

GENERAL STEPS TO ENSURE SUCCESSFUL JOB PREPARATION

After more than 45 years of providing a variety of finishing services, we have become experts on how to ensure each job is successfully processed. This guide provides simple preparations for your incoming job that will greatly improve the quality, responsiveness, and turnaround we can offer.



General Requirements for ALL Jobs

- ✓ A signed purchase order with:
 - o quantity of sheets or pieces
 - o number to be completed
 - o date required
 - o MCD quote number
 - o price
 - o shipping instructions
- ✓ Complete job specifications including finishing to be completed and any special quality requirements. MCD can provide a blank "job specification sheet" upon request.
- ✓ Number of finished overs accepted.
- ✓ Adobe Illustrator (.AI) files are recommended (.PDF and/or .EPS formats).
- ✓ Sample of finished piece (if re-run).
- ✓ Press sheet with gripper and guide indicated. Gripper margin of ½" min. for all operations other than spot UV coating which is ⅝" minimum.
- ✓ Print registration is critical for tight-tolerance jobs. MCD's registration is dependent on the consistency of the incoming stock.
- ✓ Sheets must arrive flat for proper machine feeding.
- ✓ Instructions for boxing.

Note: We will notify you of any offsetting or other issues, but we cannot be responsible for identifying printing quality on incoming stock.

Die Cutting, Perforating, Scoring, Stripping & Surface Cutting

- ✓ .AI files in .PDF and/or .EPS format.

Foil Stamping

- ✓ .AI files in .PDF and/or .EPS format.
- ✓ Specify the type of substrate we will be stamping.
- ✓ Identification of images to be foiled and colors to be used.
- ✓ Surface tension of inks and/or finishes of 38 dynes or greater (avoid wax, silicones, rubber based inks, UV coatings, and wet ink). Contact MCD for advice on measuring surface tension if needed.
- ✓ Do not reverse out print images that will be foil stamped.
- ✓ Avoid heavily inked sheets, if possible.
- ✓ Avoid fine type to prevent fill-in of letters (call for advice).
- ✓ If a foiled sheet is to be used in a laser printer or overprinted, please call to discuss.
- ✓ Call for advice on pigment or pearl foils.
- ✓ Artwork to be 100% black or another color that we can change to black.
- ✓ Outline fonts whenever possible. This will keep fonts from substituting when we open your files.

Gluing & Folding

- ✓ Heavy ink coverage should be coated to prevent scuffing.
- ✓ Glue tabs and area for tab to be adhered to should not be printed, varnished, coated, or laminated.
- ✓ Carton glue flaps should be ½" minimum and pocket folder glue tabs ¾" minimum.
- ✓ If glue flaps have been coated, we may be able to grind off an area to apply glue. Please call to discuss.
- ✓ Pocket folders with less than ¼" gutter between scores on spine cannot be final folded by machine.
- ✓ Glue flaps should always be located on the body for capacity folders and are preferred on the body for other types.

Embossing

- ✓ .AI files in .PDF and/or .EPS format.
- ✓ Call to discuss die depth (design, type and thickness of stock are factors).
- ✓ For multi-level or sculpted, indicate what areas are to have what effect. If possible, create different layers in your Illustrator file for each embossing layer. If this is not possible, we will use our judgement to determine levels.
- ✓ Avoid light weight, heavily coated or varnished papers. They require pre-testing and are not recommended due to limited depth of emboss and potential cracking issues.
- ✓ Avoid placing small elements, such as type, too closely together
- ✓ Allow adequate time for the ink to dry for embossing.
- ✓ Artwork to be 100% black or another color that we can change to black.
- ✓ Outline fonts whenever possible. This will keep fonts from substituting when we open your files.



UV Coating & Laminating

- ✓ .AI files in .PDF and/or .EPS format.
- ✓ Any special requirements for coating, such as gloss level, rub test, coating, laminate material, etc.
- ✓ $\frac{5}{8}$ " gripper and $\frac{1}{2}$ " trim on the other three sides (spot coat).
- ✓ $\frac{1}{2}$ " margin on all sides for film laminating.
- ✓ Surface tension of 38 dynes or greater (avoid wax, silicones, rubber-based inks, UV coatings, and wet ink). Contact MCD for advice on measuring surface tension if needed.
- ✓ Metallic inks are not recommended and require pre-testing.
- ✓ Use a minimum of drying (spray) powders.
- ✓ Do not use alkali-sensitive pigments.
- ✓ Paper must be coated.
- ✓ Cast coated paper is not recommended.
- ✓ Finishing procedures should be completed within seven days after coating to prevent cracking.
- ✓ Temperature of paper should be 60 to 80 degrees Fahrenheit before coating.
- ✓ Always give ink adequate drying time before coating or laminating. Minimum drying time is 24 hours. MCD will not be responsible for application of coating on ink that is not fully cured.



