Eco-Products® Custom EcoGrip® Custom Artwork Specification Sheet

Eco-Products® wants to help you promote your brand. We know that combining more sustainable products with innovative, cutting edge custom branding will help you engage with your customers and stand out from the crowd. Use this step-by-step guide to ensure that your custom print project goes as smoothly as possible.
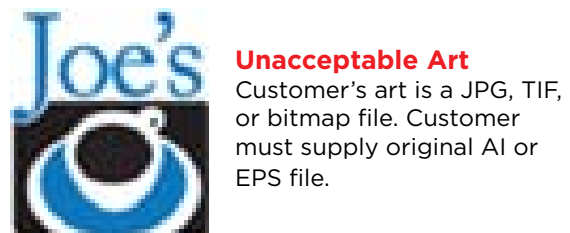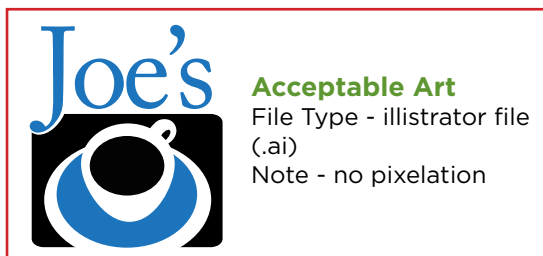
TOPICS

1. Customer artwork submission
2. Print specifications
3. Microsoft Tag
4. Required artwork
5. Sample layouts for reference
6. Proof delivery and review
7. Custom product proof example

1. Customer artwork submission

Artwork must meet all guidelines as listed below to ensure proper printing. Please forward these guidelines to customer's designers to ensure all logo and artwork has been properly prepared. Our graphics team will inform you of any issues and will help to resolve them when possible. Please email questions to Lindsey Wohlman at lindsey@ecoproducts.com.

- **File type** Acceptable artwork file types - Adobe Illustrator (.AI), Encapsulated Post Script (.EPS) or PDF containing computer lines (vector artwork).

REFERENCE ARTWORK FOR COMPARISON

Acceptable Art
File Type - illistrator file (.ai)
Note - no pixelation

Unacceptable Art
Customer's art is a JPG, TIF, or bitmap file. Customer must supply original AI or EPS file.

Additional Artwork Considerations

- **Fonts** - all fonts must be outlined or font files must be sent with artwork. If fonts are not available, Eco-Products can purchase fonts and the cost will be included in final invoice.

Unacceptable Art
Customer's art is altered due to missing font. Customer must supply original font or have designer "outline" text.

- **Fine lines in artwork** - lines can be no thinner than 1 pt stroke (.032 inch)

Unacceptable Art
Customer's art contains lines that are thinner than 1 pt. Thicken lines to 1 pt (.0312 inches) to ensure proper printing.

- **Colors** - products are printed using up to 2 Pantone colors. Please include pantone swatch numbers in artwork. If artwork is CMYK, designer will convert artwork to Pantone. To ensure exact colors, please verify proof against a Pantone Color Guide book (available at local print shops)

Acceptable Art
2 color artwork (pantone blue and black)

- **Color transparencies** - Transparent colors are not acceptable in artwork.

Unacceptable Art
Art contains transparencies of colors without going over color limit (ex. Pantone 123 blue at 100% and Pantone 123 blue at 50%)

- **Color gradients and shading** - Eco-Products cannot print shading or gradients. All gradients must be removed for artwork to be acceptable.

Unacceptable Art
Issue - Artwork contains shading (or gradients). Solution - gradients need to be converted to solid colors.

2. Print specifications

Colors - 2 spot colors (Pantone Solid Uncoated) maximum. Color variation can occur due to the transparent nature of ink. Kraft grips will show through all inks.

Color Conversion - Any artwork delivered with non-Pantone color designations will be converted by Eco-Products Designers. To verify color, review using a Pantone Color Guide book for a more exact indication of printed color. *Please note - viewing colors on computer monitors or print-outs from office printers do not accurately represent Pantone colors.*

Bleed - Full bleed is not available on all products. Please see proof for print space limitations.

