



Custom Printing Specifications

Printing Technique Used

The printing technique used to print on the IdealCup is by PAD PRINTING. This is a “wet print format” which is applied by a COLOUR PRESS PAD.

Pad Printing can use either CMYK process colour or spot colours.

This technique means the printing can only be applied to a smooth surface area; therefore printing is not able to be applied as a “wrap” around the cup.

Printing can be applied in various positions, on both sides of the cup, horizontally and/or vertically.

Print Specifications

The required file format for artwork for printing on the IdealCups is **VECTOR FORMAT**

Vector files are best supplied in the following formats:

EPS – Encapsulated Post Script
CDR – Corel Draw
AI – Adobe Illustrator
PDF – Portable Document Format

PLEASE NOTE:

- BMP & JPEG files are no good, unless they are very high resolution
- Ensure artwork is converted to curves/paths to avoid font conflicts

Available Print Sizes

The print area for the IdealCup is between the 'fin' area on either side of the cup and can be HORIZONTALLY or VERTICALLY printed nearer the top of the cup, nearer the bottom of the cup or in the middle of the cup.

40 mm L x 40 mm H	HORIZONTAL print between the fins (nearer top of cup)
45 mm L x 25mm H	HORIZONTAL print just above the 'fins'
32 mm diameter	Printed on the Rotating Insert of the Lid
65 mm L x 20mm H	VERTICAL print between the fins

PLEASE NOTE: The **VERTICAL** print option above with the **HEIGHT** of **20mm** is a **GUIDE ONLY**.

Our Printer will advise the actual print size available for your artwork at the time of "PROOFING".

ADDITIONAL NOTES TO PRINT SIZES

- Some graphics are "loose" which allows our printer to increase the HEIGHT of the print size and any distortion would not be noticed.
- Certain logos (e.g. a long rectangle) may "fan/distort" at the bottom, which would show the distortion and not be suitable.

General Information

Print Colours

- The maximum number of colours which can be simultaneously printed is **4 colours**
- An additional 1 or 2 colours may be printed provided the additional prints are not too close to the placement of the original 4 colour print
- White & black are considered colours
- Some “tint” colours can be printed. They will be a % of the solid colour, i.e. a solid blue can be printed as 10%, 20% etc of the colour.

Logos

Logos should be supplied in the previously outlined **VECTOR FILE FORMATS** and it is preferable to have your specific PMS colours for artwork supplied; to ensure accurate print matching.

PLEASE NOTE: If PMS colours are not provided, BEST COLOUR MATCHING will be applied.

Artwork Proofs

An electronic PDF file proof will be supplied by email, for your approval of artwork

Contact Us

Further information or questions?

Please email info@idealcup.co.nz