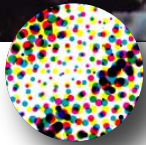


# 4 Color Process VS Halftone VS Spot Color



**4 color process**

**C=Cyan**

**M=Magenta**

**Y=Yellow**

**K=Black**

Four color process is the most costly form of printing because of the exactness of lining up each color. It requires a good press and good plates (1 plate per color, minimum). The image supplied must be 300dpi at the 100% of the size, that it is to print on the film. An image from the internet will NOT work.



**Halftone**

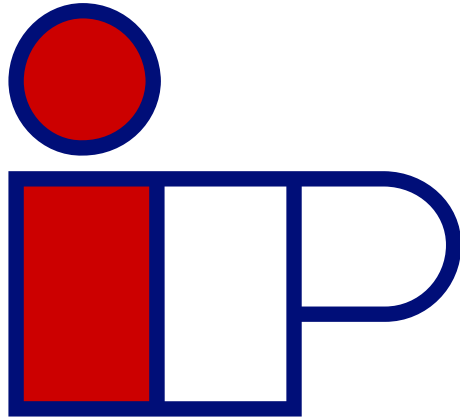
A halftone can be a single spot color. It can be referred to as a tint, shade or screen. The percentage of color that looks best is between 15% to 80%. A color that fades to nothing or eventually has no ink printing will not look good. It leaves "dirty" or rough edges.



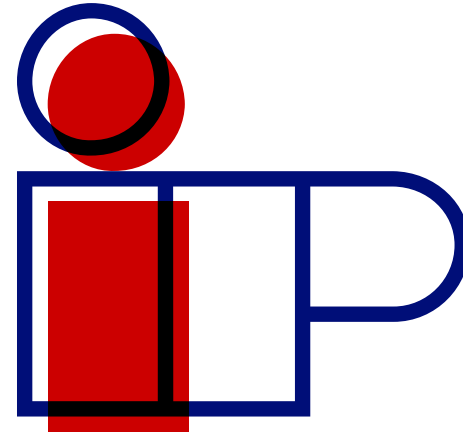
**Spot color**

Spot colors print the best in flexographic printing. 1 - 6 colors can be printed. A spot color printing on top of another spot color is problematic.

# Registration



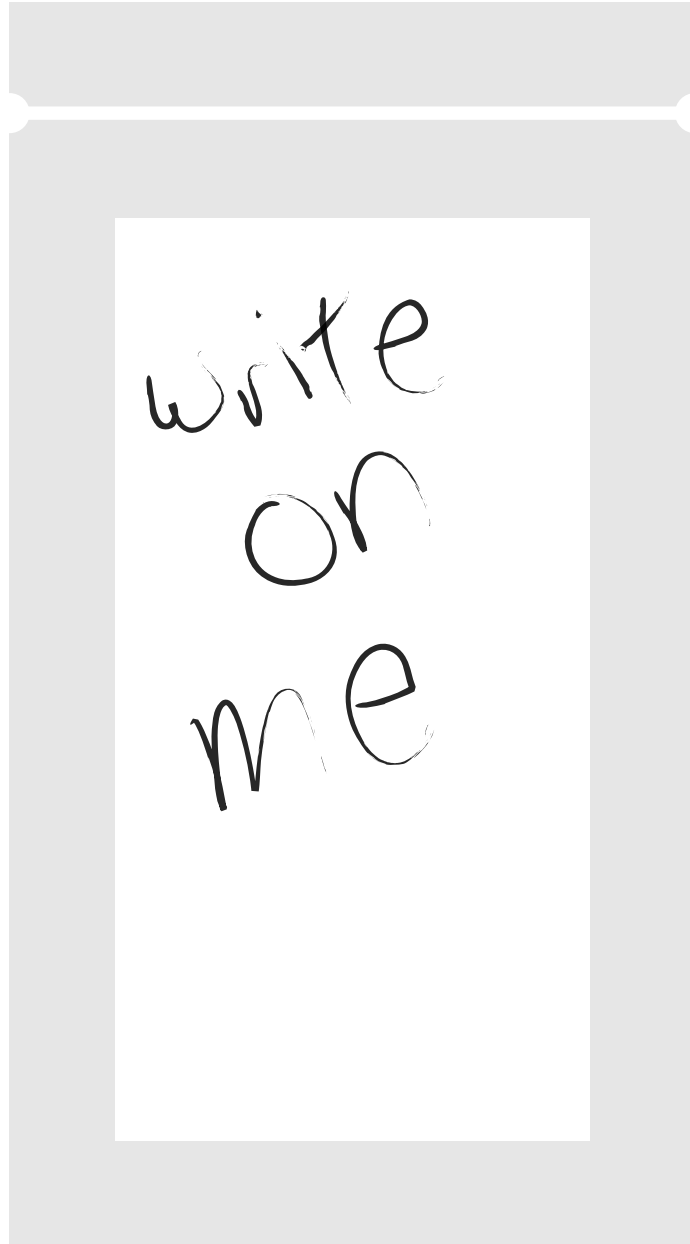
**Proper  
registration**



**Unproper  
registration**

When more than one color is printed and it is important for both colors to correspond to each other that is registration. The smaller the print area the more the registration can appear to move due to the fact that the 1/16" overlap or trap is the same whether printing a 2 x 2 bag or a 20" x 20" bag.

