



PACK-AGE

Artwork creation for packaging

Sanna Palmu

8.11.2023

Printing methods for packaging

- Offset
- Flexo
- Intaglio
- Silk screen printing
- Digi printing

Offset printing

- Most common printing method
- Method is based on the repulsion of grease and water
- Fast process
- For large quantities
- Good printing quality



Flexo printing

- Letterpress method with flexible fotopolymer sheet
- For paper, plastics, metal, corrugated board, stickers
- Fast printing method
- Short time for preparation
- For large quantities



Intaglio printing

- Suitable only for smooth materials, like plastics and paper
- Expensive method because of the tooling cost
- For very large quantities



Silk screen printing

- Machine is printing with big silk screens
- Long time for preparation because of the screens
- Needs lot of manual work
- Small quantities
- Printing quality depends on the density of the screens
- Color needs its own screen

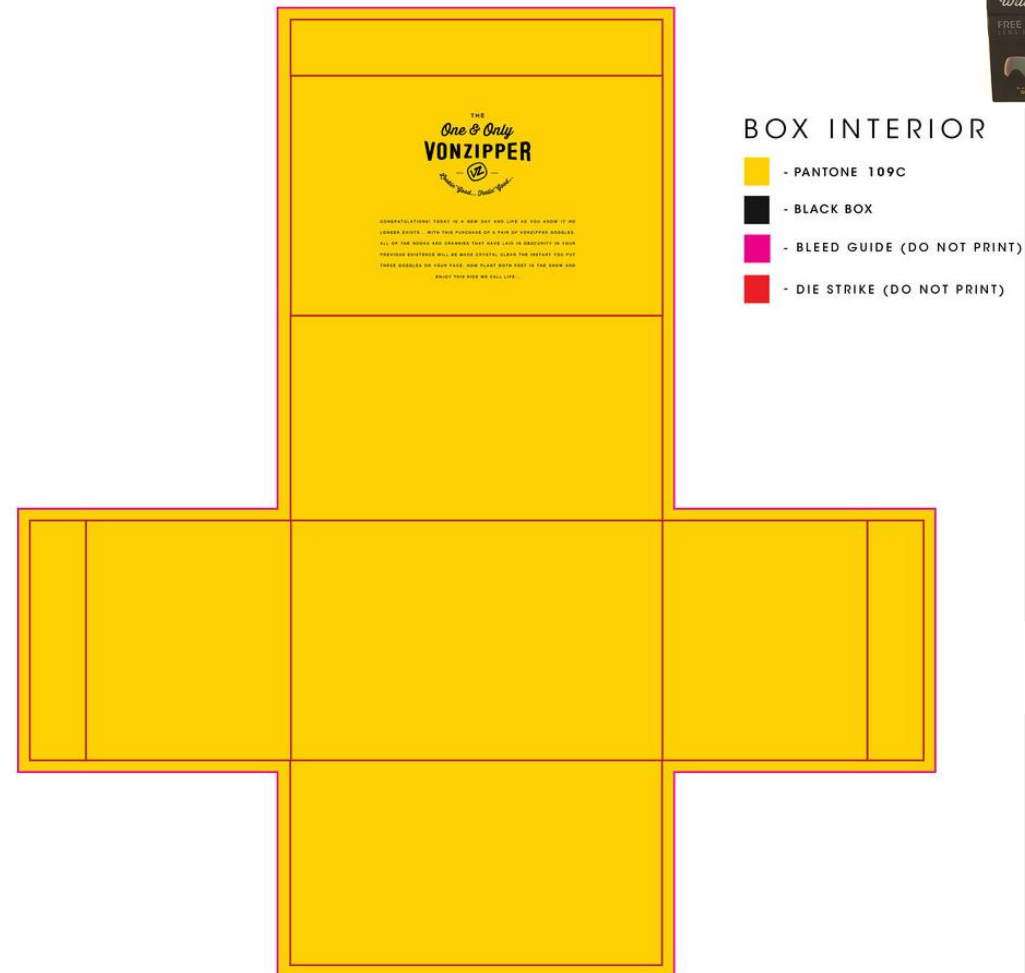


Digi printing

- Inkjet printing
- Large amounts of color
- Small amounts
- The color is usually adhered to by heat or UV light.
- Less chemicals than other methods
- Short time for preparation

