PRINTED
WATER-ACTIVATED TAPE

STANDARD INKS (PANTONE MATCHING SYSTEM (PMS) EQUIVALENTS)

BLACK	*GRAY GCMI 970	WHITE	RED PMS186U	DARK GREEN PMS356U	BRIGHT GREEN PMS355U	DARK BLUE PMS288U	LIGHT BLUE PMS3005U	BRIGHT BLUE PMS286U

BROWN PMS4695U	ORANGE PMS151U	YELLOW PMS108U	MAROON PMS207U

NOTE: Due to variations in computer generated reproductions, the standard ink colors displayed may vary from our production ink colors.
*Standard gray is a GCMI color and not a Pantone color.

The "U" uncoated designation of the PMS Book is used for color reference (do not use "C" coated designation).

ACCEPTABLE FILE FORMATS

- Native vector file in .eps, .ai or .pdf format. These files can have spot color percentages. Convert all fonts to outlines.
- High resolution raster CMYK or RGB .jpeg or .tiff. These files need to be solid colors without percentages.

NOTE: We print pantone spot color up to 5 ink colors. All non-pantone color vector files will be converted to the closest pantone possible. High resolution raster files will be converted to vector by our art department before submittal.

For more information concerning these formats, see page 2

STANDARD COPY REPEAT LENGTH AVAILABLE

1"	2"	2.5"	3"	3.5"	3.75"	4"	4.5"
5"	6"	7"	7.5"	8"	9"	10"	12"
14"	15"	16"	18"	20"	24"		

NOTE: These measurements indicate the beginning of one image to the beginning of the next.

GUIDELINES

- Designs can be up to five (5) standard inks (PMS color matching and custom art and layout services are available).

- Printing plates are the property of Intertape Polymer Group® and are retained for three (3) years after the last order.

- Seamless floodcoating available; please inquire for specific tooling charges.

- Varnish coating is recommended for floodcoats on reinforced tape. Varnish coating is treated as an additional ink color (i.e. 6 max).

- Borders: When not bleeding off the edge, 1/16" top/bottom edge for anything below 180 cases and 3/16" for 180+ cases.

- Flourescent and metallic inks are not recommended due to poor water resistance and fade resistance.

ARTWORK SETUP GUIDELINES AND FILE FORMATS

When preparing art files for print water-activated tape, please adhere to the following guidelines to ensure timely delivery and best print quality of your finished product.

- **All art files MUST be vector.** Our printers will reject files that are not. JPGs, TIFs, PSDs, BMPs and other types of raster files imported into Adobe Illustrator are not acceptable. Importing an image into Illustrator or other vector based application does not make it vector. It must be originally created in one of these applications. Please see "The Difference Between Vector and Raster Files" below for a more detailed explanation of the two image types.

  In the event you cannot obtain a native vector file of your artwork, a high resolution raster file will be accepted and then converted to vector by our art department. Please contact our art department before submitting this type of file.

- **Create your art using PMS (Pantone) colors.** Most tape prints are one or two color. Please create your art using PMS spot colors and not a CMYK build. A one-color print created with PMS colors prints using one pass of the PMS ink, whereas a one-color print built in CMYK requires a pass of each ink - C, M, Y and K to create the desired color - which ultimately means 4 print plates as opposed to one.

- **Use solid colors.** Logos or artwork containing complex shading, gradients, and other effects are not recommended. Solid colors work best and deliver the best print quality for these types of prints and may require conversion if received any other way.

- **Convert your fonts to outlines.** Not all systems have the same fonts installed, and converting all your fonts to outlines will prevent font errors from occurring when your file is opened in a vector-based application by the printer. **Figure 1** is an example of what a font error looks like in Illustrator.
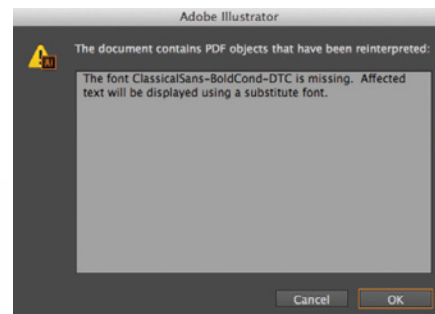

Figure 1: Example of a font error.

