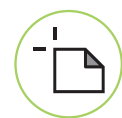


How to create the 3D mockup



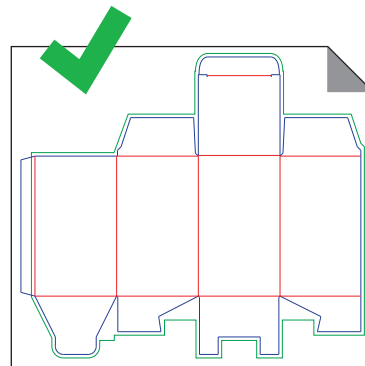
Page format

Do not change the page size nor the die-cut template

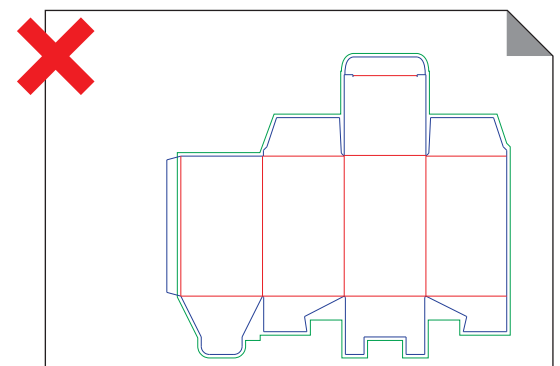


Spot colors

Pantone® or spot colors must be converted to CMYK for a correct 3D preview



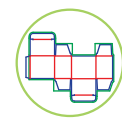
Original page size



Edited page size

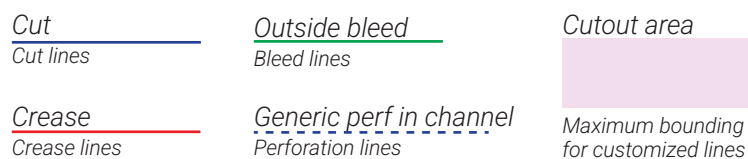


How to create the printing file



Packly dieline

- The die-cut template must remain unchanged
- Do not move or delete any line
- Die-cut template color legend:



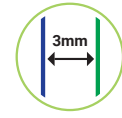
Lines

- The lines in your artwork should be at least 0,3pt (0,1mm) thick



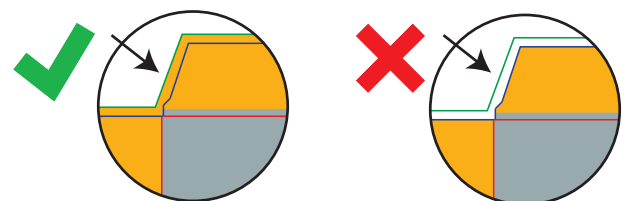
Texts

- Keep text at 3pt (4px) at least
- For black text only, we advise to use 100% K



Bleeds

- To avoid the appearance of white threads along cutting edges of the product, images and background colors must reach the green bleed lines (**Outside bleed**) and, therefore, exceed the blue cut margin (**Cut**) by at least:
3mm for Cardboard
6mm for Corrugated



Correct use of outside bleed

Outside bleed missing



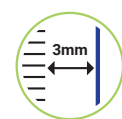
Image resolution

- Images should have a min 200 - max 300ppi resolution
- Bitmaps should have a max 600ppi resolution



Colours

- Use CMYK combination for all your colors
- Images in RGB and Pantone® colours will be automatically converted. To achieve greater control over the conversion, you should only use spot or Pantone® colors that are already converted to CMYK according to the standards of your libraries of choice



Minimum distances

- It is advisable to keep a safety distance between all important graphic elements, cutting and/or creasing lines of:
3mm for Cardboard
6mm for Corrugated



Rich Black

- For black backgrounds or large black elements, we suggest this recipe: C=40% M=30% Y=0% K=100%



Gray background

- To create a neutral gray background, use a desired percentage of only black (K)
i.e. C=0% M=0% Y=0% K=50%



Layers

- The Packly die-cut template and the artwork must be on two separate layers
- Delete all layers that are either invisible or contain elements you do not want to be printed



File saving

- Please keep the downloaded Packly die-cut template in your file without altering its original colors
- Save your file in CMYK mode
- Save the file as Adobe® PDF preset "high quality"



Want to make sure you'll get what you expect?
On Packly you can order even just 1 box



