

## Corporate Reference Document 205 (CRD205)

### Description: Proofing Requirements for Printed Packaging Materials

Specification No.: 205 Final

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Owner: Michael John

Change Record: Minor Alterations

**SCOPE:** This Corporate General Specification outlines the procedures and responsibilities of 3M and its print supplier requiring a proof of Production Artwork furnished by 3M.

If the Packaging item is unprinted, disregard the requirements contained in this document.

#### 1.0 GENERAL INFORMATION (Preprint Proof)

### ALL PACKAGING ARTWORK IS TO BE REVIEWED BY 3M PRIOR TO PRINTING.

With most Primary and Secondary art, it is a requirement by 3M businesses that a packaging print supplier submit a pre-print/prepress proof of the item prior to printing the first time. The purpose of the proof is to ensure that you as the supplier have understood all of 3M's print item specifications, production artwork requirements and have performed the needed actions within your pre-production process to meet said requirements.

When 'PROOF REQUIRED'\* is included in the Production Art file (As shown below). This triggers a need from you to supply a preprint/prepress proof to 3M for review. When sending preprint file to 3M for inspection against the approved Production Art file the inspector will look for anomalies in the preprint file.

Each business unit globally, will have their own email address included in the production art file near the tagline.

#### Regional and Business email addresses.

USAC CBG: [cbg\\_proof\\_review@mmm.com](mailto:cbg_proof_review@mmm.com)

USAC SIBG: [usac\\_sibg\\_printproof@mmm.com](mailto:usac_sibg_printproof@mmm.com)

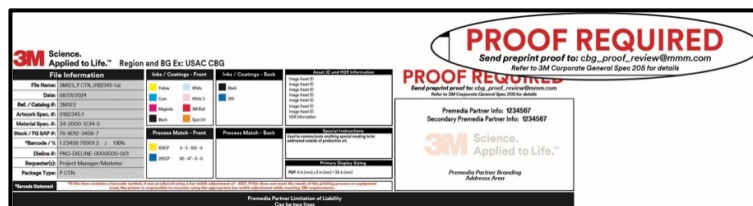
USAC TEBG: [usac\\_tebg\\_printproof@mmm.com](mailto:usac_tebg_printproof@mmm.com)

EMEA CBG: [emea\\_cbg\\_printproof@mmm.com](mailto:emea_cbg_printproof@mmm.com)

EMEA SIBG & TEBG: [emea\\_sibg\\_tebg\\_printproof@mmm.com](mailto:emea_sibg_tebg_printproof@mmm.com)

APAC: TBD

LATAM: TBD



When emailing files, include the 3M Artwork number within your subject line.

The following are examples of actual subject lines followed by the artwork number in parenthesis:

Sub: 192577 3M – PDF Proof for approval (0123456)

Sub: proof approval request (0123456)

Sub: proof approval request (34-8725-1234-5) <- This item includes a legacy artwork number

*\*Legacy production files do not contain updated tagline information, please work with your 3M contact to best understand where the preprint file should be sent for review.*

## 1.1 SUPPLIER RESPONSIBILITY:

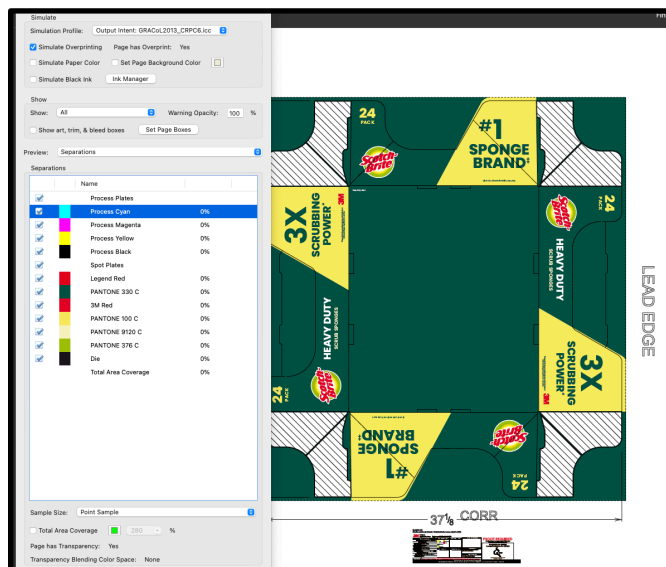
1.1.1 The package supplier shall review 3M specifications and artwork to be sure all requirements are clear and understandable.

