

# BIDBI ARTWORK GUIDE

[WWW.BIDBI.CO.UK](http://WWW.BIDBI.CO.UK)



# BIDBI WANT TO PRINT YOUR DESIGNS AT THEIR ABSOLUTE BEST SO WE ASK YOU TO LOOK AT THE FOLLOWING GUIDE TO SUPPLYING ARTWORK.

To produce a print we use Photoshop and Illustrator to make a positive and this is used to make the screens which will have ink pushed through it to form the beautiful print. By getting the initial stages right the print will look how you want.

This guide explains:

## PRINT METHODS • HOW TO SUPPLY ARTWORK • PRINT SIZE AREAS

We print via three methods Screen Printing, Digital and DST. They have their own unique benefits and issues.

Eco-Bags are made from natural fibres such as cotton or jute and are printed by one of three printing methods, depending on specifications such as the customer's branding requirements, size of order; bag substrate.

### SCREEN PRINTING

Screen Printing is the most cost-effective print method for an image with a low number of colours and it has the advantage of producing bright, solid, vibrant colours whilst having minimal environmental impact.

Direct printing using water based inks pushed through mesh screens by using a rubber blade, called a squeegee. Pre-CMT production, cotton or jute fabric is printed onto a flat bed system, which is the most common print production method in factories in India. The print is applied using a print carousel with accompanying heat cure system (flash and conveyor belt dryer) for bags that have already been made up, as in our Eco-Print Factory in Sheffield. This enables the image to be accurately registered on the bags and is the most efficient and cost-effective method of production.

Advanced print techniques and inks such as metallic foil, metallic ink, fluorescent ink and discharge ink onto reactive dyed bags can be used for special effects and command a higher price. The ink system we use meets the International Environmental Standard, ISO 14001.



### DIGITAL PRINTING

The image is first printed in reverse, through a specialist, ink jet printer onto silicone coated, transfer paper. The image on the paper is then transferred to the eco-bag using a heat transfer, pneumatic driven press.

Digital Transfer Printing is best suited to images with lots of colours, fine and photographic detail and shading. It produces a soft hand feel and a natural look, which works well with the bag character. However, the image is limited to the size of the paper (A4 or A3) and can only work on light coloured fabric.



### DST PRINTING

Digital screen printing technology or DST combines screen and digital printing to apply full colour artwork to just about any substrate. A screen printed backing is applied to the transfer in the pre production process, which can then be printed onto the product with a heat press. The finish is extremely flexible and durable, and offers excellent washability.

This print method is beneficial for printing photographic detail or images that require superior brightness and colour reproduction. It does not have the same limitations of digital printing and so can be applied to any colour item.



## HOW TO SUPPLY ARTWORK

### FILE FORMATS

Please supply in PSD, PDF, JPEG, EPS or Photoshop, Illustrator or InDesign formats. Ideally we need the artwork in its original form, not a compressed copy. You can email up to 10mb or use a file transfer service like wetransfer.com. If your artwork is incomplete or low quality we may be able to amend or repair it for you.

### RESOLUTION

Images have to be supplied at the correct resolution to print correctly. Too small will cause images to pixelate or look jagged. Please supply at 300dpi. Vector graphics ie; Adobe Illustrator files can print at any size.

### FONTS

If there is text in the design it will only work on our system if we have the identical font installed. If we haven't the results can be unpredictable. Please supply the text as a PDF, outlined text or an image. We can only edit PDFs if we have the correct font and can't edit outlines or images.

### COLOUR

We mix our inks matching the Pantone colour system so a Pantone ref is the best way. You can use online help at [http://www.pantone.co.uk/pages/pantone/color\\_xref.aspx](http://www.pantone.co.uk/pages/pantone/color_xref.aspx), but remember colours on screen look brighter than in print. If you know CMYK or RGB references or have an image you can email we can match to a Pantone Ref which we'll ask you to approve.

### TEXT SIZE

Small text can potentially break up and become illegible when printed on a naturally coarse material like cotton or canvas. The actual size is dependent on which font you are using and what colour ink. As a rule of thumb it's a good idea to keep it above 10pt. We can advise when we see the artwork but sometimes it is unpredictable and if you wish to use fine and small text a sample would be advisable.

### FINE DETAIL

Like small text, fine detail in a design can break up, fill in and disappear when printing. Again it's sometimes difficult to predict but as a rough guide, any lines below 2mm are running a risk.

### SCREEN MESH COUNT

Screen printing uses frames with a nylon mesh through which the ink passes. The mesh count size is measured by how many threads of mesh there are crossing per square inch. We use a mesh count of 49 which compared to 72 dpi on a computer screen and 300dpi on a laser printer is coarse. We therefore cannot reproduce very fine detail with screen printing.

### APPROVAL

When you send your artwork, within 48 hours (but normally sooner) we'll send you back a visual, called an Artwork Approval Form, showing your artwork on the product you have ordered. This will ensure we have the correct artwork, in the correct position and at the correct size. We need you to sign this off before we go to print.

