

# IdealCup

## Printing – Specifications & Parameters



We strongly recommend you carefully consider artwork for the IdealCup, ensuring you choose something people will be inspired to carry & reuse.

With our vast experience, we can assist you to ensure you get the very best representation for your brand.

### Printing Technique Used

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The printing technique used to print on the IdealCup is by PAD PRINTING. This is a “wet print format” which is applied by a COLOUR PRESS PAD.

Pad Printing can use either CMYK process colour or spot colours.

This technique means the printing can only be applied to a smooth surface area; therefore printing is not able to be applied as a “wrap” around the cup.

**Printing can be applied in various positions, on both sides of the cup, horizontally and/or vertically.**

## Print Specifications

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The preferred/required file format for artwork for printing on the IdealCups is **VECTOR FORMAT**. Vector files ensure a precise and accurate print finish.

Vector files are best supplied in the following formats:

- EPS – Encapsulated Post Script
- CDR – Corel Draw
- AI – Adobe Illustrator
- PDF – Portable Document Format

### PLEASE NOTE:

- BMP & JPEG files will only be used for proofing purposes
- DESIGNERS – Please ensure artwork files are converted to curves/paths to avoid font conflicts

## Available Print Sizes

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The print area for the IdealCup is between the ‘fin’ area on either side of the cup and can be HORIZONTALLY or VERTICALLY printed nearer the top of the cup, nearer the bottom of the cup or in the middle of the cup.

42 mm L x 40 mm H  
45 mm L x 25mm H  
65 mm L x 20mm H

**HORIZONTAL** print **between** the fins (nearer top of cup)  
**HORIZONTAL** print **just above** the ‘fins’  
**VERTICAL** print **between** the fins

### PLEASE NOTE:

Print sizes outlined above are fairly set however, depending on the artwork, we may be able to extend the print size by a few mm.

The **VERTICAL** print option above with the **HEIGHT** of **20mm** is a **GUIDE ONLY**.

Our Printer will advise the actual print size available for your artwork at the time of “PROOFING”.

## **ADDITIONAL NOTES TO PRINT SIZES**

- Some graphics are “loose” which allows our printer to increase the HEIGHT of the print size and any distortion would not be noticed.
- Certain logos (e.g. a long rectangle) may “fan/distort” at the bottom due to the curvature of the cup, which would show the distortion and not be suitable.

## **General Information**

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### **Print Colours**

- The maximum number of colours which can be simultaneously printed is **4 colours**
- An additional 1 or 2 colours may be printed provided the additional prints are not too close to the placement of the original 4 colour print
- White & black are considered colours
- Some “tint” colours can be printed. They will be a % of the solid colour, i.e. a solid blue can be printed as 10%, 20% etc of the colour.

### **Artwork & Logo Files**

Logos should be supplied in the previously outlined **VECTOR FILE FORMATS** and it is preferable to have your **specific PMS colours for artwork supplied**; to ensure accurate print matching.

**PLEASE NOTE:** If PMS/Pantone colour codes are not provided, **BEST COLOUR MATCHING** will be applied.

### **Artwork Proofing**

**PLEASE NOTE:** As a rule, we do not offer printed samples, as these require a print film, a print plate and full artwork setup. [The cost is the same to print 1 cup, as it would be to print 100 or 1,000+].

We *can* provide a printed sample however, these will incur a charge of \$120 + GST.

**As a standard, an electronic PDF file proof will be supplied by email, for your approval of artwork.**

**Every care is taken by IdealCup to avoid mistakes with artwork proofing. IdealCup accepts no responsibility for errors which are not picked up by the customer at sign off of final proofs.**

## **Print Quality & Longevity**

**It can be difficult to offer a warranty on printing, as wear and tear can be determined by a number of factors:**

- How many times the cup is used in any given day, week or month
- How many times the cup is washed
- How the cup is washed i.e. by hand, in a domestic dishwasher, in a commercial dishwasher
- How the cup is handled and looked after by its owner

Our printing should remain sound for at least 12 months, typically much longer.

Should you encounter issues with your printing within a month of purchase (outside of normal wear and tear and provided it is determined it is an issue with the original printing), we will reprint your order at no charge.

## **Contact Us**

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### **Further information or questions?**

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