

Packaging Press Check Checklist

Things to Bring with You:

1. A sample of your previous packaging (if you have it)
2. Your digital proof (AKA color proof, epson proof)
3. Pantone Color Book (if you are using PMS colors)
4. A sample of the agreed upon packaging substrate

Using the correct stock (packaging substrate)?

- have a sample with you for comparison
- look for correct color, weight, texture, finish
- ask if you are unsure

Using correct and current version of artwork?

- look for the last change(s) that were made and make sure they are present
- make sure all artwork elements are accounted for
- correct image crops?
- properly indicated embossing, foil stamping, or die cut areas? (if applicable)

Are the proper fonts used (no font substitutions)?

Are there blemishes, marks, scuffs, scratches?

Overall look?

Check for

- blurriness
- excessive trapping (the overlapping where two colors meet)
- make sure bleed extends past the trim marks
- uniform ink distribution (are areas with solid color consistent?)

Accurate Color?

- compare with digital proof and/or previous packaging and/or PMS Color Book
- the pressman should be able to make subtle color changes, so ask him
- remember color matching is approximate (unless using PMS colors)

TIP: Number the press sheets as you receive them with each color change, it's easy to get mixed up as to which one is which.

A print shop is a huge and noisy industrial facility. Don't let it rattle or intimidate you. Stay focussed and remember why you made the effort to be there.