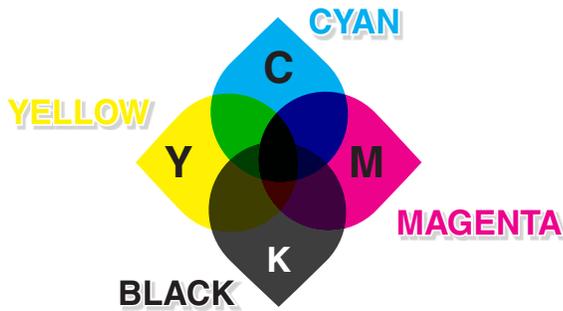




4-Color Process Print



What is Process Printing?

Four color process printing is a system where a color image is separated into four different color values: **Cyan, Magenta, Yellow and Black (CMYK)**.

By using just these four colors, most of the spectrum or gamut of colors are reproduced, with a total of over **16,000 different color combinations!**

How are colors produced?

When the artwork has been split up into these four color channels, the amount of density for each is also calculated. The artwork is then printed in a pattern of small dots based on these various densities to create the look of a solid color(s).

Process printing makes it possible to print anything from a simple 1 color logo to a full spectrum photographic image. The possibilities are endless.



When to Process Print?

Process print, although more expensive than other printing options, can be a better option in some cases for your packaging solution.

Good candidates for process printing include:

-  Logos containing several colors with tight registration
-  Artwork containing photographic images
-  Printing on textured substrates, such as E-Flute
-  Short-run jobs, since plate/screens are not required

Process printing also has no shift tolerance between colors. So, you can be sure to have your logo printing where and how you want it.



- Accepted Art Files:** Vector (preferred) - High Quality & Editable: EPS, AI or PDF files
Raster Images - High Resolution Jpeg, 300 DPI or higher. File should be sent actual print size or larger. Not all Jpegs will perform well on non-white substrates.
- No Plate Charges:** Pricing includes all set up charges, product and printing charges. No additional plate or screen charges. Must be ordered in full cases.
Subject to review of artwork and pricing if print area exceeds 75% of print surface.
- Rush Charges:** Regular ship time for process printing, 100 – 500 pieces, is between 7-10 days depending on machine availability. For shorter lead times, please contact customer service regarding current rush opportunities.
- Color Matching:** Exact PMS colors are not possible as all colors are converted to CMYK. Reference a Pantone PMS color bridge to see how your PMS color will appear. Prices subject to review of art. Additional charges may apply to orders with excess ink coverage.