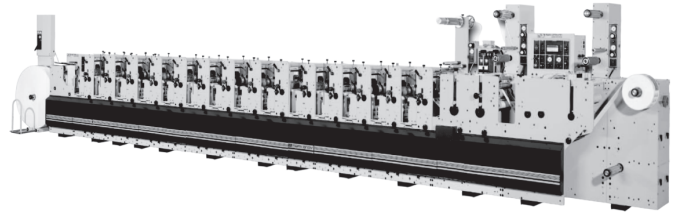




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PREMIUM FLEXOGRAPHIC PRINTING SINCE 1974

KDV VARIABLE IMAGE GRAPHIC STANDARDS

SUPPLYING VARIABLE IMAGE FILES TO KDV LABEL

THIS GUIDE HAS BEEN DEVELOPED BY KDV LABEL CO. INC., TO ASSIST IN THE FLOW OF INFORMATION AND CAN BE USED AS A CHECKLIST TO GENERATE DATA AND COPY FOR YOUR NUMBERING OR VARIABLE IMAGE PROJECT.

****Non-Electronic Pre-Press***

If you are supplying information for a new project and would like KDV to set up your data files please supply KDV with all the necessary information to complete the file. The required information is outlined below.

****Electric Pre-Press***

If you are supplying information for a new project in a digital format please forward a disc containing all necessary information in the manner outlined below.

*Note: All labels will be printed using Flexographic presses. It is very important that you understand the manner in which your label will be printed (i.e. number around and across supplied by KDV) prior to setting up a data file for digital delivery to KDV.

For Questions On This Guide Please Call:

1-800-637-6661

By eMail: prepress@kdvlabel.com

www.kdvlabel.com

Guidelines For developing and delivering Files For KDV Label

A. Guidelines for developing data files.

1) Software compatibility- PC preferred, Macintosh available

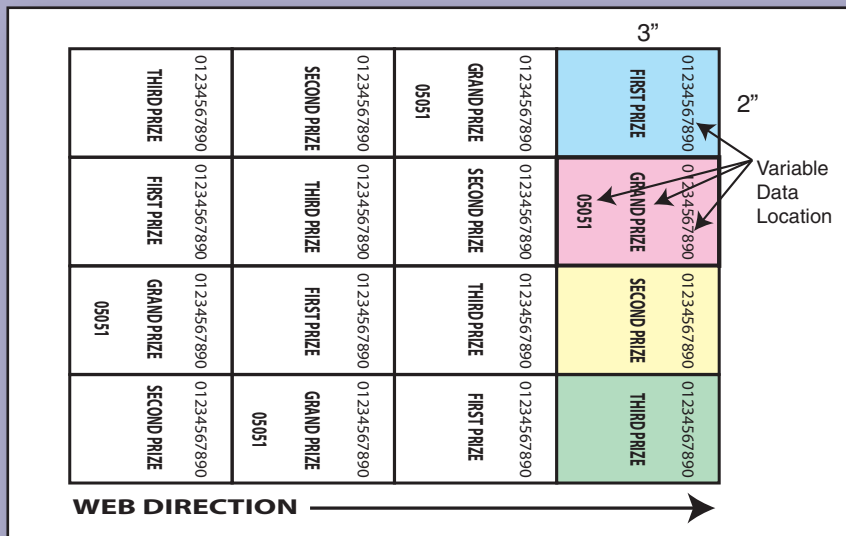
- The only file format acceptable for variable data information is Microsoft Excel

2) File setup

- Start with the size of your label and the number around and across on press as supplied by KDV.

LABEL SIZE	SIZE ACROSS	SIZE AROUND	LABEL REPEAT	# ACROSS	# AROUND
	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>

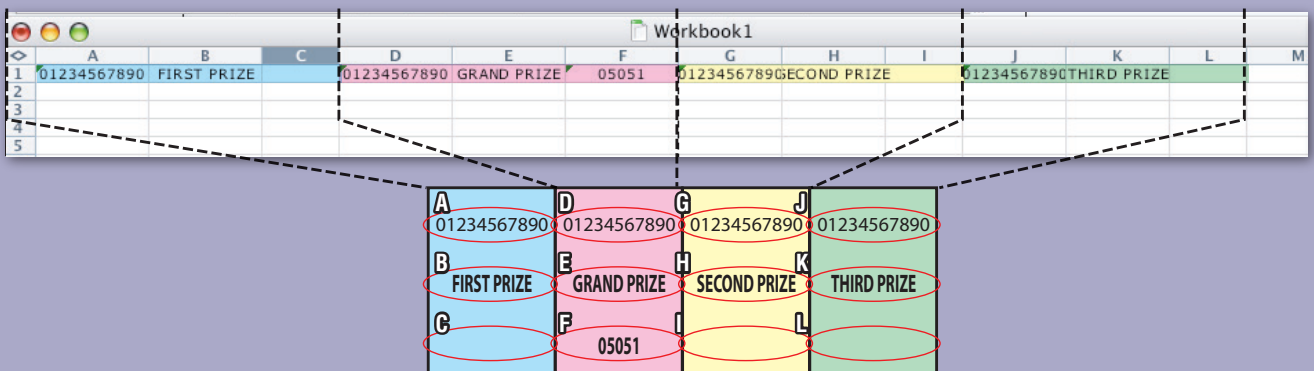
- Start with a visual of your around and across (example below shows a 2"x3" label stepped 4across and 4around)



- When beginning the set up in Excel take your layout and start at the first lane across the web on the right (this is the first lane to be printed) and work to the left. This will correlate to excel as working from the top of the spreadsheet going down to the bottom of the spreadsheet.

