



SPECIFICATION GUIDELINES

PACKAGING

UPDATED: 011021

PRINTING BY **INNOVATION INC.**

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604 235 5128 • west_info@pbiinc.ca



pbipackaging.com

THE JOURNEY OF YOUR PACKAGING



MEETING + TOUR

It's nice to meet you. We're happy to meet you at your location, at our head quarters or virtually.



LET'S TALK PACKAGING

Let's talk packaging and formulate a plan to suit your individual requirements while keeping your budget and bottom-line in mind.



WE ARE CREATIVE!

If you require creative design, our Design Team is ready to help. From dielines, branding and creative design, our team is top notch.



ALL IN THE DETAILS

Please follow the attached spec sheet and reach out to your Customer Services Representative (CSR) for further details.



FILE UPLOADING

Send your files directly to your CSR via wetransfer.com. Please include all working files, fonts and links along with a Press Ready PDF.



ONLINE PROOF

You will receive a PDF proof to review with all the details. This is your last chance to make changes before receiving a physical mock-up.



PHYSICAL PROOF

A physical proof will be sent to you for final sign-off. At this time changes are not permitted as we move into production. Changes will require more time and a cost.



SIGN OFF + TIMING

You'll be sent an online sign-off form and production will begin. Packaging will be completed on-time as per your agreement.



DELIVERY >>

We offer delivery or you have the option to pick-up your product. We can't wait for you to see the final product.



MEETING + TOUR



Printing By Innovation Inc. is invested in producing exceptional products every time. We are an integrated facility, offering both printing and finishing of products. Our print process is G7 certified. We specialize in paperboard packaging from conception to production. The packaging industry is under significant pressure to meet faster turn-around time and to meet the client's specific requirements and budget. To adhere, we have implemented our quality assurance standards to ensure accountability, and to track our supply chain.



LET'S TALK

At its most basic and pure form, your packaging contains your product but it does much more than that – your packaging represents you and your product. While product packaging represents many things, ultimately it is there to promote your product.



WE ARE CREATIVE.

PBI employs a team of graphic designers ready to assist you with the creative aspect of your printing and packaging products. We will work hand-in-hand with you to develop a creative idea that meets your printing requirements. Our graphic design team continues to lead the industry, developing the latest concepts using the latest tools & software available.

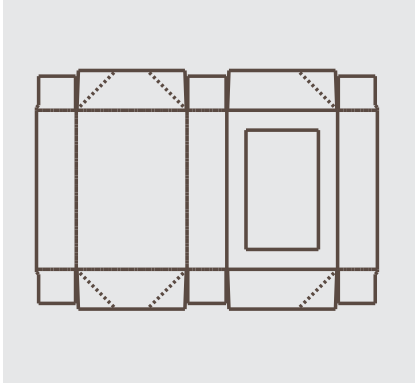
This guide is a standards booklet that is readily accessible to our team and to our customers. Please note that PBI reserves the right to reject any files or proofs that do not match attached specifications, such files may result in additional charges.

It is also encouraged that our graphics suppliers involve our prepress and sales personnel in the graphic design process as early as possible. Our personnel can provide additional insight to the graphic designer for possible manufacturing savings and improved product consistency.



ALL IN THE DETAILS

HOW TO BUILD YOUR FILE



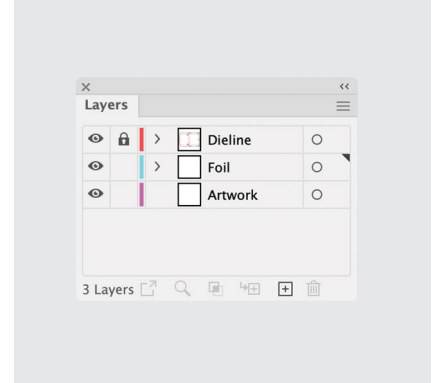
DIELINES

Send files with artwork to scale on the dielines we've sent to you. Separate packaging file item reflected in your order. Dielines should be placed on a separate layer than artwork.



