

Artwork Specifications

Cold Cups • Portion Cups

Eco-Products® wants to help you promote your brand. We know that combining more sustainable products with innovative, cutting edge custom branding will help you engage with your customers and stand out from the crowd. Use this step-by-step guide to ensure that your custom print project goes as smoothly as possible.

TOPICS

1. Customer artwork submission
2. Print specifications
3. Microsoft Tag
4. Required artwork
5. Sample layouts for reference
6. Proof delivery and review
7. Custom product proof example

1. Customer artwork submission

Artwork must meet all guidelines as listed below to ensure proper printing. Please forward these guidelines to customer’s designers to ensure all logo and artwork has been properly prepared. Our graphics team will inform you of any issues and will help to resolve them when possible. Please email questions to Lindsey Wohlman at lindsey@ecoproducts.com.

- **File type** Acceptable artwork file types - Adobe Illustrator (.AI), Encapsulated Post Script (.EPS) or PDF containing computer lines (vector artwork).

REFERENCE ARTWORK FOR COMPARISON



Acceptable Art
 File Type - illustrator file (.ai)
 Note - no pixelation



Unacceptable Art
 Customer’s art is a JPG, TIF, or bitmap file. Customer must supply original AI or EPS file.

Additional Artwork Considerations

- **Fonts** - all fonts must be outlined or font files must be sent with artwork. If fonts are not available, Eco-Products can purchase fonts and the cost will be included in final invoice.



Unacceptable Art
 Customer’s art is altered due to missing font. Customer must supply original font or have designer “outline” text.

- **Fine lines in artwork** - lines can be no thinner than 1 pt stroke (.032 inch)



Unacceptable Art

Customer's art contains lines that are thinner than 1 pt. Thicken lines to 1 pt (.0312 inches) to ensure proper printing.

- **Colors** - products are printed using up to 4 Pantone colors. Please include pantone swatch numbers in artwork. If artwork is CMYK, designer will convert artwork to Pantone. To ensure exact colors, please verify proof against a Pantone Color Guide book (available at local print shops)



Acceptable Art

3 color artwork (pantone blue, black, and brown)

- **Color transparencies** - Transparent colors are not acceptable in artwork.



Unacceptable Art

Art contains transparencies of colors. Only solid Pantone colors can be printed.

- **Color gradients and shading** - Eco-Products cannot print shading or gradients. All gradients must be removed for artwork to be acceptable.



Unacceptable Art

Issue - Artwork contains shading (or gradients). Solution - gradients need to be converted to solid colors.

2. Print specifications

Colors - 4 spot colors (Pantone Solid Uncoated) maximum. Transparencies cannot be printed. Color may vary +/- 8% of Pantone swatch. Colors are not opaque and will be altered by any liquids contained in the final product.

Color Conversion - Any artwork delivered with non-Pantone color designations will be converted by Eco-Products Designers. To verify color, review using a Pantone Color Guide book for a more exact indication of printed color. *Please note - viewing colors on computer monitors or print-outs from office printers do not accurately represent Pantone colors.*

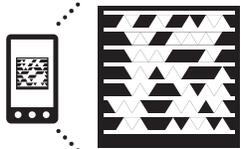
Bleed - Artwork can be printed to the edges of the noted print area. Print area does not stretch to the top or bottom of cup due to ribs in the product.

Seam - Artwork can be printed to the edge of the seams. Seam alignment will vary between product samples and can shift in any direction as much as 2 mm and will overlap up to 9.5 mm. Eco-Products cannot guarantee alignment for artwork that crosses the seam. Please consider keeping significant artwork off seams.

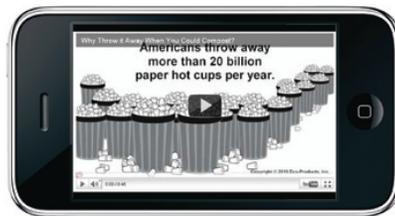
3. Microsoft Tags

Spread the word with Tags from Eco-Products®. Using Microsoft Tag technology you can instantly engage and connect your customers with rich media promoting your environmental efforts. Tags link to videos explaining environmental benefits or our website or link to your customer’s website. **Please note - when printing Microsoft Tag on clear products, a white background must be included to ensure tag will be read by smartphones despite liquids in product.**

Scan with your smartphone to learn more about this company and their environmental efforts



Get the free mobile app at <http://gettag.mobi>



VIDEO



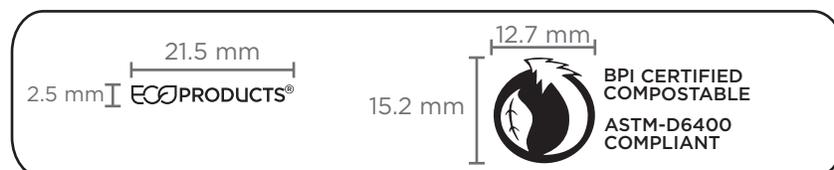
WEBSITE

4. Required artwork

Eco-Products® Logo - Required on all products. This designates that your customer’s are using an environmentally preferred product. Logo can be sized no smaller than .85 inch by .1 inch. Logo can be placed in any location on artwork and colored to match. If customer is unsure of location preference, please see below for a few examples to help choose a design layout.

Compostable Products - All compostable products must have the Biodegradable Products Institute (BPI) and ASTM specifications on artwork. This informs users that products should not be recycled and when available to place them in designated compost receptacles. Logo can be placed in any location on artwork and colored to match. If customer is unsure of location preference, please see below for a few examples to help choose a design layout.

Additional notations - Any additional notations that are not included on the customer’s logo file will need to be communicated to the designers. These can include warning labels, customer contact info, Microsoft Tag needs, website, etc.



