

## **Pricing and Turnaround**

### **How do I get a price for my labels, cartons, or boxes?**

There are two ways to send us information so that we can provide you with a quote.

1. To receive a quote for your labels, you can fill out the online form and submitted it to us.
2. You can send us an email with an explanation of your project, and we will contact you directly to gather any additional information so we can provide you with an accurate quote.

### **What are your order minimums?**

We do not have a minimum amount you must order, so you can order as few or as many labels as you'd like!

### **What is your turnaround time?**

Here at Pathfinder Packaging we are focused on developing the most cost effective and efficient solution for your label, box, and carton needs. The turnaround time will depend on how it is made and how soon you need it. When we consider all your business needs, we will work to come up with the solution that presents the best possible outcome at that time.

### **Do you have any setup, plate, or tooling fees?**

This depends on the production solution that best fits your business needs. When we use digital solutions, it is common for there to be almost no setup fees. However, when we use more conventional or analog production options, some setup fees can exist.

### **What are the shipping costs?**

Shipping costs are determined by the total weight and dimensions of your finished product. We will not know these costs until the job is completed and a final count of the product is determined.

## **Label Size, Basics, and Development**

### **What size label do I need?**

Use the following process

1. Wrap a piece of blank paper around your product (bottle, jar, box, etc.).
2. Using a pen/pencil make multiple tick marks roughly noting the outside edges of the label.
3. Connect the "dots" of tick marks forming the border of the label.
4. Using scissors, cut around the border paper to create a "prototype"
5. If you don't like the size, try again until you find the size you like the best.
6. Measure the width and length of your "prototype" label in inches and that is the size of your label. The width (or height) is the "top to bottom" dimension and the length is the "left to right" dimension.

core. Which roll wind direction should I select? This is based on the requirements of your application equipment. During the order process we have a simple roll wind direction map that you can review. The map will show how the labels come off the roll so you can decide which option you need for your equipment. Can you produce peel-and-reveal or extended content/accordion labels? We can provide this service. At this time it does fall outside of our standard eCommerce, web to print workflow process and

will be handled through manual processes. If you need that help send us an email at:  
mailto:info@pathfinderpackaging.com

**Can you print metallic inks such as gold or silver?**

We can provide this service. If you need this help, send us an email at: [info@pathfinderpackaging.com](mailto:info@pathfinderpackaging.com)

**Can you provide embossing, foil stamping, or rotary screens for my labels?**

We can provide this service. If you need this help, send us an email at: [info@pathfinderpackaging.com](mailto:info@pathfinderpackaging.com)

**Artwork How do I upload artwork?**

At the bottom of the "request a quote page" you will find a link for attaching a file and sending it to us with your quote request.

**Do you have some standard file specifications for producing labels:**

Yes, we do. They are as follows:

- Set up file as a hi-resolution PDF
- CMYK color print mode and minimum 600 dpi resolution.
- Outline all type to avoid missing fonts.
- Embed all images to avoid missing linked files.
- Include red/magenta die line on separate layer.
- If running on clear or metallized stock, please set up white layer as a separate layer.
- If running a spot gloss or spot matte embellishment, please include it on a separate layer.
- If you need embossing or foil stamping, please include that on a separate layer.
- If your design reaches the label edge, extend it an additional 0.125" past die line for the bleed.
- Safe Zone: Please keep important copy or content a minimum 0.125" inside the die line to adequately hold die cut registration.

**What does bleed mean?**

Bleed is the name given to the image that "runs off the edge of the label". That part of the design will be trimmed off during the cutting process.

**What is the safe zone?**

The safe zone is the area inside the edge of the label where important content should be removed to make sure that the content is not lost during the cutting process. That distance from the edge is: .125" and all critical content such as ingredients, bar codes, logos, etc. should not be present within that distance from the edge of the label.

**How do I embed images?**

Embedding images is an important step in preparing design files to be printed. This step is very simple in Adobe Illustrator. First, select each image in your label design, barcodes, logos, etc. Then go to the "Window" drop down menu and select "Links". A separate box will pop up and from there you need to select the image, then click the hidden menu button at the top of that box and select "Show Embedded". Then save the new version of the file and you are ready to send the file to us.

If you do not embed the images they might not appear or appear differently when we prepare them for production as they have not been locked (or embedded) in the label file.

### **How do I outline fonts?**

Outlining fonts is an important step in preparing design files to be printed. This step is very simple in Adobe Illustrator. First, select all of the text on your designs, then go to the Type menu in the tool bar and from the dropdown list and select "Create Outlines". Then save the new version of your file and you are ready to send the file to us.

All text needs to be converted to outlines. Otherwise, it could change when we open the file and change the appearance or layout of the design. When you outline your fonts, you lock them down so that what we get is what you sent.

### **What resolution should my artwork be?**

600 DPI or higher.

### **What is the difference between CMYK and RGB and how does that impact the design and production process?**

CMYK stands for Cyan, Magenta, Yellow and Black. Those are the four main colors used to print digitally and for many analog printing processes. RGB stands for Red, Green, and Blue. Those are the main colors used to generate images on computer monitors. When you are designing a label, you will do so on a computer which uses RGB. When we print a label will be produced using CMYK. It is important to know there is a difference. When you create and submit a file, you will need to do so using CMYK color mode. There can be a slight difference in how those colors appear and you need to be sure you are using the same color mode when you design the label that we will be using when we print the label.