

These guidelines, costs, and conditions apply to IML productions in our own production plant at Herentals.

1. Pre-press guidelines
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What is IML?

The term 'in mould labelling' (IML) is derived directly from the technique: a pre-printed polypropylene (PP) label is placed in a mould. This mould has the shape of the end product. Melted PP is then added to the mould. It fuses with the label, and while curing, takes the shape of the mould. Result: label and packaging become one.

1. PRE-PRESS GUIDELINES

Delivery of files

Digital delivery (through WeTransfer, file server, etc.) of your artwork through artwork@deca.be.

Please export a PDF from your native file in this format: **PDF/X-1a:2001**.

Moreover, we also encourage the delivery of your native files. The native file and linked images and fonts are always useful for future processing or corrections.

IML templates with the label's dimensions and shape

The IML template with the correct dimensions is available through artwork@deca.be. Please always deliver artwork which is in compliance with our pre-press guidelines specified below.

The template is a PDF with annotations of dimensioning, keyline, bleed, and no text area.

- The **keyline** always has a red line and defines the shape of your artwork.
- The **excess or bleed** is represented by a dark grey strip outside the keyline. Due to the 'print-to-cut' tolerance, we need excess image.
- The **no text area** is the light grey zone inside the keyline. This zone represents an area where no text, logos, or important label information are found. Please ensure a minimum distance of 3 mm from the object to the keyline.

Please note: IML templates are made up to the exact dimensions for IML labels and this takes account of a shrinkage of 1.6% during injection. You can't therefore copy the dimensions 1 for 1 for self-adhesive labels, for example.

Fonts, text, and line width

Please always supply the fonts used with the file or convert all texts to outlines. The chart below gives the minimum sizes when text and/or line width have the following properties:

	TEXT	LINE WIDTH
1. Positive - Single colour	> 6 pt	0,15 mm
2. Negative - Single colour	> 7 pt	0,20 mm
3. Positive - Multiple colours	> 7 pt	0,20 mm
4. Negative - Multiple colours	> 7 pt	0,20 mm

Images

All images need to have an effective minimum resolution of 300 ppi and should be delivered in CMYK mode.

Logos need to be supplied at a resolution of 2400 ppi or as a vector.

Transparent labels and white backing

Printing on a transparent label requires a white background (white backing) behind the printing, so that the colours show up strongly enough and the transparency doesn't come through too hard.

Please indicate these white zones in a 'white film'. This is a separate layer in your native file in which you indicate the printed zones with a spot colour. These surfaces will then be supplied with white backing (2x).

Warning: white backing on a transparent label never gives the same colour strength as a white label. Furthermore, colours printed on a transparent label will look different than on a white label. Think about this, for example, if you opt for a lid with a white label and a container with a transparent label.

Colours

You can use both CMYK colours and PMS (Pantone Matching System) colours in your artwork. In most cases, CMYK will be a

suitable and also a cost-conscious choice. If your artwork needs a specific (corporate) colour, PMS colours can be your solution.

If several references are combined on 1 printed sheet, there is a maximum of 8 colours per production run (see below for a supplement for any additional groupage). So, be aware of the number of colours in your artwork and think about the double white backing with a transparent label (this also counts as 2 colours).

EAN-code or datamatrix

EAN codes are reproduced by creating the proof. These meet GS1 standards (<http://www.gs1.org>). Consequently, you only have to communicate the EAN number. We advise you to take account of the following rules:

- Make sure that there is enough contrast between the EAN code and the background.
- Provide a minimum of blank (white) space for inserting an EAN code. For an EAN-13 code, we recommend a blank space of 12 x 31 mm, and 6 x 6 mm for a data matrix.
- Do not insert the EAN code on the injection point.
- An EAN code can only be black or a dark Pantone colour.
- Make sure that it can be selected as a separate object.

Curving (warping)

Curving or warping makes the label suitable for curved surfaces. The label is converted from a rectangular label to a conical label. This is done by our pre-press department when your proof is made. You design your artwork on the straight version of the template. It is most important to respect the keylines given on the template. .

Proofs

We import your artwork and provide a digital proof for your approval. Upon request, we can also supply 1 printed colour proof free of charge. This colour proof on paper is colour-coherent, so that CMYK colours can be checked. For an exact reference of Pantone colours, we refer you to the Pantone guide.

Do you yourself have a colour reference which can be used? Please be sure to provide it to us!

Corrections

We can make corrections upon request. All requested corrections must be supplied precisely to avoid any possible confusion. For text corrections, we request a text document or PDF (the text must be selectable). Major corrections to artworks may be refused as DECA is not a design agency. If you are in any doubt about what kind of corrections can be made, please contact us via artwork@deca.be. Corrections are invoiced.

2. COSTS

Pre-press costs

Price per proof: €220 (1 proof per design/reference)

Price for **corrections** applied after delivery of the first proof:

- Corrections made by the customer and delivery of new artwork: €220
- Corrections made by the printing company: fixed charge €130 + costs of changes

--> Minor changes (text corrections) €50 per design/reference

--> Major text or colour corrections €85 per hour

These costs are repeated for each additional proof to which corrections are made.

Price per **extra colour proof** (colourfast proof on paper): €25.

Mock-up

Would you like to do a test with your own printing on a DECA product using an existing IML label? This can be done on a very limited print run using a mock-up. Conditions and price on request.

Approval at the printing press

If you want to be absolutely sure of colours, you can approve at the printing press during the first production run of the printing process. This costs €500. This 'good for printing' is heartily recommended for new projects and projects on transparent labels. If nobody shows up for the 'good for printing' run or if we have not received an external colour reference, then we will print according to our colour reference.

Supplement for additional groupage

Based on the total number of additional colours per production run:

- 1 colour 150 €
- 2 colours 250 €
- 3 colours 350 €
- 4 colours 450 €
- 5 colours 550 €
- 6 colours 675 €
- 7 colours 800 €
- 8 colours 900 €

You have to take account of these extra costs if::

- You order more than 6 references of 1 label format in order to limit the risk of mixing.
- The various references you order have a total of more than 8 colours.
- The numbers ordered per reference are too diverse to be printed together in accordance with the number of positions per printed sheet.

So, in 1 order, you can be confronted with several supplements.

If you inform us of the number of references, the number of colours per reference, and the number of copies per reference, DECA can calculate the total price for you.

3. CONDITIONS

Lead times

The lead time at DECA for our own products with IML labels is a maximum of 6 to 8 working weeks for orders $\geq 100,000$ copies or a maximum of 10 to 12 working weeks for orders $\leq 100,000$ copies after approval of the print proof. This applies to all articles which are already IML-suitable at the time the order is placed.

Tolerances in quantities supplied

A tolerance of +5%/-0% is acceptable on all deliveries above 250,000 labels per design. For all smaller deliveries per design, a tolerance of +10%/-5% is acceptable. All delivered labels will be manufactured into finished products, which will in turn be invoiced.

Storage of labels, artwork and proofs

- The labels can be stored for a maximum period of 6 months. After that, DECA can no longer guarantee the quality of the labels.
- Original design files that are supplied are archived for 2 years (as from the date of supply).
- Proofs (in PDF) are archived for 6 years (from the date of the most recent order).

Always contact us through artwork@deca.be if you have any questions or require more information regarding these subjects.