Standard Overs per Operation for Waste and Make Ready (except paper cutter)

1,000 sheets or less	100 sheets
1,000 to 5,000	10%
5,000 to 20,000	7%
20,000 to 50,000	5%
50,000 to 100,000	3%
100,000 to 300,000	2.5%
300,000 to 500,000	2%
500,000 or more	1.5%

*Note: For UV coating two-sided runs,
please add an additional ½ to standard %.
If multiple operations call us for combined
overs needed.*

Tooling

As of January 1, 2021, MCD will store all customer tooling for a period of **six years** of no activity. At that time, tooling will be purged.



PROPER METHODS FOR PREPARING YOUR ARTWORK

Most files today are sent in digital format. Negatives and artboards are still used, but are not common methods. It is suggested that your artwork is sent as an original art file versus as a file in layout program such as QuarkXPress, PageMaker, or InDesign.

Tips & Helpful Hints

Illustrator (.AI) files are recommended in .PDF and/or .EPS formats. This will ensure crisp, solid artwork to create the die.

- ✓ Images should be vector line art.
- ✓ Avoid TIFFs/raster images.
- ✓ Do not include masks.
- ✓ Convert all type to outlines.
- ✓ Do not include compound paths.
- ✓ All objects should be filled.
- ✓ Avoid intersecting lines or images.
- ✓ Gripper and perimeter margins of at least ½" on all sides.

Artwork for Foil Stamping

- ✓ It must be solid line art (without the use of any screens).
- ✓ Digital file must be 100% of size.
- ✓ Artwork should be saved at 600 dpi or higher to ensure best results.
- ✓ Minimum line width for foil images is ¼ pt. This can vary depending on stock.
- ✓ Minimum reverse out/spacing or kerning for foil stamping is ½ pt.

Artwork for Embossing

- ✓ Make sure that you notify us of the type and thickness of stock.
- ✓ It must be solid line art (without the use of any screens).
- ✓ Digital file must be 100% of size.
- ✓ Artwork should be saved at 600 dpi or higher to ensure best results.
- ✓ Minimum line width for embossing images is 1pt. This can vary depending on stock.

Artwork Brass Multi-level or Brass Sculptured Engravings

Sculptured embossed image

- ✓ Designer can have input and make suggestions, but the engraver may have limitations due to stock.
- ✓ For artwork that will include sculptured embossing, indicate which areas on the image should include intricate detail in the embossing die.
- ✓ If there is a printed image that is partially sculptured embossed:
 - o Separate out a layer in a digital file that indicates the portion of the image to emboss.
 - o Key line or B/W laser print the embossing effects and amount of detail.

Multi-level embossed image

- ✓ Indicate the type of embossing effect
 - o Raised Round (Round Lift)
 - o Raised Flat (Beveled Flat Lift)
 - o Raised Roof (Raised Faceted)

Example: A portion of the artwork might indicate a raised effect on the first level and indicate a raised round effect on the second level.

Additional Tips for Creating Embossing Artwork

- ✓ If embossing letters or images are close to each other, create more space (kerning) to allow for the bevel.
- ✓ Very small images (less than 1 pt.) should be avoided.
- ✓ With multi-level or sculptured artwork, create different layers on the digital file for each process or embossing layer.
- ✓ Follow instructions on how to save the file properly.
- ✓ Communicate what you want from the very beginning.

