Design Operations

Corporate General Specification 205

Description: Proofing Requirements for Printed Packaging Materials

Specification No.: 205 Final Draft

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Owner: Michael John; Dennis Engman

Change Record: Added of expectations on Direct Print Corrugated including placement of Box Maker's Certificate.

SCOPE:

This Corporate General Specification outlines the procedures and responsibilities of 3M and its 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 – Proof Required**

In many situations, there is a requirement by 3M businesses that a packaging supplier submit a proof of the item prior to producing the item for the first time. The purpose of the proof is to ensure that the supplier has understood all of 3M's print item specification and production artwork requirements and has performed the needed actions within their pre-production process to meet those requirements. There may be a specific proofing option required on a particular item depending on the product line and complexity of graphic design. The supplier's familiarity and past experience with 3M packaging also may be a factor in proofing options.

Specific requirements for proofing an individual item will be communicated at the time artwork is supplied by 3M.

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 prepress proof that meets the requirements of all applicable specifications.

Proof must be supplied to 3M in one of the following forms:

For **Four Process Color or Other Halftone** reproduction, the following options may be acceptable*:

- **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

- Have their own color channel that will not print

- **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 typically needed when the print supplier is outside the United States and attending the supplier press run is not feasible. 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. General Spec. RD1200 Print Quality Management (PQM) Program.

For **Spot Color(s) Only** reproduction, use the following:

- **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
  - Have their own color channel that will not print

  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. General Spec. 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 encodation and readability of any bar code symbol meets 3M's stated Supplier Responsibilities requirements in 3M Corp General Specs 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**

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 for details.

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