CREATING METALLIC EFFECTS

ON YOUR POUCH

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SETUP GUIDE

All the inks we use to print with are transparent. When printing on metallized film, we print a layer of white ink under the artwork – except for areas that have a metallic effect.

For pouches with metallic artwork, you must choose metallized film for your material when placing your order.

These instructions are for use in Adobe Illustrator, to help you set up your art file so it prints with metallic effects.

Create the WHITE INK LAYER:

1

In the Swatches panel, create a new swatch. Make a spot color named "Premium White" that's 100% magenta.

2

In the Layers panel, create a new layer.

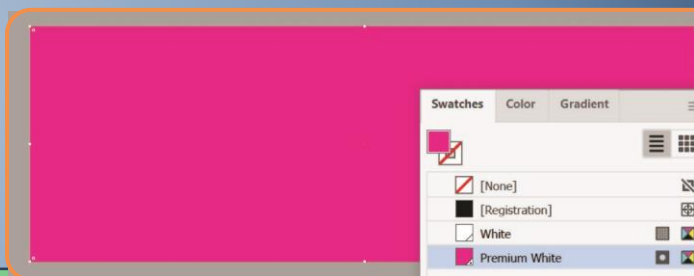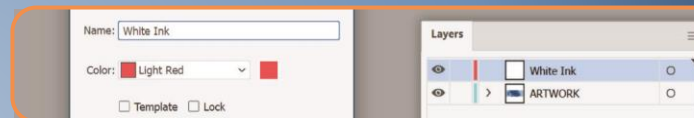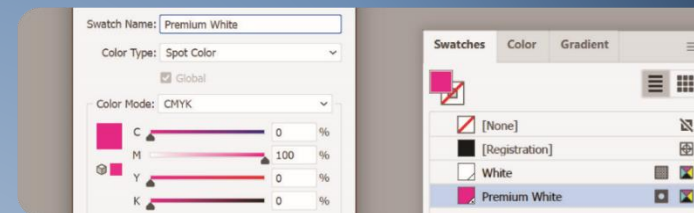Name it "White Ink", and put it at the top of the layer list.

3

In the White Ink Layer, create a rectangle that's the same size as the artboard (make sure it covers the entire artboard area).

Fill it with the "Premium White" swatch.

Pick metallic elements from the ARTWORK LAYER:

1

In the ARTWORK LAYER, select ALL the art objects you'd like to be metallic, then copy them

2

In the WHITE INK LAYER, paste the copied objects in place (Edit → Paste in Place).

Create the final metallic shape in the WHITE INK LAYER:

1

With the pasted objects in the WHITE INK LAYER still selected, use the Pathfinder panel's Unite tool to merge any overlapping shapes.
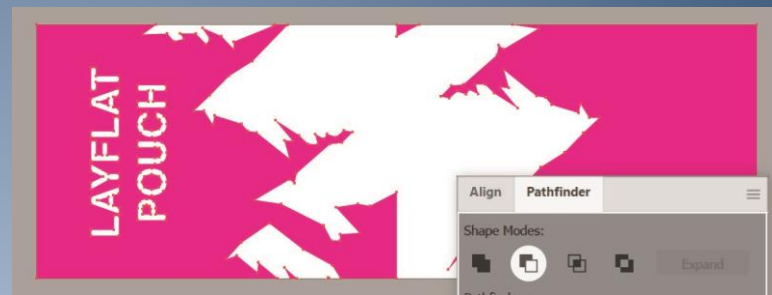
2

Combine all the metallic shapes into a single object by making a compound path (Object → Compound Path → Make). for "Overprint Fill".

3

Ensure the combined metallic object is in front of the Premium White rectangle (Object → Arrange → Bring to Front).

Select both the metallic object and rectangle behind it, then use the Pathfinder panel's Minus Front tool.

White ink WON'T be printed in unfilled areas. THESE AREAS WILL APPEAR METALLIC

White ink WILL be printed in spot-color-filled (magenta) areas. THESE AREAS WILL APPEAR NON-METALLIC

4

In the Attributes panel, with the resulting compound path selected, check the box for "Overprint Fill".
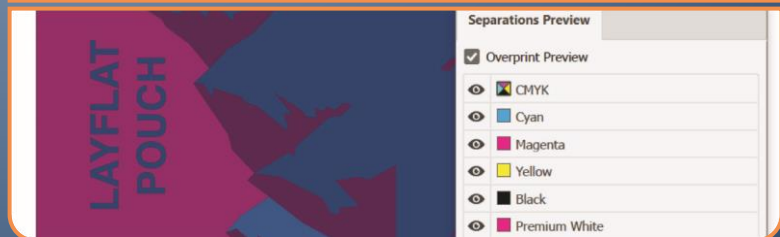
Viewing only the ARTWORK LAYER.

Viewing only the WHITE INK LAYER.

In the Separations Preview panel, you can toggle Overprint Preview to see both layers together and ensure your metallic elements are aligned between them.

For any additional questions or help with artwork or formatting, contact
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