

MSO Cleland



PACKAGING

Specification
for the supply and output of DIGITAL
FILES

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INTRODUCTION

From its foundation in 1876, MSO was imaginative and ambitious, believing strongly in investment in people and technology. The dedication to customer care was evident even then in our promise 'we take care of the smallest things'.

The present company was formed in 1984 with the acquisition and amalgamation of two long-established Belfast packaging companies - McCaw Stevenson & Orr Ltd and R.R. Browne Ltd.

We produce carton packaging and point of sale material for the food, textile, gift and multimedia sectors with additional services in rigid boxes and self-adhesive labels.

MSO has been re-named MSO Cleland Ltd following the acquisition of the John Cleland Group in early 2000.

The Cleland business was successfully re-located to the Castlereagh Road site in March 2000, with its label business successfully re-located in October 2001.

The aim of the following specification is to enable 3rd parties to prepare and output digital files to the highest production standards MSO Cleland Ltd have strived to achieve over the years.

By following these guidelines our dedicated production team are sure your project can avoid additional costs and time delays caused by incorrect files.

MEDIA

Digital artwork can be supplied on the following media.

CD Rom: 650mb (Mac/Pc)

DVD: 4gb (Mac/Pc)

Files can also be transmitted by email (maximum size 10mb)

Email: ian.Hamilton@mso.co.uk

SOFTWARE

Digital artwork can be supplied in the following applications.

Adobe Illustrator CS4 (or less)

Adobe Photoshop CS4 (or less)

Adobe Acrobat 9 (or less)

Freehand MX

Artpro 7 (or less)

NOTE: a press quality PDF file will be accepted if you cannot supply artwork in one of the listed applications.

FILE SUBMISSION

Unprepared

When unprepared files are supplied in listed applications (excluding Artpro) they must be accompanied by a hard copy printout "laser copy" to enable the correct reproduction of the job and include all placed images, linked files, printer and screen fonts. Our prepress team to identify correctly the text and the graphics of a project but not the colour accuracy will use the hard copy printout.

Not supplying a hard copy will result in MSO C having one produced and submitting it for approval signature before progressing job to the next stage. This will cause delays to what is usually a very tight schedule.

On receipt of an approved hard copy our dedicated prepress team will take the unprepared file and reformat it for final print either lithographic or flexography to an Artpro postscript file (PS file).

The PS file is then sent to the Nexus rip which produces an Optimised Postscript (OPPO) file which has secure integrity and from this OPPO file we image a Dupont Cromaproof "contract proof" which is accurate for text, graphics and colour for final approval before going to print.

Prepared

Only files supplied as Artpro files will be considered fully prepared ready for print. These files must be accompanied by an approved "contract proof" signed off for text and colour. All files must be ready for output regards trapping, bleeds etc. Include all placed images, linked files, printer and screen fonts. Job size to be defined i.e. Trim size and bleed size. Key line should be set up as over print on separate layer.

Our prepress team will give a final check that files are to correct specification and matching contract proof before going to print.

TECHNICAL SPECIFICATION

Lithographic

For lithographic printing we image all our plates through a Celebrant Rip, which drives a Fuji Luxel V-9600 plate setter. The data is imaged at 2400 resolution / 175 line screen on to a coated aluminium printing plate by means of a violet laser.

Summary

1. Supply fonts (printer and screen) or convert fonts to paths/outlines
2. Supply scans as CMYK at 300 resolution
3. Barcode BWR: .02mm Minimum size 80%
4. Choke or spread: 0.08mm

5. Bleed (minimum 3mm)
6. Proofing sequence: K/C/M/Y / Specials / Varnish.
7. Ink film weights: K 1.7 / C 1.45 / M 1.35 / Y 0.95
8. Dot gain 9% @ 80%
9. Gretag control strip
10. Incorporate register marks in dust flaps.
11. Open up fine white out text to avoid ink fill
12. Always request MSO CAD drawing for dimensions.

TECHNICAL SPECIFICATION

Flexography

For flexography printing we image the data on to 0.007” matt hard dot film and from this film we produce Dupont-Cyrel plates. The film is imaged through a Nexus Rip, which drives a Fuji film setter incorporating the latest screening technologies (Flexo Cal) for high quality flexography colour reproduction on press.

Summary

1. Supply fonts (printer and screen) or convert fonts to paths/outlines

2. Supply scans as CMYK at 300 resolution
3. Barcode BWR: 70 micron Minimum size 80%
4. Minimum choke or spread: 0.2mm
5. Bleed 1.5mm (minimum)
6. Dot gain curve settings (average).
 - 1% on press = 1% on negative
 - 2% on press = 1.3% on negative
 - 5% on press = 2.2% on negative
 - 25% on press = 12.8% on negative
 - 50% on press = 35% on negative
 - 75% on press = 63% on negative
7. Proofing sequence: K/C/M/Y / Specials / Varnish.
8. Ink film weights: K 1.5 / C 1.35 / M 1.25 / Y 1.0
9. Open up fine white out text to avoid ink fill

PREPARATION CHECK LIST

- To avoid delays please complete the following checks
 - Save all images at a minimum of 300 dpi.
 - Ensure all images are cmyk mode and linked to the digital artwork.
 - Create the artwork as to be printed (C, M, Y, K, PMS485, Reflex).
 - Remove all unused colours from the colour palette.

- ☑ Supply all fonts or convert to outlines / paths.
- ☑ Supply hard copy / contract proof with digital artwork.
- ☑ Ensure artwork is created to correct cutter guide.

CONTACT NAMES AND NUMBERS

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Constructional Design: Ronnie Kelly – ronnie.kelly@mso.co.uk

Graphic Design: Mike McKee – mike.mckee@mso.co.uk

Graphic Design: Wendy Williamson - wendy.williamson@mso.co.uk

Prepress: Ian Hamilton – ian.hamilton@mso.co.uk

Print: Jim Cummins - jim.cummins@mso.co.uk

PRODUCTION WORKFLOW

