife line area that you dont want cut off  
all other background artwork is to go to the bleed dotted line, do not knock out.

\* To Scale



FOR INSIDE, FLIP DIE HORIZONTALLY (CREATE A MIRROR IMAGE, WRONG READING LAYER)

Code: 3PFP-3PHC-19 3 Panel, Half Pocket, Curved Edge



\* Keep text and photos well within the **knife line** area that you dont want cut off  
all other background artwork is to go to the bleed **dotted line**, do not knock out.

\* To Scale