



Your guide to

# GIFT BOXES

## SETTING UP AND SUPPLYING YOUR ARTWORK

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Perfect for packaging presents for friends and family as well as safely packaging products, these multi-functional card gift boxes are a stylish yet practical answer to packaging.

We want your Gift Boxes to look their very best when you receive your order which is why we have put together this guide to help you achieve the best results possible. Following this guide will also help to avoid any frustrating delays on your order by reducing any artwork issues.

Creating artwork correctly isn't easy for everyone, particularly if you have little to no experience in design and print. We hope this guide is of help to you.

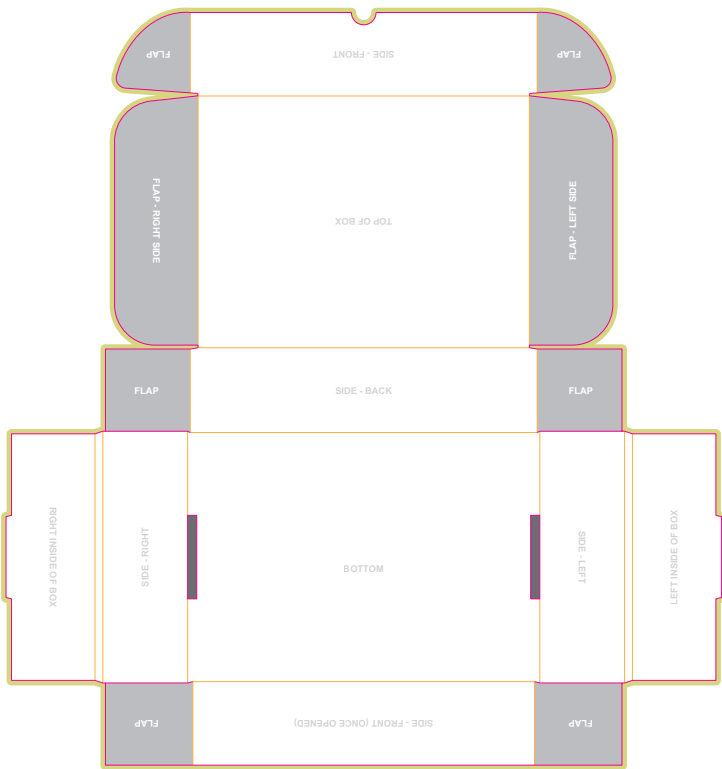
**We strongly recommend** that as well as referring to this guide, you download our artwork templates and use these to produce your design artwork. These templates are available to download as **InDesign** and **PDF** files.

### Available sizes & orientation

- 100 x 100 x 40mm
- 200 x 150 x 50mm
- 200 x 200 x 50mm
- 250 x 150 x 50mm
- 350 x 250 x 40mm

# SETTING UP YOUR ARTWORK

In the example below we show: 200 x 150 x 50mm (Flat Size 437 x 460mm)



## Aa

**Orientation** - Place artwork the same way up as text shown for orientation to be correct once the box is assembled.

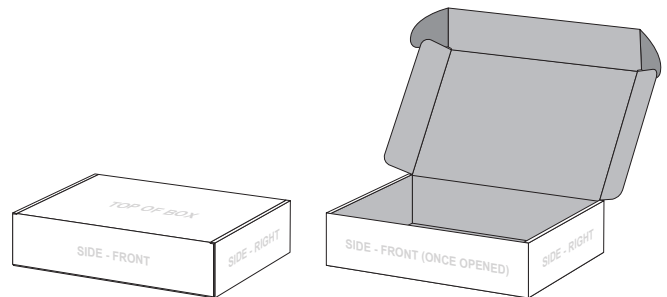


Example shown:  
Layer window (InDesign)

Once your design is complete, please remove the 'Guide' layer. Failure to remove will result in the guide layer printing over your artwork design.

**PLEASE NOTE:** When supplying your artwork please upload one PDF including two copies of your artwork:

- One page with the cutter guide visible.
- One page the cutter guide removed.



## Finished size

This is the finished size of your product.

## Bleed (3mm)

We require 3 mm on all sides. Please do not include any important content within this area. Please extend your background artwork into this section.

**Why?** There is always a small amount of movement during our finishing process and extending your design into the 3mm bleed area compensates for this movement to give a perfect finish.

## Crease

These lines will be creased to create folds. For best results do not place small text across these lines.

## Colour

To get the best printing results, ensure your artwork and images are **CMYK**. If you use RGB, Pantone or spot colours in any element of your artwork, we will automatically convert them to CMYK which may change your colour profile.

## Fonts

To eliminate any font issues please ensure all your fonts are 'Embedded' or 'Converted to outlines' before creating your PDF print file.

## Image resolution

For optimum image print quality please ensure all your images are **300dpi to 450dpi**. Anything lower than 300dpi will give poor image quality. Images higher than 450dpi will result in high file sizes.

## Crop marks and bleed

Please ensure you include 'crop marks' (offset 10mm) and 'document bleed' when exporting your artwork file to PDF.

## File format

Please supply file as: **Adobe PDF (Print)** format.  
Ideally: PDF/X-1a: 2001

## TEMPLATES

We strongly recommend that as well as referring to this guide, you download our artwork templates and use these to produce your design artwork. These templates are available to download as InDesign and PDF files.

### Available templates

100 x 100 x 40mm

200 x 150 x 50mm

200 x 200 x 50mm

250 x 150 x 50mm

350 x 250 x 40mm

### If using our InDesign template

Place your design within the 'Artwork' layer and delete the 'Guide' layer before exporting to your print ready PDF.

**IMPORTANT:** Failure to remove the 'Guide' layer provided in our template will result in the guides printing over your artwork design.

### If using our PDF template

Delete all references to the template in your artwork file before exporting to your print ready PDF.

**IMPORTANT:** Failure to remove any template information will result in the template printing on your artwork design.

## RESOLVING COMMON ARTWORK REJECTION ISSUES

Once you have created your order and uploaded your print ready PDF, it will be processed using the latest automated pre-press technologies. The PDF will be assessed for quality to ensure your order is produced to the highest possible standard. The PDF will also be checked against the order specification to highlight any possible discrepancies between the order and the artwork supplied.

The vast majority of Artwork Issues are caused by a few common errors:

### Trim

*The PDF trim dimensions do not match your order specification. I.e. A4 (210 x 297mm) PDF supplied but A5 (148 x 210mm) was ordered.*

### Image Resolution

*Low resolution images are likely to appear blurred or pixelated when printed. Ideally all images should be supplied to 300 dpi as standard to maintain quality of reproduction.*

### How to resolve

Please ensure you download the correct size template for your order or amend your order specification to match your PDF artwork.

### How to resolve

Dots per inch (dpi) is effected when images are scaled in your chosen software (e.g. InDesign). This is potentially problematic when making small images larger. If an image is 300dpi but scaled to a larger size the dpi will decrease proportionately.

To check dpi of your images in e.g. InDesign, select an image and navigate to the info panel (F8- Keyboard). The effective ppi indicates the resolution of the images after scaling. Don't worry if the resolution is more than 300 ppi (dpi), it will be optimised when the file is exported. However, images with low resolution cannot be optimised to be a higher resolution. If you have concerns regarding the resolution of your images, the best thing to do is use alternative images that are of a higher resolution.