Help still needed?
www.pack.ly/guide
or contact us



How to add cuts, folds and perforations



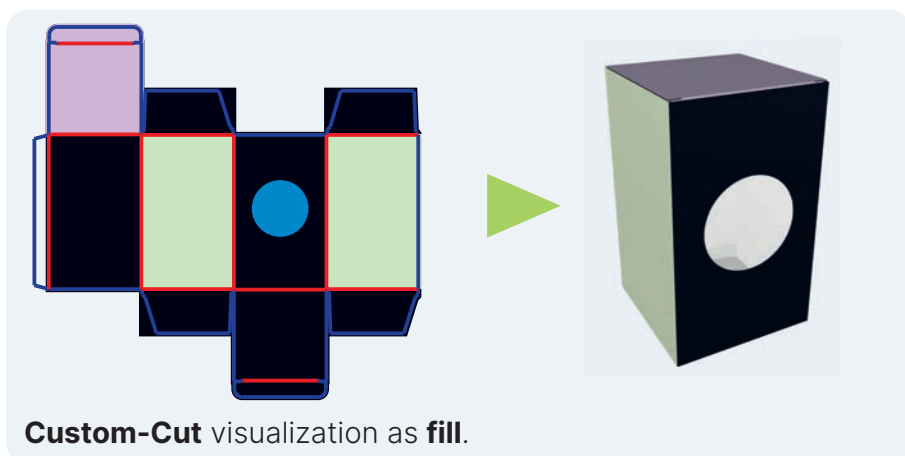
Cut lines

- To add cut lines to a Packly dieline create a spot color name it **Custom-Cut**
- Use the color at 100% coverage
- Select from the "Swatches" panel: Color type > Spot color

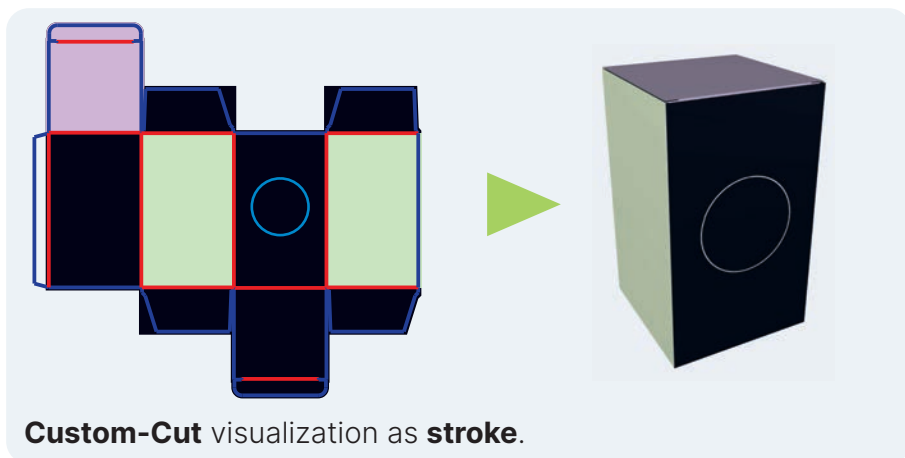


Visualize the cutout in 3D

- To correctly visualize the cutout, set the **Custom-Cut** color as fill



Custom-Cut visualization as fill.



Custom-Cut visualization as stroke.

- These instructions are **only for correct 3D visualization**.
- Cutouts may not be completely removed during the manufacturing process



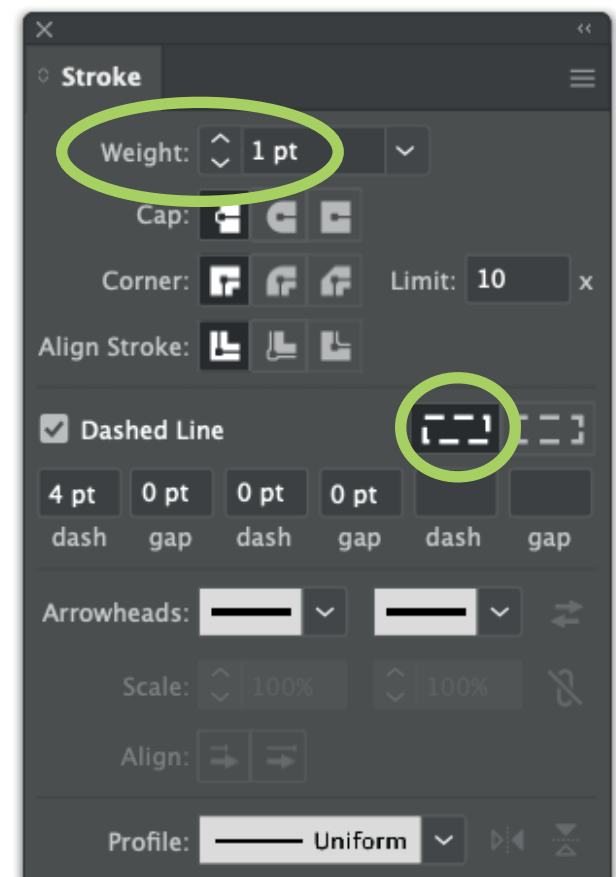
Crease lines

- To add crease lines to a Packly dieline create a spot color name it **Custom-Crease**
- Use the color at 100% coverage
- Select from the "Swatches" panel: Color type > Spot color