- Start by deciding how many data cells are required by the printed piece. This is determined by the printed piece with the most cells (in the example above this would be the grand prize with 3 cells required)

- For the first lane across, an example of the excel file is below.



Guidelines For developing and delivering Files For KDV Label

- Each consecutive lane across will be consecutive rows in excel.
- Run each excel file out to the desired number of rows. This means that in this example using four lanes across the web the total number of pieces per excel file would be the number of rows times 4.

3) Images

- Images are able to be printed using the variable image equipment but have limitations.
- Images can be printed in only black and must be set up as a 1-bit bitmap image. An example of an image in 4 color, grayscale, and bitmap are shown below.



- Images should not be placed into the excel file. For each image you need to print there will be a number assigned to that image and the number is what will be placed into the excel file.
- Images also need to be treated as an extra cell when figuring out how many cells will be needed for each piece.
- NOTE: Using more than one image in your job may reduce run speed on your order.

4) Fonts

- Fonts to be printed do not need to be assigned in excel. Fonts will be assigned in the variable image software by KDV.
- If you would like a font other than what is listed below please contact you CSR and we can discuss your particular application. Most special fonts can be printed but may need to set up as images and reduce the run speed of your job.

•Arial	•AvantGarde	•Bank Gothic	•Benguiat
•Bernhardt Modern	•Bookman	•Century	•Comic Sans MS
•Copperplate Gothic	•Courier	•Franklin Gothic	•Futura
•Georgia	•Goudy	•Impact	•Lucida
•Myriad	•Palatino	•Swiss	•Symbol
•Tahoma	•Times New Roman	•Trebuchet MS	•Garamond
•Verdana	•Wingdings		

5) Proofs-KDV Label Co. provides the following proofs

- For variable image proofs KDV can provide proofs of the printed label with positioning of the variable image data. KDV can also provide a proof of the actual final data file for the entire order but cannot provide individual proofs for each piece on an order.

6) Documentation

- Please make sure you provide thorough documentation for the entire order including a breakdown of the number of pieces to be printed, an overview of the excel data file, seeding requirements for winners and any other information you may believe to be critical.

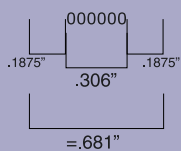
Guidelines For image size setup

PLEASE US THE FOLLOWING INFORMATION FOR DETERMINING THE SPACE NEEDED FOR VARIABLE IMAGING.

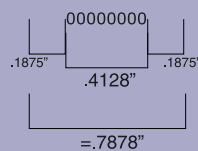
AS A RULE: WHEN SETTING UP THE SPACE REQUIRED FOR A VARIABLE IMAGE USE THE FONT "VERDANA" AS THE SET UP FONT. USE ONLY PT SIZE OF 6 OR GREATER.

1. To determine the width necessary for your data:
 - a. Determine the maximum characters needed for the data.
 - b. Use full width characters to determine maximum width (use O,H,W,3,5,8 not I,J,1 etc.)
 - c. Enter the number of characters for the maximum width.
 - d. After maximum character width is determined add 3/16" (.1875") to each end. (See below)

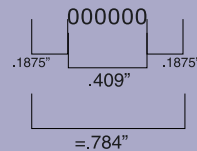
6 characters 6pt



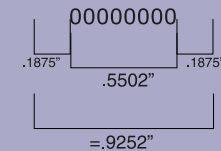
8 characters 6pt



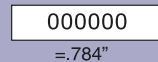
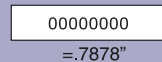
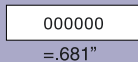
6 characters 8pt



8 characters 8pt

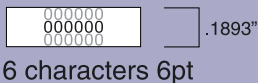


- e. Add total width of characters to the 3/16" added to both ends to determine total area width..

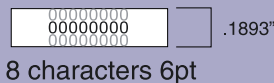


2. To determine the height necessary for your data:

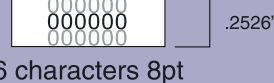
- a. Use the height of you data and use that same height above and below your data.



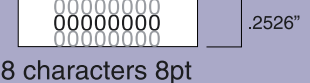
6 characters 6pt



8 characters 6pt



6 characters 8pt



8 characters 8pt

***Following these procedures should produce the proper size for any variable data you may require for your project. If you need further assistance or have any questions please contact KDV Label at 262-544-5891.