Seam - Artwork can be printed to the edge of the seams. Seam alignment will very between product samples and can shift in any direction as much as 2 mm. Eco-Products cannot guarantee alignment for artwork that crosses the seam. Please consider keeping significant artwork off seams.

EcoGrip® Texture - All printed grips will contain the standard texture which will effect the artwork. We recommend bold lines on art and font no smaller then 10 pt. Please keep this in mind when considering artwork to be placed on product.

Trapping - All colors must be trapped to allow a large overlap on where colors meet. Trapping is not indicated on proof. If artwork is not trapped it will be adjusted by an Eco-Products Designer. See example below for consideration in artwork. Please note - trapping will not be visible on your digital proof.
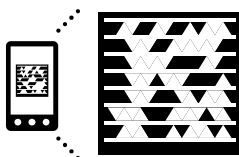
Trap size - 1/8" - Note additional color mixing due to overlap (trapping)

ANTHONY'S
FISH·BAR

Y'S
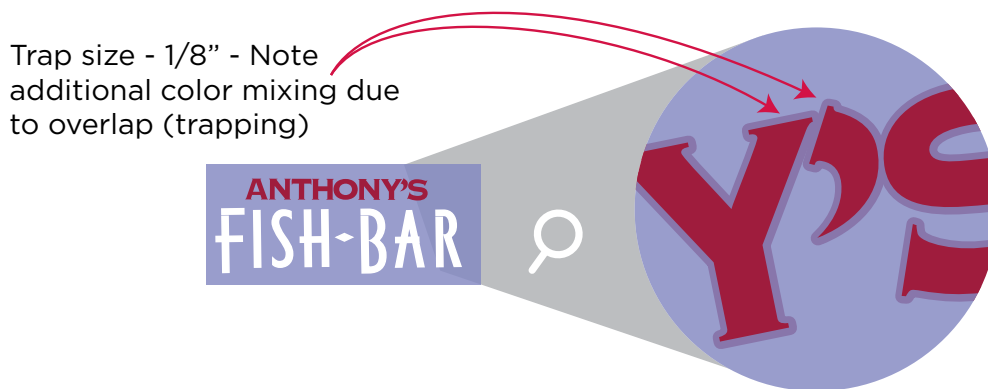
Color Float - If colors cannot be trapped, the design must include space for the printing plates to shift during production. This shift, or "float" must be at least 1/16th inch in any direction. It must be built into the artwork. See examples below displaying artwork compared to actual movement in print plates.

1/16"

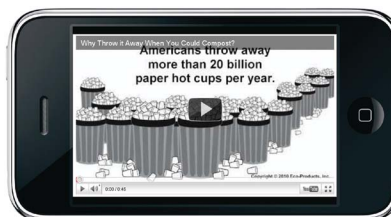Colors floating
+/- 1/16" each

3. Microsoft Tags

Spread the word with Tags from Eco-Products®. Using Microsoft Tag technology you can instantly engage and connect your customers with rich media promoting your environmental efforts. Tags link to videos explaining environmental benefits or our website or link to your customer's website.

Scan with your smartphone to learn more about this company and their environmental efforts

Get the free mobile app at http://gettag.mobi

Why Throw it Away When You Could Compost?
Americans throw away more than 20 billion paper hot cups per year.

VIDEO

Eco-Products - Food Service Supplier
www.ecoproducts.com
GREEN
tastes better.

