



Email: [sales@bagsofethics.org](mailto:sales@bagsofethics.org)  
Tel: 1-888-990-2247 (BAGS)  
Website: [www.bagsofethics.org](http://www.bagsofethics.org)

Generally, the image we are being asked to print can only be as good as the image we are sent.

For all digital files, it is essential that a laser print (or prints if the job is multi-color) for the art on disk be provided, showing the composite image and color breaks, (either as call outs or as separate plates). A color print is also strongly suggested. For high-end photographic work, a reference image is essential, be it an original slide, color proof, or offset printed piece. A separate laser print out of each color at 100% of the size is requested.

## Specifications

**Platform:** Apple Macintosh or Windows

**Size:** Art must be 100-percent of the size to be reproduced

**Resolution:** Line Art – 1200 dpi, Draw or Vector – 300 dpi, Photos – 300 dpi

**Graphic Applications:** Adobe Photoshop CS3, Adobe Illustrator CS3 Files accepted: tiff, eps, ai, psd (note as Jpeg files are a form of compression, they lose resolution each time they are opened and saved. Please do not use jpeg files for reproduction purposes).

## Platform

We accept images created in Windows or Apple Macintosh that were created in industry specific graphic applications, i.e. Adobe Illustrator or Adobe Photoshop. We can usually open and work on most files, i.e. ai, psd, png, pdf and even cdr files.

Please ensure that all fonts are converted to outlines to eliminate the likelihood that we do not have the fonts used in your artwork, or embed them in the file.

## Sizing

Please submit all digital files at the size you wish them to be reproduced. If you are unsure of what size might be appropriate, our customer service representative will be glad to help you decide.

## Resolution

Line art must be submitted at 1200 dpi and all other art at 300 dpi. If the image is blurred and the edges are 'pixelated', i.e. jagged, then the resolution (the amount of digital information or 'pixels' per square inch) of the image is not sufficient. If no other suitable image is available, don't panic! Often we can enhance or even completely re-create the image for you. Call our Artwork Department for advice about this service.





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## Line Art

Simple black and white line drawings should be at least 100-percent of the size to be reproduced. Original art should be scanned at 1200 dpi and submitted as .eps files. If you are unable to provide this resolution, we can scan your original on your behalf. Simply supply us with the highly detailed art at 100-percent of the size you wish to have it reproduced and we will take it from there. If there are colors to be laid into the black key lines, please indicate on a laser print or Xerox copy their location and color, and we will insert them.

## Draw or Vector Files

Programs such as Freehand, Adobe Illustrator are the preferred method of creating art for screenprinting.

In general, keep in mind that most screenprinting is a spot color medium, as opposed to offset, where the majority of color work is process printing. Do not apply any trapping to the image; as is true of all textile screen printers we use butt registration for printing. If identical objects overlay one another precisely, please separate by layer.

If appropriate, submit files with all colors converted to spot color and all unused colors deleted from the file.

Please convert all type to outlines. As most textile designs are not text intensive, this will prevent confusion and save you the time of loading fonts onto the disk.

Screenprinting inks are formulated differently to offset inks and are especially different from Pantone inks. However, we are capable of closely matching almost any PMS color from our wide selection of screen printing inks. Use the Uncoated PMS numbers for color names, i.e. 185U for red ink. Use the uncoated colors. (There are no "coated" textile products) Be sure to check the PMS book for color accuracy as the on-screen versions are often quite misleading.

## Pixel Based Or Photo/Paint Documents

When using programs such as Photoshop, Photopaint, etc. submit all full color, photographic files in RGB format. We can guarantee the best color fidelity if the file is in these "unadulterated" formats. If you are going to get a file scanned just for your textile design, request RGB.

If you cannot get a scan directly in RGB or LAB then have the scanner operator convert to RGB before sending to us. If the scans are off of a desktop CCD scanner in RGB do not convert to CMYK and back to RGB. Just give us the original scan in this case.

Photographic color and greyscale files should be to 100-percent of the size to be reproduced, at 300 dpi, (or pixels per inch). If your files are at all detailed and are much below 300 dpi, there could be less than desirable results. You cannot resize a 72 dpi image to 300 dpi as the image will appear very blurred and unacceptable. There are a variety of specific techniques we can employ to solve this, so, do not simply change the resolution of your image to a higher number or to a larger size. Please contact us early to resolve this issue.





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## Placed Images

When using placed images in programs such as Quark, Pagemaker, Freehand or Illustrator etc. do not to re-size the images in these programs. Instead, size them appropriately ahead of time in the program they were created in.

You should refrain from using clip art as most art of this genre is usually not acceptable for the separation process needed for screenprinting. This would include PowerPoint and Microsoft Word clip art, which are not acceptable for the screenprinting process.

## Page Layout Files

In programs such as Quark, Pagemaker, etc. fonts cannot be converted to paths in these programs, so be sure to include all bitmap and printer fonts necessary to print your job at our location.

Again, use the Uncoated Pantone Matching System (PMS) numbers for color names. If the document is to be process printed, be sure to check the PMS book for color accuracy, as the on screen versions are always quite misleading.

## Save the files as Adobe PDF files for transfer.

## Media and Transmission

We have the ability to deal with files saved to CD and DVD. If at all possible, this media format is requested, and will allow us to view your file immediately.

We also accept files sent by email and FTP (File Transfer Protocol). All files that travel over the Internet get converted to text along the way, and having the files compressed protects the integrity of the files within, thereby making instantly readable on our end. If your compressed file is under 1 megabyte, and you have at least a 28.8 baud modem, you should have no problem.

If there are multiple files, or they are fairly large (over 1 megabyte) the preferred method is to FTP them to our server. Please contact us for more information about sending your files via FTP.

Thanks for taking the time to read this article and help us in assuring your digital files will be reproduced as accurately as possible. We look forward to working with you.