# Write on area



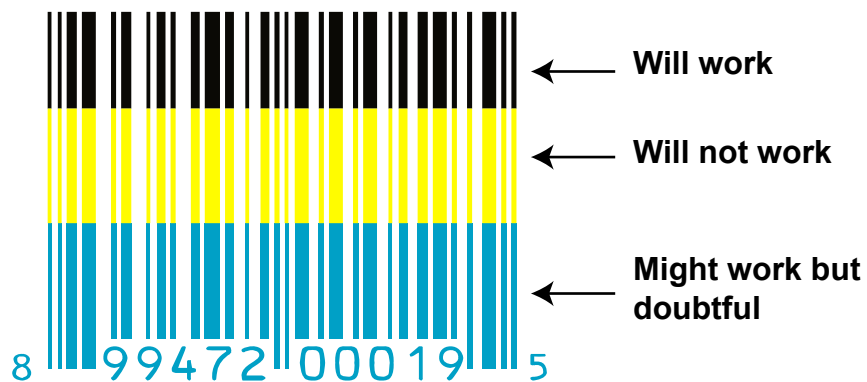
When wanting to have an area to write on (even on a white bag) it is encouraged to have a Matte white ink printed. That way the ink from the pen or marker will adhere.

# UPC

UPC (Universal Price Code) are a little tricky. It is always a good idea to have a UPC print in black. Sometimes a job isn't using black as one of its colors and it needs to have as dark a color as possible. The dark color used is subject to not being dark enough.

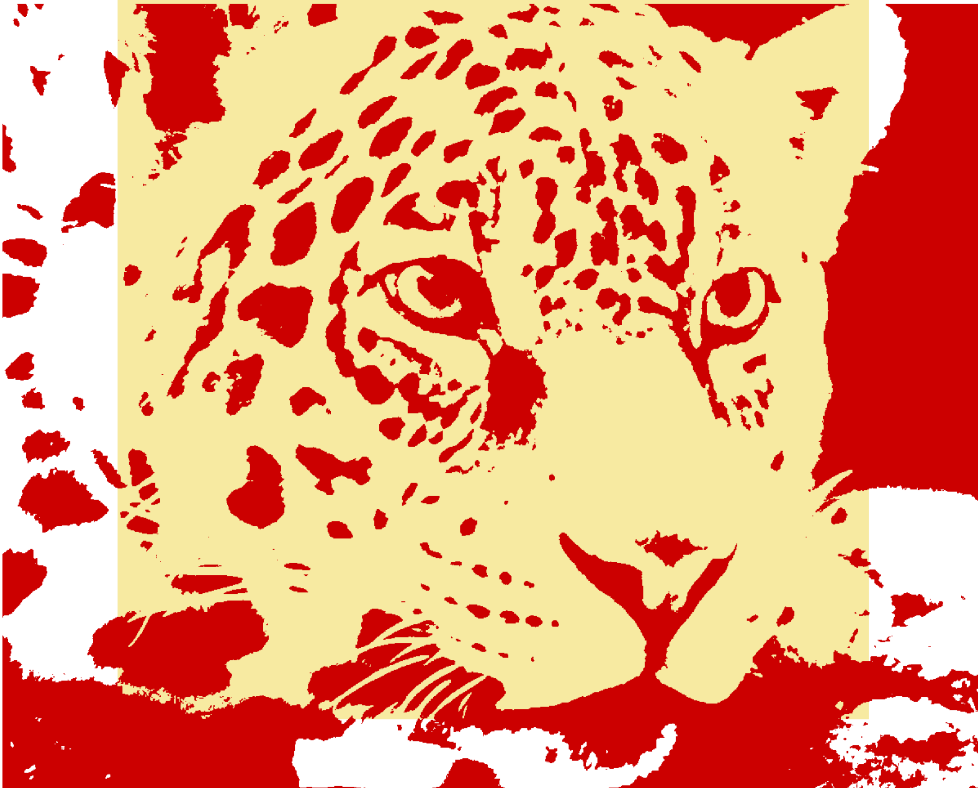
If printing on a clear bag then make sure that you take into consideration that there needs to be a white area behind the UPC so that there is enough contrast between the code and the background for the scanner to pick up the UPC.

The customer needs to supply at least 11 digits for the UPC, the program used to make the UPC creates the last digit, or check digit.



# Bleed

Bag



When Printing right to the edge of the bag, the image must actually print over (“Bleed”) the edge of the bag. The image cannot just stop right at the edge.

Due to certian bag’s limitations only particular bags are able to have a bleed.