ARTWORK CHECKLIST



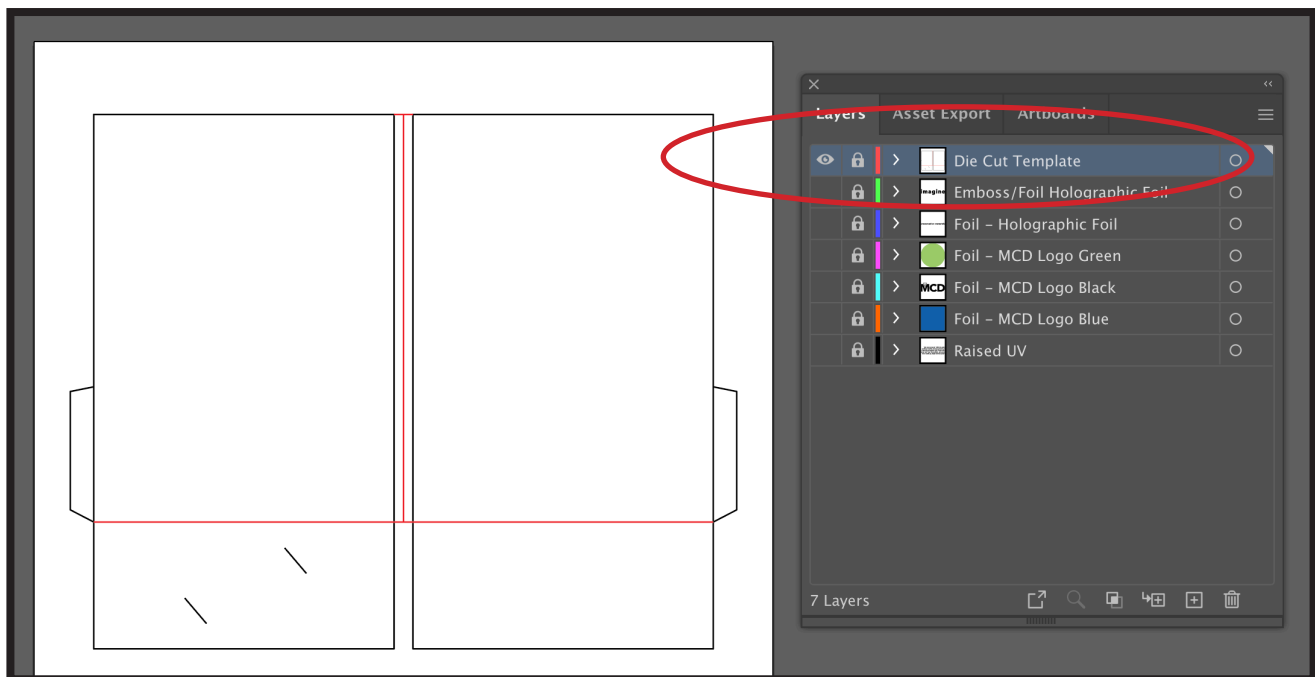
	Flat Stamping Dies	Single-level Embossing Dies	Multi-level Dies	Sculptured Embossing/Debossing Dies	Combination Dies
All objects should be filled	✓	✓	✓	✓	✓
Do not use screens (100% of a color)	✓	✓	✓	✓	✓
Art is 100% sized	✓	✓	✓	✓	✓
Save at 600 dpi	✓	✓	✓	✓	✓
Create separate layers for each die	✓	✓	✓	✓	✓
Indicate if embossing registers to print or foil		✓	✓	✓	✓
Include thickness and type of stock		✓	✓	✓	✓
Indicate type of embossing effect		✓	✓	✓	✓
Indicate degree of detail				✓	✓
Trust the judgment of the engraver				✓	✓
Indicate areas that flat stamp vs. emboss					✓

HOW TO PREPARE YOUR FILE

This is an example of how your files could be set up. It is possible that not all of the steps will be relevant to your specific files. If needed, MCD can alter or correct your files for you at an additional cost.

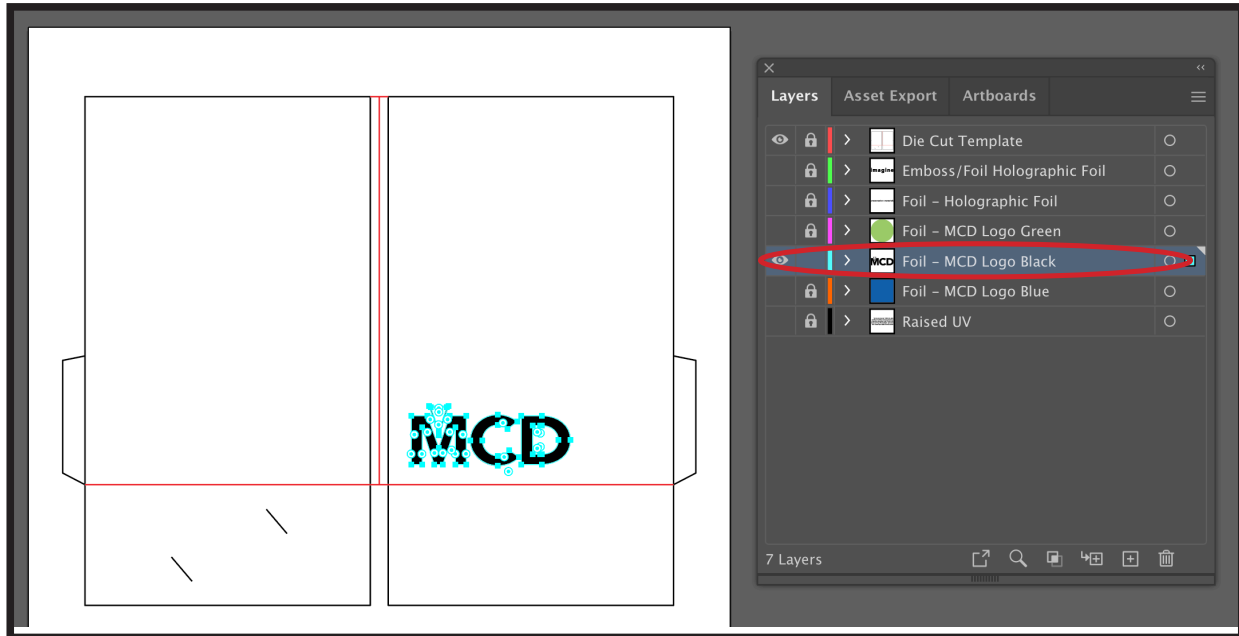
1 Create your artwork for print finishing in Adobe Illustrator.