Perforation lines

- To add perforation lines to a Packly dieline create a spot color name it **Custom-Perf**
- Use the color at 100% coverage
- Select from the "Swatches" panel: Color type > Spot color
- In Illustrator®, in the 'Stroke' panel, set the weight to 1pt and select the 'Dashed Line' option as shown in the image.



- The 1pt stroke weight is only for correct 3D visualization.
- Selecting the 'Dashed Line' type is required.
- The length of the perforation follows our standards and may vary depending on the cutting technology.

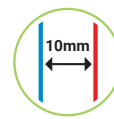
The "Custom-Perf" line follows a **standard perforation pattern**, and the step shown in the file may not exactly match the final production result, as different cutting technologies may be used depending on the quantities.

We recommend taking this into account during the graphic design phase. For greater control over the perforation position, build it by inserting consecutive small "Cut" segments instead of using a dashed line.



Overprint

- All the lines of the die-cut template must be set to 100% coverage and "overprint"



Minimum distances

- **Cardboard/PE Coated Cardboard:** minimum 10mm from the lines of the die-cut template and 15mm from the bottom
- **Corrugated:** minimum 15mm from the lines of the die-cut template and 25mm from the bottom
- Keep a minimum distance of 10mm between cutouts
- The added cutout must **not exceed 50%** of the side of interest
- The distance between cut/crease/perforation lines must be at least 3mm



How to make a completely personalized die-cut template



Do you have a different die-cut template from the ones on Packly?

- Send your dieline to support@pack.ly our team will check its feasibility and will guide you in the realization of your project

How to add special finishes



Raised gold foil

- Create a spot color name it **Gold**
- Use it at 100% of coverage
- Choose from "Attribute" > Overprint



Raised silver foil

- Create a spot color name it **Silver**
- Use it at 100% of coverage
- Choose from "Attribute" > Overprint



Raised spot varnish

- Create a spot color name it **Varnish**
- Use it at 100% of coverage
- Choose from "Attribute" > Overprint



Embellishment layer

- Add the special finishes on a separate layer from the graphics
- Delete layers with elements you do not want to be printed



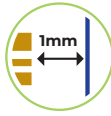
Line thickness and distance between elements

- Use lines that are at least 1pt thick (0,35mm)
- Leave at least a 1pt (0,35mm) gap between elements



Texts

- Any text must have a thickness and/or space greater than 0,35mm



Minimum distances

- It is advisable to keep a safety distance between the embellished area, cutting and/or creasing lines of:
1mm for Cardboard
3mm for Corrugated
this minimum distance ensures that the finishing is not damaged during the cutting or folding process



Overprint

- All the ennobled objects must be set to 100% coverage and "overprint"



