

Setting Up Artwork for Custom Cutting/Die Cutting

If you are supplying press ready artwork you need to understand how to set up artwork for Custom cutting/ Die-Cutting correctly.

IMPORTANT: You need to carefully follow these instructions when preparing your artwork.
 Failure to do so may result in artwork that is incorrectly prepared for print.

INTERNAL BLEED -

We require 3mm internal bleed on all sides. This means that no text or important elements should be placed closer than 3mm to the trim edge or they may be partially/ fully trimmed off.

EXTERNAL BLEED -

We require 3mm external bleed on all sides. This means that all backgrounds and elements that finish on the trim edge must fully bleed 3mm past the trim edge on all sides.

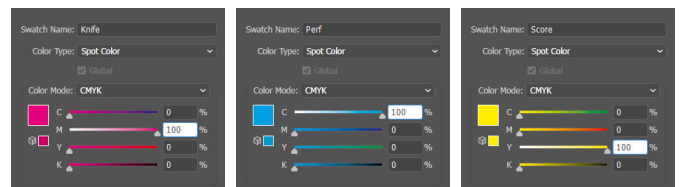
BORDERS -

Please ensure that all borders (including partial borders/strips) are at least 3mm in width and/or placed 3mm inside the trim edge on all sides.

Instructions:

1. Create a new layer exclusively for your custom cutting/die cutting effects. On this layer, set up the lines to be cut, perforated and or scored. No other elements should be on this layer.
 Please use solid lines for cutting and scoring and dashed lines for perforating.
2. Create a new colour swatch for each effect you are using (e.g. cutting, perforating, or scoring).
IMPORTANT - The naming and set-up of the swatches is critical. If they are not named exactly as shown below, your cut/perf/score lines may not be read by the machine correctly.

The cutting swatch must be named as: **Knife**
 The perforating swatch must be named as: **Perf**
 The scoring swatch must be named as: **Score**



For all swatches, select colour type 'Spot Colour' and colour mode as CMYK.
 Ensure that the colour breakdown of the swatch is 100% only of either C, M, Y or K.
 Please use a different colour breakdown for each swatch/effect.

3. Apply the new colour swatches to the lines on your custom cutting/die cutting layer.
 E.g. apply the 'Knife' swatch to all lines which are to be cut, the 'Perf' swatch to all lines which are to be perforated and the 'Score' swatch to all lines which are to be scored.
4. **IMPORTANT** - Select all lines on the custom cutting/die cutting layer and set them to "Overprint Stroke" in the Attributes palette:
[Window > Output > Attributes](#). Tick the **Overprint Stroke** checkbox.
4. With the custom cutting/die cutting layer turned ON and the other layers turned off, save the Die-Cutting artwork.
5. With the CMYK artwork layers turned ON and Die-Cutting layer turned off, save the Front and Back artwork.
6. Your custom cutting/die cutting layer must be supplied as a separate file from your front and back artwork. E.g. for custom cut double sided business card you would supply 3 files:

File 1. The FRONT of the Business Card

File 2. The BACK of the Business Card

File 3. The Custom Cutting / Die Cutting Layer

