

## Tips for Success

Because Impact Mfg knows that details count, we encourage you to keep the following points in mind when designing your package.

### UPC Codes

Whenever possible, use UPC codes at full size on your packaging. While it is acceptable to use the UPC at 80%, reducing the code too small can affect its ability to be scanned. If space is an issue, the UPC code can be truncated which means shortening the bars in the code. This ensures that the UPC code will retain its integrity and scannability.

### Picture Framing

The block of color around the border of a package (reverse white or solid color) is called the picture frame. The die-cutting tolerance is +/- 1/32". Be aware that close tolerances in picture framing can lead to problems in die-cutting.

### Hang Hole Location

- Minimum 1/4" from top of card.
- The location of the product on the card determines the center of gravity.
- Correct procedure is to align product on card, consider nesting parameters, and locate hang hole.
- Only after this has been done should the creation of graphics begin.
- Use at least a 1-1/4" wide key slot style hang hole.
- Hang holes should be stripped clean for use on automatic equipment.
- When two hang holes are used, take care to account for pegboard parameters.
- Fold-over cards must have two different sized hang holes. The top or face must have a smaller hole.
- To conserve rack merchandising space, take care to keep the center of hole to side edge just under the even inch.
- For marginally heavy products use a glued fold-over reinforcement tab.
- Impact can generate a die line to be sent to the artist via email.

### Nesting

Keep in mind that nesting can double the packaging density of shippers. By designing packages with the product off center, finished products can be effectively nested.

### Process Ink Gamut

Combination runs as well as many individual custom runs utilize process printing. Color reproduction in process printing has certain limitations. At Impact Mfg, we use a color selection process that incorporates our Impact Mfg. Color Chart. To eliminate variation from run to run, you may want to be careful about using solids created out of screen tints.

### Color Standards

When a specific color is mandatory, color matches are created and color standards are set.

Highs and lows are created around the standard color.

### **Die Lines**

You should use dielines provided by Impact Mfg. for your specific application. We strongly encourage our clients to get or request a white structural sample and to test the structural sample for fit, appearance, center of gravity etc. The dieline that we provide will match the structural sample that you approve. Die lines that are made from plaster mold samples may not always be 100% accurate as the plating process changes the dimensions of the formed plastic slightly please be patient and wait to get the dielines created from the production sample before starting artwork development.

### **Folding Cartons**

Due to the unique, dimensional aspects of printing, folding cartons pose difficult problems in the production process. To ensure that graphics fit properly, the digital file is sent to the artist who then develops the art to the template.