WEBSITE

CUP SAMPLE WITH TAG
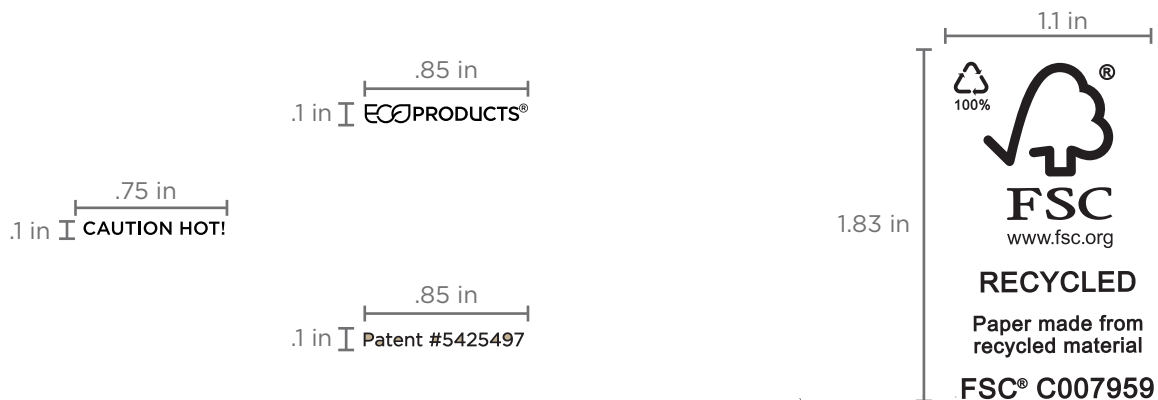
4. Required artwork

Eco-Products® Logo - Required on all products. This designates that your customer's are using a environmentally preferred product. Logo can be sized no smaller than .85 inch by .1 inch. Logo can be placed in any location on artwork and colored to match. If customer is unsure of location preference, please see below for a few examples to help choose a design layout.

FSC Certification - A recycling statement is encouraged to show customer's commitment to sustainability. FSC statement is always on the back panel of EcoGrip sized as show. There can be no alterations to this design.

Warnings - Eco-Products requires the following warnings on hot cups: "Caution Contents Hot". If the artwork supplied by customer does not include such notations, it will be added by Eco-Products designers.

Additional notations - Any additional notations that are not included on the customer's logo file will need to be communicated to the designers. These can include warning labels, customer contact info, Microsoft Tag needs, website, etc.

**Sample of required artwork (Kraft EcoGrip®)**

**Sample of required artwork (white EcoGrip®)**

5. Sample layouts for reference

Below is a sample of a variety of layouts that can be used for any cup and material type. Use this as a guide to communicate layout needs to product designers. Note - these are only samples and additional information can be added. These are strictly for layout suggestion only.
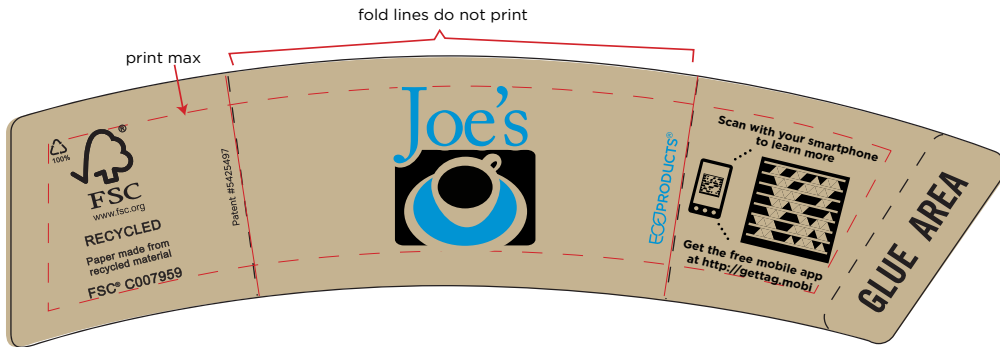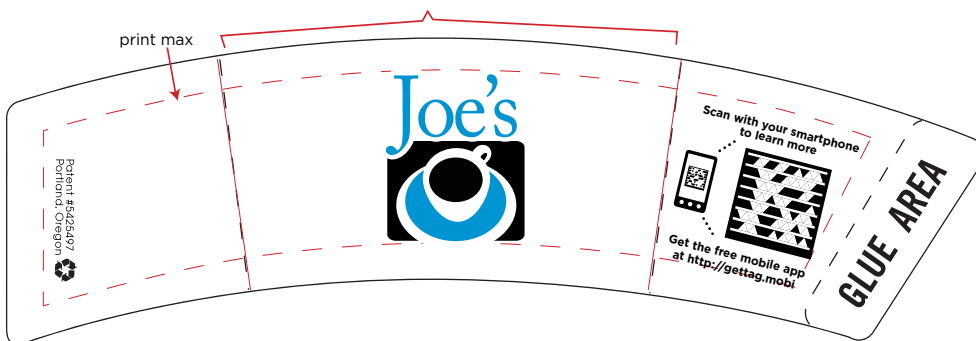