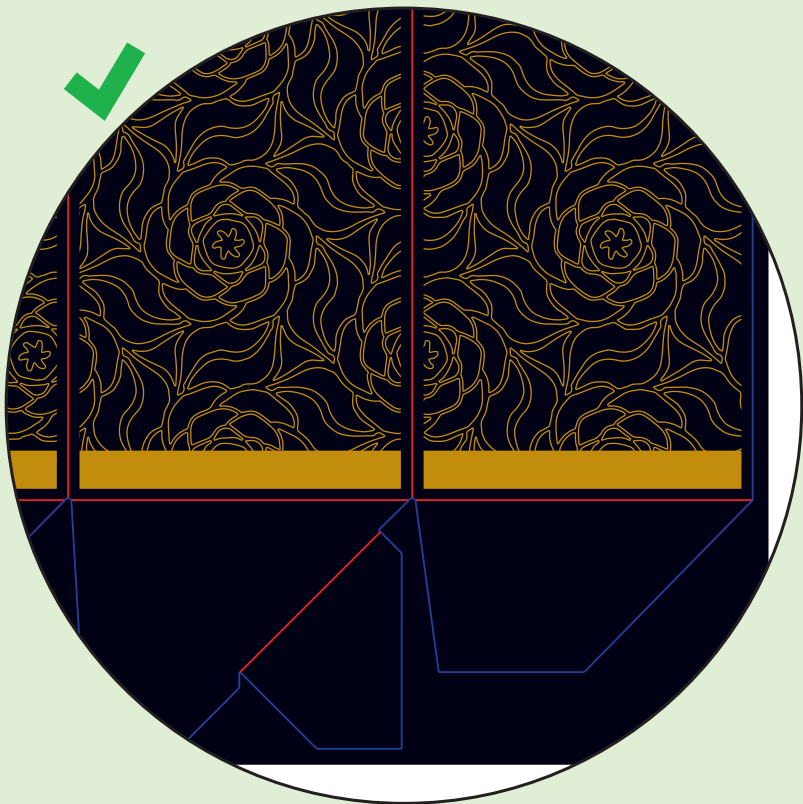
Warnings

- Avoid graphic effects (shadows, shades, glows, etc.), transparencies, tones, etc.
- Avoid applying finishes on large surfaces (e.g., do not exceed the size of 5x5cm)
- Avoid finishing on the bottom and/or on hidden flaps

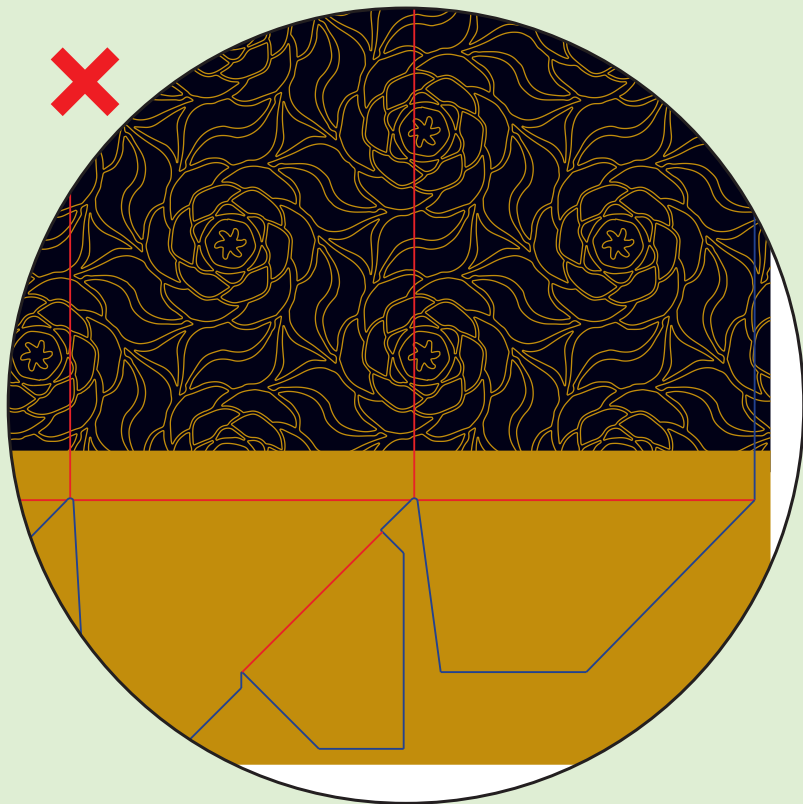


File Saving

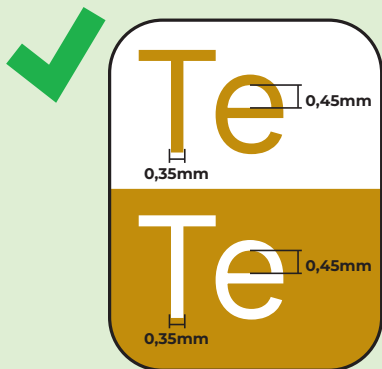
- Keep artwork, embellishment and dieline on three different layers
- CMYK mode
- Save the file as Adobe® PDF preset "high quality"



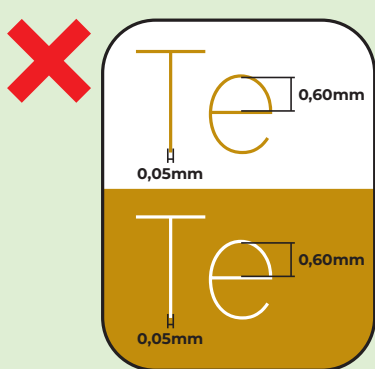
- Proper use of embellishment



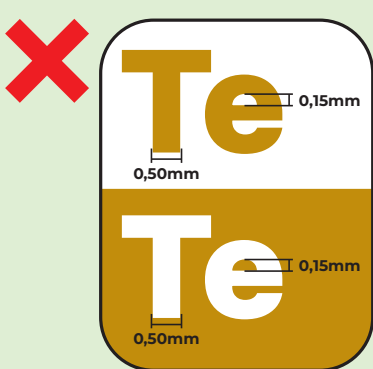
- The distance between the embellished area and the cutting and/or creasing lines is incorrect
- The area with the special finishes is too large