1.1.2 The package supplier shall provide 3M with a pre-print (prepress) PDF proof that meets the requirements of all applicable specifications.

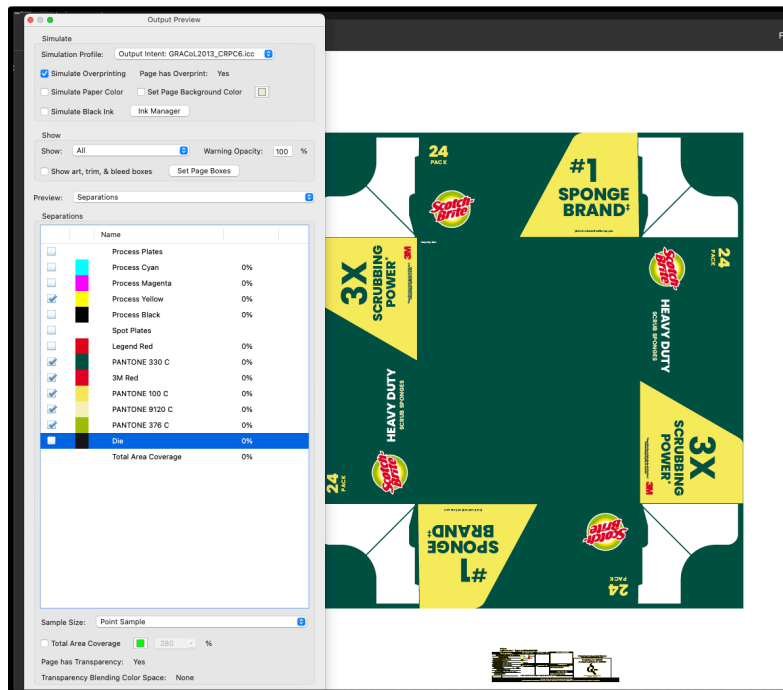
PDF proof must be supplied to 3M in the following manner:

- **Adobe Acrobat Portable Document Format (.pdf file)**
  - Create at 100% scale.
  - An accurate representation of how the item will print
  - All color channels should be visible on their own color channel
    - Files that are presented as CMYK or RGB only, cannot be verified
  - Dielines need to be included on all files
    - **Set to overprint**
      - **Any file that not meeting this requirement will be rejected**
    - Have their own color channel that will not print
  - It is preferred trapping (Chokes and Spreads) be included in the preprint file, but not required

Here, we show all the colors in the project including (non-printing) printer information.



In this image, please note all non-printing colors have been turned off only showing what will print. This represents how the file will print.



**Additional proof options may be requested in the following formats but not required.\*\***

- **High Quality Digital Contract Proof** (i.e. GMG inkjet proof)
  - It represents an agreement (each CMYK color, halftone gradient targets and content) between the commercial printer and 3M that the printed piece will match the color contract proof within the Delta E tolerances stated in the 3M Corp. General Spec. RD1200 Print Quality Management. This proof is typical when critical 4 process color (CMYK) or halftone printing is required.
- **Press Proof** (includes digital printing)
  - This would be an actual press proof. Proof should contain all necessary process controls applicable during print process and should not be converted to final die cut package. All standards of printed package should align with the 3M Corp. Reference Document RD1200 Print Quality Management (PQM) Program.

**Note:** Printer must submit ink draws and receive approval by 3M (or its designee) to print the spot color(s) per the process stated in the 3M Corp. Reference Document RD1200 Print Quality Management (PQM) Program Section 1.5 Color Standard/Ink Color Targets.

(\*\*) = Proofing option will be determined by the personnel within the 3M who originates of the artwork. **Contract and print proof should not be supplied unless prepress(repo) PDF has been approved by 3M designee.**

Supplier to contact 3M if any questions regarding print item specification, production artwork or required proofing option.