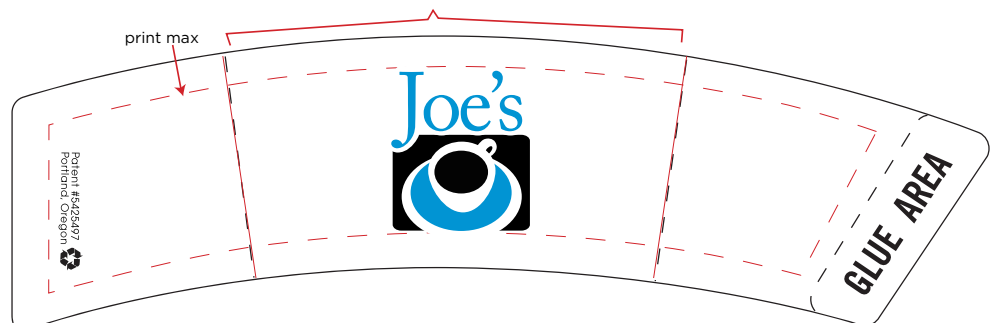## Kraft Grip

A. Microsoft Tag centered on back
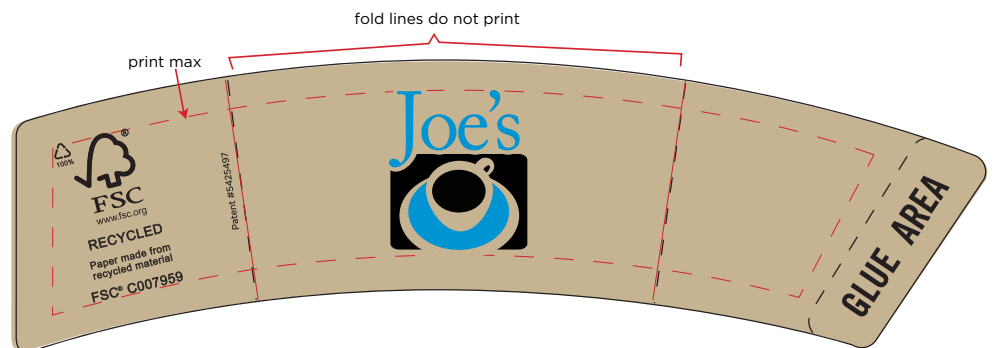
Kraft Grip

B. Logo centered on front of EcoGrip

White Grip

A. Microsoft Tag centered on back with recycling statement

White Grip

A. Recycling statement on back

6. Proof delivery and review

When all artwork, notes, and tag needs are received, a proof will be generated by Eco-Products designers. It will include customer's logo on front of EcoGrip (unless noted otherwise), all required Eco-Products artwork, and additional requested features as noted by customer. This proof will be the artwork template that must be reviewed by the customer and authorized with signature to continue order.

When reviewing proof please consider the following:
- All spelling and grammar is correct
- Pantone colors are correct
- Artwork meets any state and local laws regarding composting or recyclability (please see your local laws)
- Microsoft Tag is correct and links to the appropriate location
- All additional non-branding text meets customer's need (ex. "Caution contents hot" added when necessary, and any additional warnings, notes, and considerations not included in original artwork files).

Mock-up Samples- We do not offer mock-up services.

Final proof will come on an Eco-Products template (see next page for example). Please deliver to customer to sign and fax to number listed on the proof. Only when the final approval has been received and all other paperwork is finalized will order time lines begin. See http://www.ecoproducts.com/custom_printing_1 for current time lines.

Please note - Review and final approval of proof must be done by end customer or their designers. No signatures by distributors or brokers who are not employees of customer will be accepted. It is imperative that the customer has final say in their product.