Create your die line or place a supplied template on its own layer labeled "Die Cut."



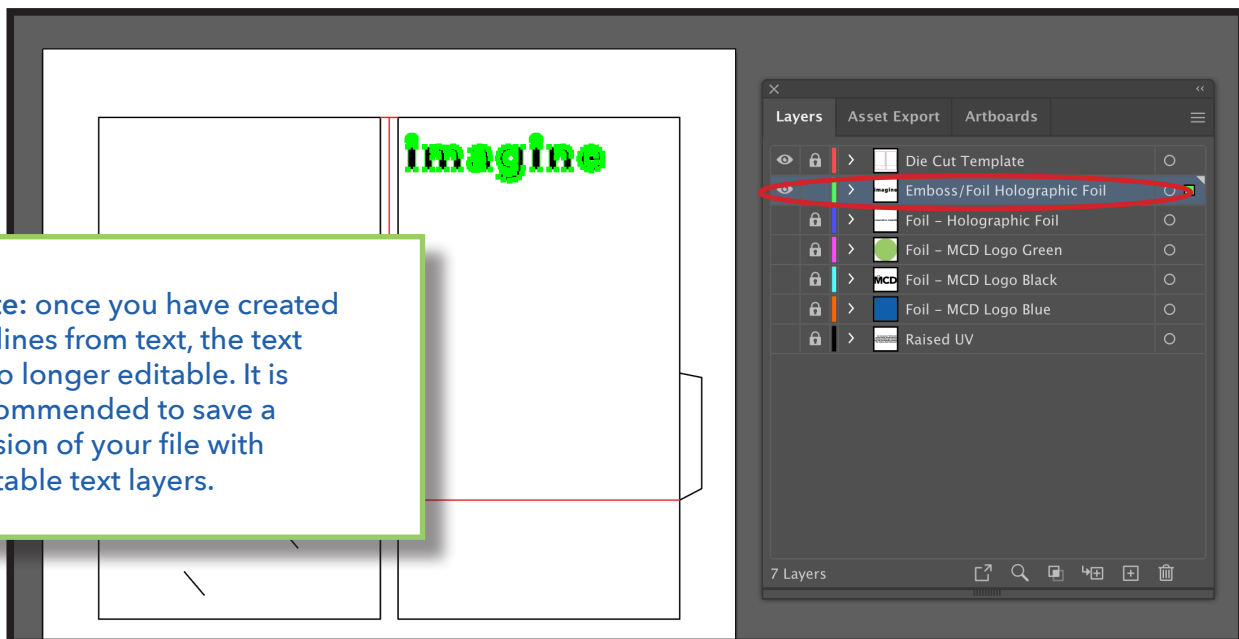
2 Separate each finishing process onto its own layer.

Label each layer to clearly indicate the finishing process used, e.g. "Foil - Holographic foil" or "Raised UV."



3 Create outlines from text.

To make sure fonts are not altered, create outlines from your text. Select the text with your arrow tool, and under the "Text" menu, select "Create outlines."



4

Save your completed file as an .EPS and/or .PDF file.

When saving as a PDF, use the "High Quality Print" preset, compatibility Acrobat 6, with "Preserve Illustrator Editing Capabilities" and "Create Acrobat Layers from Top-Level Layers" selected.