### AVOIDING PRINT ISSUES

Most print production is straight forward however some artwork may not be fully suitable for print. In this case we would recommend that you have a pre-production sample as it is the customer's responsibility that artwork is supplied correctly.

### FILL THE SPACE

Print areas are either square or rectangular. Having a design that matches the shape of the print area will ensure that the area is filled without any left over space. If your design is required at a specific size, please can you indicate this, as we will usually print your design at the maximum size.

### HEAVY INK COVERAGE

Please note that areas of heavy ink coverage will be surcharged. Large blocks of ink can also be very difficult to print so it is important to check before submitting your final artwork.

#### QUICK GUIDE

- ADOBE CC
- PSD, AI, PDF, EPS, JPEG
- 300DPI
- PANTONE REF.
- FONTS OUTLINED
- MIN 10PT TEXT (SERIF 12)



## PRINT AREA- SCREEN PRINTING

The screen printable area of a product is determined by the plattern it is slipped onto before printing. Most of the standard size totes have the same print area however more unconventional styles have their own sizing. Click on the product for more information.

### PRINT AREA A- 310MM H X 290MM W

- [4oz Cotton Tote](#)
- [4oz Drawstring Bag](#)
- [5oz Cotton Tote](#)
- [8oz Canvas Portrait Tote](#)
- [10oz Canvas Deluxe Tote](#)
- [10oz Medium Pre Washed Canvas](#)
- [10oz Large Pre Washed Canvas](#)

### PRINT AREA B- 290MM H X 360MM W

- [8oz Canvas Landscape](#)
- [10oz Canvas Supersize](#)
- [10oz Canvas Pre Washed Supersize](#)
- [5oz Slouch Bag](#)

### PRINT AREA C- OTHER

All of the below product have their own specific print sizes:

- |  |   |                   |
|--|---|-------------------|
| • <a href="#">10oz Canvas Lunch Bag</a>        | - | 120mm H x 160mm W |
| • <a href="#">10oz Pre Washed Lunch Bag</a>    | - | 120mm H x 160mm W |
| • <a href="#">10oz Canvas Musette</a>          | - | 240mm H x 290mm W |
| • <a href="#">10oz Canvas Bottle Bag</a>       | - | 180mm H x 80mm W  |
| • <a href="#">10oz Canvas Zip Purse</a>        | - | 120mm H x 160mm W |
| • <a href="#">5oz Cotton Mini Bag</a>          | - | 220mm H x 210mm W |
| • <a href="#">Medium Drawstring Bag</a>        | - | 220mm H x 180mm W |
| • <a href="#">Mini Drawstring Bag</a>          | - | 170mm H x 110mm W |
| • <a href="#">4oz Cotton Mini Tote</a>         | - | 240mm H x 180mm W |
| • <a href="#">Small Biodegradable Jute Bag</a> | - | 190mm H x 190mm W |
| • <a href="#">Large Biodegradable Jute Bag</a> | - | 260mm H x 260mm W |

## GUSSET PRINTING

The below products allow for printing on the side gussets of the bag with a print size of **310mm H x 80mm W**.

- [10oz Canvas Deluxe Tote](#)
- [10oz Large Pre Washed Canvas](#)

The below products allow for printing on the side gussets of the bag with a print size of **290mm H x 80mm W**.

- [10oz Canvas Supersize](#)
- [10oz Canvas Pre Washed Supersize](#)

## PRINT AREA- DIGITAL PRINTING

Digital print orders are priced based on the A5, A4 and A3 transfer paper that is used however some sizes vary depending on the amount of flat surface available on the product. Select a paper size below to view the available print areas for all products.

- [4oz Cotton Tote](#)
- [4oz Drawstring Bag](#)
- [4oz Cotton Mini Tote](#)
- [5oz Cotton Tote](#)
- [5oz Slouch Bag](#)
- [5oz Cotton Mini Bag](#)
- [8oz Canvas Portrait Tote](#)
- [8oz Canvas Landscape](#)
- [10oz Canvas Deluxe Tote](#)
- [10oz Medium Pre Washed Canvas](#)
- [10oz Large Pre Washed Canvas](#)
- [10oz Canvas Supersize](#)
- [10oz Canvas Pre Washed Supersize](#)
- [10oz Canvas Lunch Bag](#)
- [10oz Pre Washed Lunch Bag](#)
- [10oz Canvas Musette](#)
- [10oz Canvas Bottle Bag](#)
- [10oz Canvas Zip Purse](#)
- [Medium Drawstring Bag](#)
- [Mini Drawstring Bag](#)
- [Small Biodegradable Jute Bag](#)
- [Large Biodegradable Jute Bag](#)



**CONFUSED?**  
SEND OUR DESIGNER AN  
EMAIL AND WE WILL BE  
HAPPY TO HELP!



For more information please refer to the [Q & A section](#) of our website or contact:

Saxon Works / 167 Rutland Road / Sheffield / S3 9PT / UK / 0114 272 1201  
[design@bidbi.co.uk](mailto:design@bidbi.co.uk) / [www.bidbi.co.uk](http://www.bidbi.co.uk)