By submitting a proof, the supplier indicates that 3M requirements are met as defined by all applicable specifications. All subsequent preparation and manufacturing steps are the sole responsibility of the supplier as regards to conformance to those specifications and artwork. Any duplications of the one-up proof (step and repeat) must meet the quality of the initial signed proof.

1.1.3 The package supplier shall maintain on file the signed digital or hard physical proof and its digital (electronic) artwork until packaging material is obsolete or transferred to another supplier.

1.1.4 The package supplier is responsible to ensure the encoding and readability of any bar code symbol meets 3M's stated Supplier Responsibilities requirements in 3M Corp Reference Documents 138 and 158.

## 2.0 **3M RESPONSIBILITY:**

2.1 3M shall provide individual item specifications to detail all requirements in the manufacture of the package.

2.2 3M shall make available Reference Documents as identified on individual item specifications.

2.3 3M shall provide approved electronic artwork.

2.4 3M shall communicate to supplier which type of proof is to be supplied.

2.5 3M shall review and sign proof for correct color, tonal reproduction, text, UPC or other bar code number, and the artwork position related to its specified blueline.

## 3.0 **DIRECT PRINT CORRUGATED**

3M packaging teams produce direct print work using the following settings regardless of each printer's specifications. This too help ensure art printed at company 'A' can be produced at company 'B' if necessary.

- 3.1 **FONT MINIMUMS FOR DIRECT PRINT CORRUGATED:** Type set within art supplied for corrugated printing fonts, the following targets are designed to be met:
- Positive text .09 in (2.5 mm). Based on: Helvetica Regular 10pt – This excludes superscript.
  - Negative (Reverse) text .14 in (3.54 mm) Based on: Helvetica Regular 14pt – This excludes superscript.
  - Superscript Positive text (™ or ®) 0.1 in (2.5 mm) Based on Helvetica Regular Superscript 20pt
  - Superscript Negative (™ or ®) 0.12 in (3.0 mm) Based on Helvetica Regular Superscript 24pt

**The more complex the symbology (Asian, Arabic, etc.) all sizes will increase above by at least .05 in (1.04mm) 4pts.**

All larger font sizes than listed above, will follow corporate style guides.

If a font size below the target value is desired, we direct our media agencies to contact the printer directly to confirm the smaller size is acceptable.

- 3.2 LINE ART MINIMUMS FOR DIRECT PRINT CORRUGATED: Line art set within art supplied for corrugated printing rules/keylines/stroke, the following targets are designed to be met:
- Positive rule (Stroke/Keyline) .014 in (0.35 mm) or 1pt
  - Negative (Reverse) rule (Stroke/Keyline) .028 in (0.71 mm) or 2pt

All larger line art sizes than listed above, will follow corporate style guides.

If a line art is needed below the target value, we direct our media agencies to contact the printer directly to confirm the smaller size is acceptable.

- 3.3 BOX MAKER'S CERTIFICATE: When a Box Maker's Certificate (BMC) is specified on pre-print corrugated box shippers, the requirement is to provide a "placeholder" BMC icon that is placed on corrugated box bottoms (see below) that printers are responsible for swapping out when printed.



The BMC placeholder will be placed on an outside bottom major flap of the corrugated box. If there is not room on the bottom flap for the BMC, then it will be placed in another location that does not interfere with graphics on the corrugated box.

It is the printers responsibility to replace the BMC placeholder with the Box Maker's Certificate, following industry best practices. In the event a BMC is not used on the corrugated box, this placeholder will need to be removed.

Corrugated Recycles symbol is to be positioned alongside the Box Maker's Certificate. If space doesn't allow for this placement, ONLY the symbol shall be centered left to right and top to bottom on opposite flap. All versions of the "Corrugated Recycles" symbol issued by the Fibre Box Association are acceptable for use. See website [www.corrugated.org](http://www.corrugated.org) for details.

Refer to Corporate Doc 1009 for more details on proper use and placement of the Box Maker's Certificate.