THE DIFFERENCE BETWEEN VECTOR AND RASTER FILES

- **VECTOR FILES (preferred file format)**
  Vector files are created in applications such as Adobe Illustrator. They are made up of lines and shapes, and their resolution (crispness) will not be affected no matter how much the art is enlarged. A vector file enlarged to the size of a football field will be as crisp as the one the size of a business card (**see Figure 2**). For this reason, logos are generally created in these types of applications.
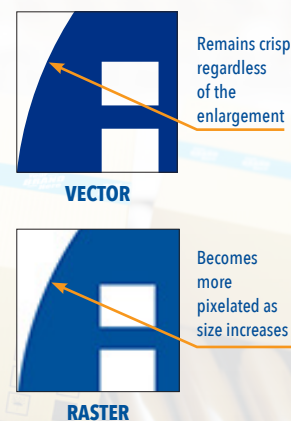
  Vector file types include AI, EPS, and PDF. Keep in mind that the EPS or PDF must be saved that way from a native Illustrator file in order for it to be vector.

- **RASTER FILES**
  Raster files are created in applications such as Adobe Photoshop, or are photographs. These files are not acceptable for making print plates. They are made up of pixels, or dots of color, and come in varying resolutions according to how many of these dots there are in a square inch. Increasing the size of the file also increases the size of the dots, so a crisp image the size of a business card will look fuzzy when increased to the size of a football field (**see Figure 2**).

  Raster file types include JPG, TIF, EPS, PDF, PSD, and BMP.

Figure 2: The difference between a vector and raster image enlarged in size.

Remains crisp regardless of the enlargement

VECTOR

Becomes more pixelated as size increases

RASTER

ipg®

STANDARD WAT PRINTS

Resource Number	Grade	Printed Message	Width	Length
K7000P426	240	Made in the USA	72mm	450'

Resource Number	Grade	Printed Message	Width	Length
K2525P195	260	Warning	3.0"	450'
K7000P508	240	Warning	72mm	450'

Resource Number	Grade	Printed Message	Width	Length
K2485P001	233	Stop-Caution	70mm	450'

Resource Number	Grade	Printed Message	Width	Length
K2525P293	260	Fragile	3.0"	450'
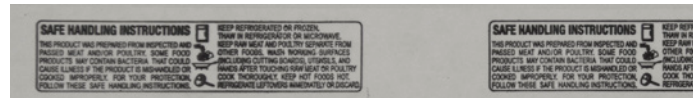
Second photo shows closeup of print.

Resource Number	Grade	Printed Message	Width	Length
K2034P577	140	Safe Handling	1.0"	500'
K2036P185	140	Safe Handling	1.5"	500'
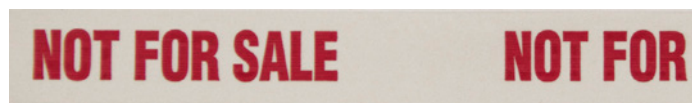
Resource Number	Grade	Printed Message	Width	Length
K2034P190	140	Not For Sale	1.0"	500'

Resource Number	Grade	Printed Message	Width	Length
K2034P191	140	Thank You	1.0"	500'
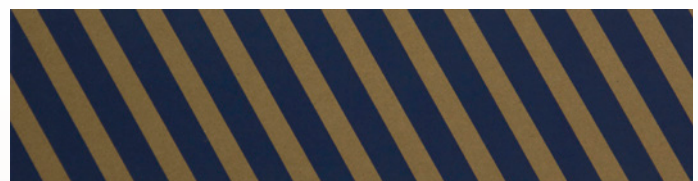
Diagonal Stripe shown in Bright Blue. Also available in Red, Bright Green, Yellow, and Orange.
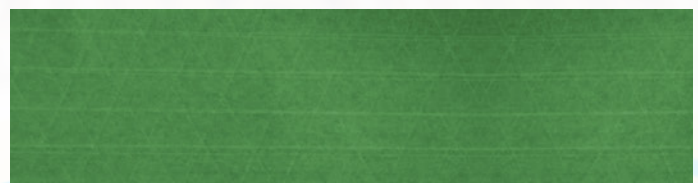
Solid Color shown in Dark Green. Also available in Red, Yellow, Light Blue, and Orange.

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