

Artwork Preparation Guide

The checklist our preflight team runs before your file goes to imposition. Clearing these points is what keeps a job on its original schedule.

China Printing Group — Beijing and Shenzhen, China. Offset, digital, UV, screen, foil, flexo and laser finishing in house. Enquiries: sales@chinaprintinggroup.com / +86 138 1127 0118

File Requirements

Accepted formats	PDF, AI, PSD or JPEG
Resolution	300dpi minimum at final printed size
Fonts	All type converted to outlines, or fonts embedded
Colour mode	CMYK for press work; supply Pantone references separately where an exact brand colour must be held
Die lines	On their own layer, clearly named, not merged into the artwork
Bleed and safe area	Follow the dieline supplied for your specification; ask for the template before you start rather than after

What Preflight Checks

- Image resolution at final size, not at the size the image was placed
- Live fonts that would substitute on our RIP
- Missing bleed on trimmed or die cut edges
- Separations, overprint and knockout behaviour on spot colours and white ink
- Whether the artwork actually fits the structure you have specified

Proofing

A PDF proof is issued for written approval before production begins. Hard copy digital proofs and physical mock-ups are available on request, and are worth asking for on rigid boxes, foil work and anything where the substrate changes how the finish reads. Nothing goes to press until the proof is approved in writing.

Sampling

Digital printing produces a representative sample in 1-2 working days without plates or dies. Stock samples are free. The cost of a custom sample is refunded once you confirm the bulk printing order.

Common Reasons a Job Slips

- Artwork supplied at the wrong final size, so the dieline has to be redrawn
- Brand colour supplied as an RGB screenshot with no Pantone reference
- Die line merged into the artwork layer and impossible to separate cleanly

- Approval given verbally, then changed after plates are made
- Shipping route decided late, which changes the packing as well as the date