CUSTOM PRODUCT APPROVAL FORM

Please sign and date where indicated. Eco-Products must have a completed and signed Custom Product Approval form in order to process your Purchase order. Fax Form to:

303-339-6493

ITEM CODE: EG-Z000

Color Swatches

Colors may vary up to 5% when printed. Color will also be affected by the color of the paper. Please refer to the Pantone Color Formula Guide for a more exact indication of printed color. Computer monitors and office printers do not accurately represent Pantone colors. White ink does not print under other colors if used in the design. Maximum allowable number of colors are four spot colors. Gradients cannot be printed and color transparenies are considered indivual spots and will be charged a plate charges.
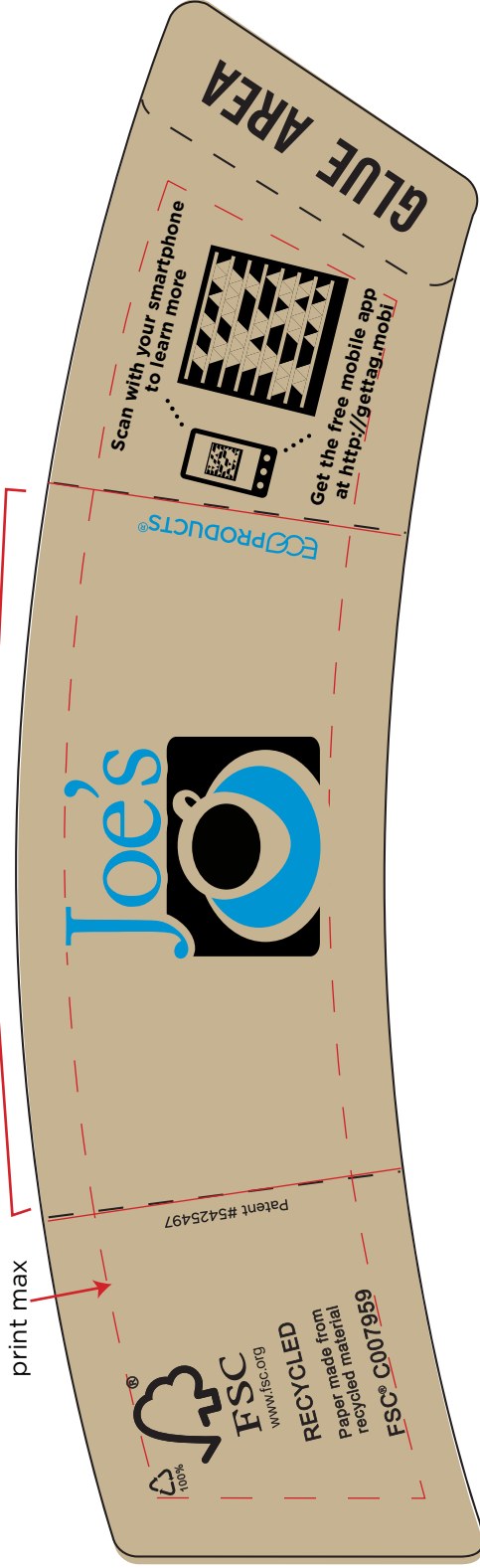
fold lines do not print

print max

PANTONE BLACK

PANTONE 7461

SUBSTRATE

GLUE AREA

Scan with your smartphone
to learn more

Get the free mobile app
at http://gettag.mobi

ECOPRODUCTS®

Joe's

Patent #5425497

FSC
www.fsc.org
RECYCLED
Paper made from
recycled material
FSC® C007959
100%

Please be sure color separation and placement is correct. Eco-Products assumes no liability for incorrect copy or art approved by the customer.

When printing on paper products, all colors will be trapped to ensure proper registration on artwork where colors meet. Trapping is not visible on this proof. Alignment along the seam can shift up to +/- 2mm and alignment will not be guarenteed on artwork that cross over the seam.

Please review the following:
    Spelling and punctuation are correct
    All information conforms to any applicable Federal, State, or local laws.
    Colors and color seperations/overlaps are correct and colors are noted in the swatch indicator
    The opinions and text expressed on this cup is no way represents Eco-Products, or in no way will
Eco-Products be liable for any action taken as a result of the markings or text on this artwork.

By signing this document, I acknowledge everything to be correct and understand the document statements. I authorize Eco-Products to proceed.

SIGNATURE

PRINT NAME

DATE