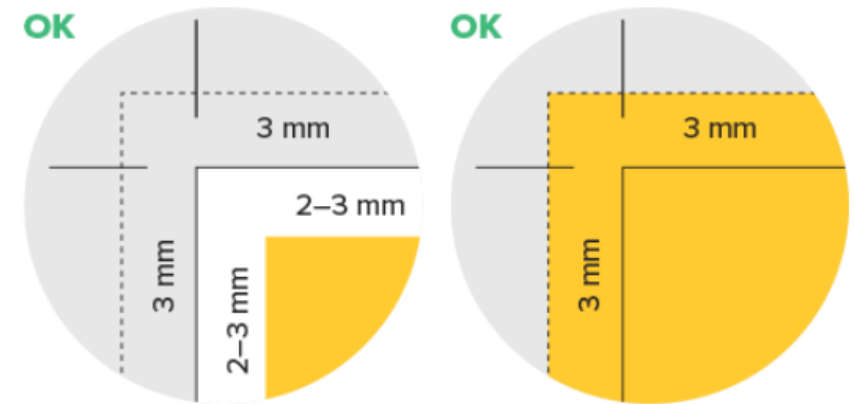


Preparing file for printing



Preparing file for printing

- Artwork should be in real size 1:1
- Resolution in pictures should be minimum 300 ppi and line drawings 1200 ppi
- Remember to add the bleed 3 mm
- Fonts needs to be in with the file. Make the texts outlined
- Minimun line thickness is 0,25 pt



Preparing file for printing

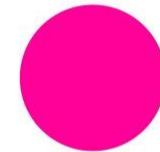
- Use CMYK colors
- If there is need to use PANTONE color, specify it
- Black needs to black (0/0/0/100). Do not use Registration-black!
- Color profile for coated material: Coated FOGRA 39

CMYK Colour Profile



C

Cyan



M

Magenta



Y

Yellow



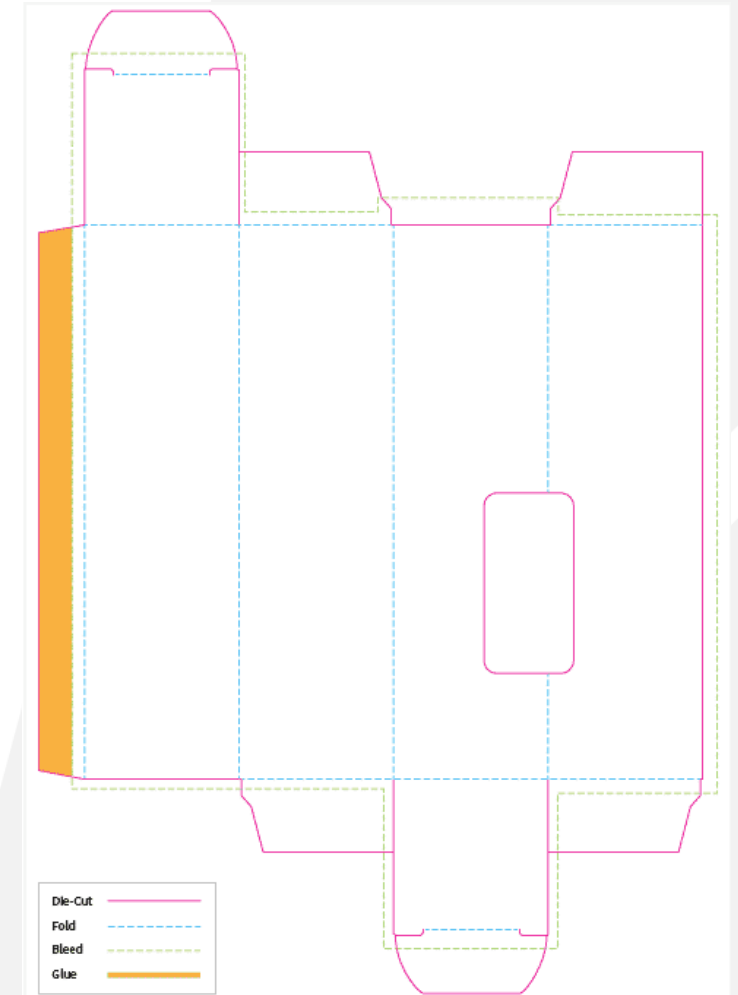
K

Black



Preparing file for printing

- Remove color from the parts to be glued and mark them
- Send die-cut and artwork both to the packaging supplier
- You can always ask help from packaging supplier



Thank you.