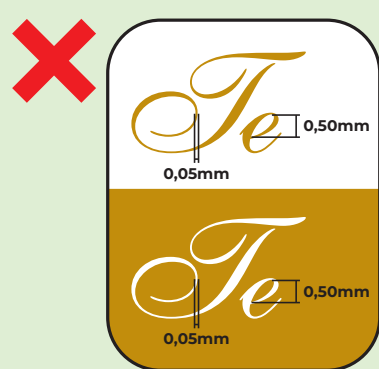
- ✓ Correct thickness
- ✓ Correct space



- ✗ Wrong thickness
- ✓ Correct space



- ✗ Correct thickness
- ✓ Wrong space



- ✗ Wrong thickness
- ✓ Correct space

Embellishment is a subsequent step to printing and, for this reason, there may be a micro-shift between the two processes. We recommend that you take this into account when developing the graphic design of your packaging.

Outside and inside printing



Solid board

- Outside and inside printing is produced on the same sheet, on the front and back of the cardboard respectively.
- Pay attention to the correct orientation of the artwork between the outside and the inside.
- Pay attention to the parts that remain hidden.
- Colour rendering can vary between the two sides of the cardboard, even when using the same CMYK values.
- Leave the dielines and the page format unchanged.
- Upload a single PDF, exactly as the file provided.

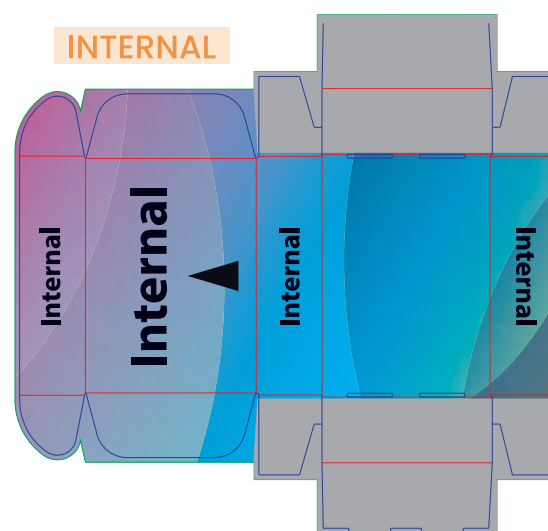
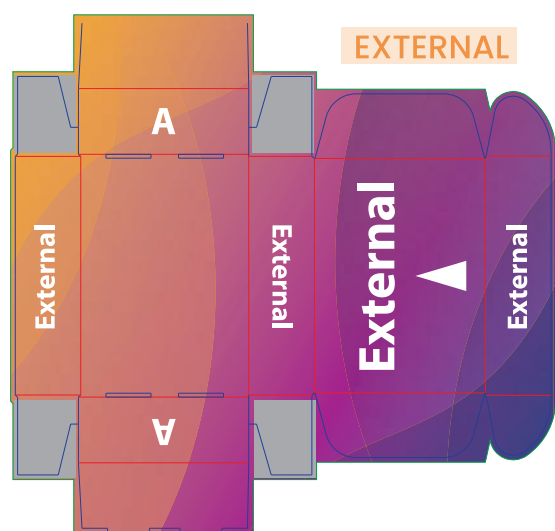


E-flute

- Outside and inside printing is produced on two separate sheets, which are then glued onto the two faces of the microflute.
- For the inside artwork, we recommend favouring solid colour backgrounds, patterns or textures, which help reduce the perception of any registration variations.
- Avoid, especially in areas close to cuts and folds, frames, borders, lines or graphic elements that require precise alignment.
- Text, logos and other important elements must respect the minimum safe distances indicated in these guidelines.
- We recommend keeping a safe distance between all important graphic elements and the cut and/or crease lines at 10mm

SBS cardboard and FBB cardboard have a glossier, coated outside and a more natural, less coated inside surface. This difference in surface results in different colour rendering between outside and inside printing, even with identical CMYK values.

Areas not visible when the box is closed



View in 3D:

<https://share.pack.ly/0sew14ho5oca>