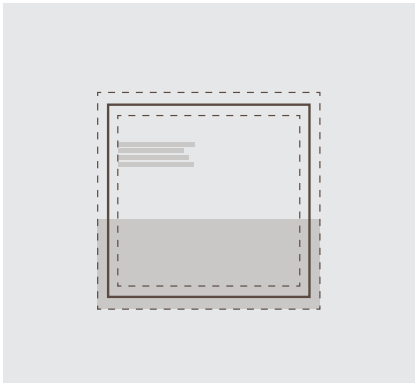
FILE TYPES

Send us your working Illustrator.ai file with fonts and links. It's also best to send us an editable PDF as well as an Adobe CS Illustrator file, to ensure everything is compatible.



LAYERS

Build artwork in layers in Adobe Illustrator. Identify each separate layer clearly; Dieline, Art, Foil. It's a good idea to lock the dieline, so it doesn't change.



BLEED

All artwork needs to extend 0.125" past the dieline to ensure full coverage. Keep text and critical information at least 0.125" away from the dieline.



VECTORS & TYPE

All logos, text and other artwork needs to be in vector form (made from points and angles, rather than pixels). Select Type > Create Outlines in Illustrator to convert text. You can also send the.ttf type files.



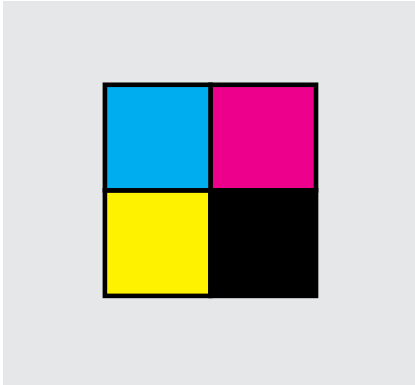
IMAGES

Raster images need to be embedded into the file with a minimum resolution of 300dpi at the size they are being used.



ALL IN THE DETAILS

COLOURS: CMYK, PANTONE, FOIL & SCODIX



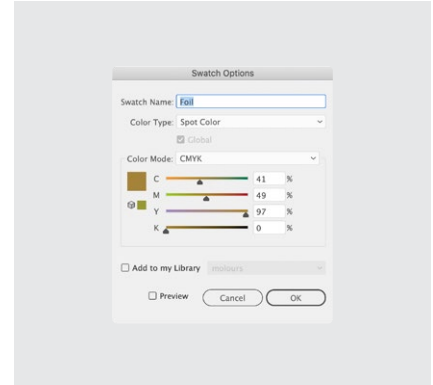
CMYK

The document colour mode should be set in CMYK.



Pantone

Choose the right PMS colour. Pick between Uncoated Pantones for uncoated board and Coated Pantones for coated board and soft touch finish.



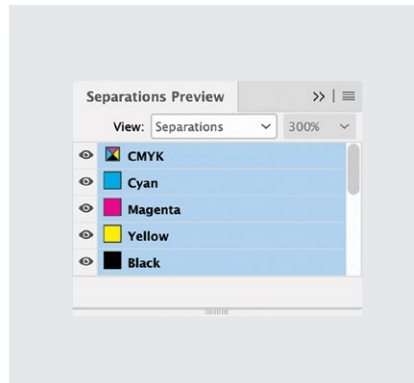
Foils

All Foil colours need be built into the swatches panel and labeled.



Scodix Enhancements

Please refer to the Scodix Specification Guide for details.



Separation Preview

Use this to toggle on and off different colours to make sure every part of your design is assigned a colour.



FILE UPLOADING

HOW TO UPLOAD YOUR FILE



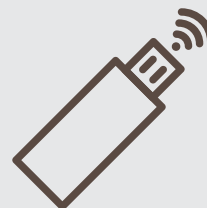
EMAIL

Use email if your packaged file is less than 20MB. Please send your packaged zip file via email to your CSR at PBI.



WETRANSFER.COM

Please send your packaged zip file via wetransfer.com to your CSR at PBI.



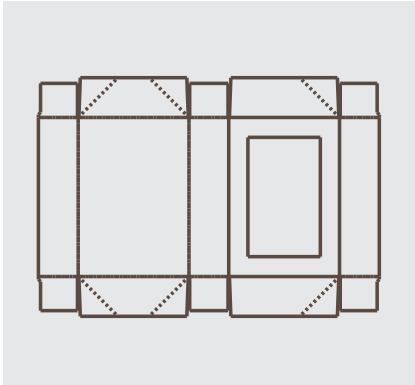
USB STICK

You may supply your packaged file on a USB stick to your CSR at PBI. You can send this in the mail if needed to:
4850 Union Road
Beamsville, Ontario L0R 1B4



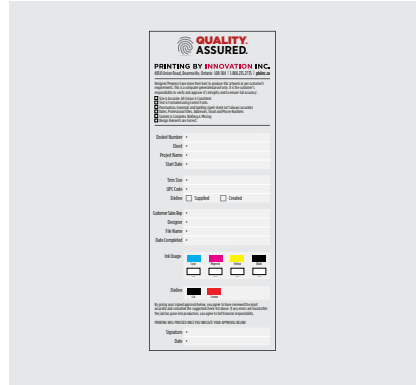
ONLINE + PHYSICAL PROOF & APPROVAL

WHAT YOU'LL SEE FROM US + WHAT WE REQUIRE FROM YOU



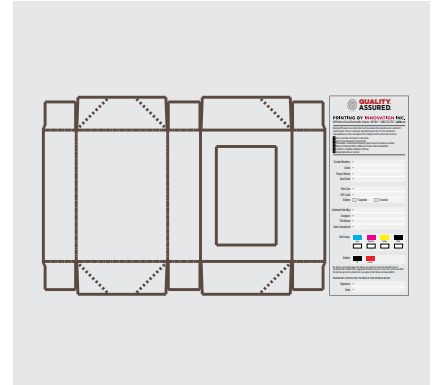
PREPRESS CHECK

Our Prepress Team at PBI will check your files to make sure everything is accurate and ready for print.



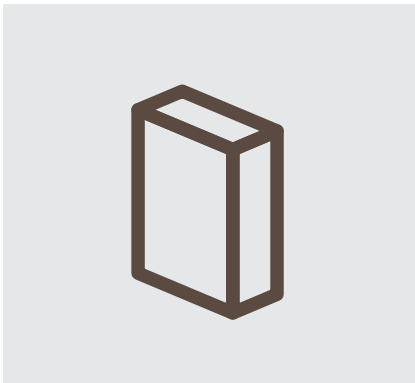
IS IT OK?

You will be sent a proof if everything is accurate. If changes are required, PBI will communicate this to you. We can make changes for you at \$100/hour, billed in 20 minute increments.



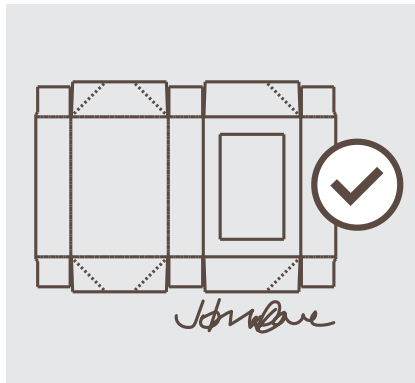
PDF PROOF

We'll send you a PDF proof to review, with all the details of the design, colours, coating, board type etc. This is the very last chance to change artwork without incurring additional costs.



PHYSICAL PROOF*

After you've reviewed the file carefully for accuracy and you're happy to move into production, sign and return the proof to your Customer Service Rep. Changes to artwork after this point will require new printing plates to be made at a cost of \$95 per plate. *Physical Proofs are highly recommended and cost \$200.



PROOF APPROVAL

After you've reviewed the file carefully for accuracy and you're happy to move into production, sign and return the proof to your Customer Service Rep. Changes to artwork after this point will require new printing plates to be made at a cost of \$150 per plate.



SIGN OFF + TIMING

Once we receive the signed proof, printing plates will be made and your packaging will go into full production. Your Customer Service Rep. will be in-touch with you on a delivery date.



DELIVERY

YOUR FINAL PRODUCT



DELIVERY

We deliver. We can't wait for you to see your final product.