5. Sample layouts for reference

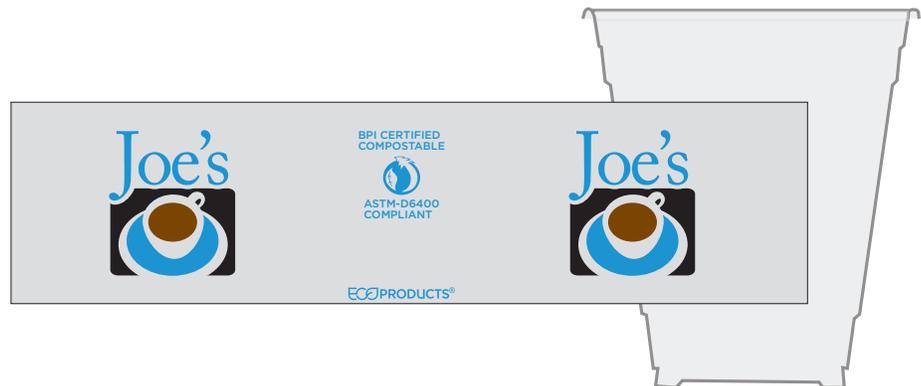
Below is a sample of a variety of layouts that can be used for any cup and material type. Use this as a guide to communicate layout needs to product designers. Note - these are only samples and additional information can be added. These are strictly for layout suggestion only.



A. Microsoft Tag centered between logos

Please note - When printing Microsoft Tag on clear products, a white background must be included to ensure tag will be read by smartphones despite liquids in product.

B. BPI and Eco-Products logos centered between customer logos



C. BPI logos centered at bottom between customer logos. Eco-Products logo along "seam".

6. Proof delivery and review

When all artwork, notes, and tag needs are received, a proof will be generated by Eco-Products designers. It will include customer's logo/artwork, all required Eco-Products artwork, and additional requested features as noted by customer. This proof will be the document that must be reviewed by the customer and authorized with signature to continue order.

When reviewing proof please consider the following:

- All spelling and grammar is correct
- Pantone colors are correct
- Artwork meets any state and local laws regarding composting or recyclability (please see your local laws)
- Microsoft Tag works and has the right title, thumbnail, and link location is correct and links to the appropriate location
- All additional non-branding text meets customer's requirements (ex. "Caution contents hot" added when necessary, and any additional warnings, notes, and considerations in all appropriate languages).

Final proof will come on an Eco-Products template (see next page for example). Please deliver to customer to sign and fax to number listed on the proof. Only when the final approval has been received and all other paperwork is finalized will order time lines begin. See http://www.ecoproducts.com/custom_printing for current lead times.

We do not create physical mockups, because we are not able to match either the color or print quality of the production process. However, we can provide a photo representation of what a custom product will look like, to demonstrate the size, placement and designated color of art.

Please note - Review and final approval of proof must be done by end customer or their designers. No signatures by distributors or brokers who are not employees of customer will be accepted. It is imperative that the customer has final say in their product.



Eco-Products, Inc.
 4755 Walnut Street
 Boulder, CO 80301
 (P) 303-449-1876
 (F) 303-449-1877
 www.ecoproducts.com

CUSTOM PRODUCT APPROVAL FORM

Please sign and date where indicated. Eco-Products must have a completed and signed Custom Product Approval Form in order to process your Purchase Order. Fax Form to:
303-339-6493

ITEM CODE:

Maximum allowable number of colors is four spot colors. Gradients and color transparencies cannot be printed. Colors may vary up to 5% when printed. Computer monitors and office printers do not accurately represent Pantone colors. Please refer to the Pantone Color Formula Guide for a more exact indication of printed color. Ink is not opaque and color will be affected by the cup and its contents. White ink does not print under other colors if used in the design.

Color Swatches



PANTONE BLACK



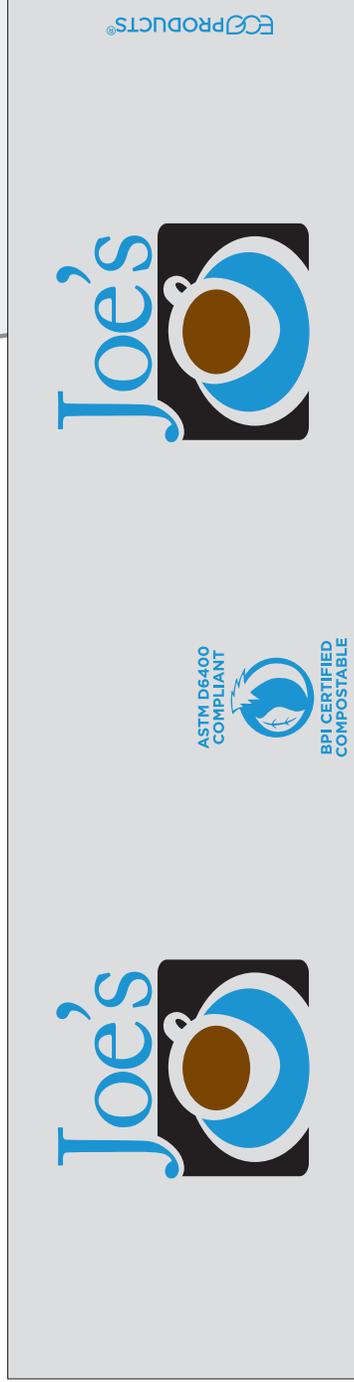
PANTONE 469



PANTONE 7461



15% GRAY INDICATES NO INK



Printable area is placed 3mm inside of cup ribs (dimensions - 5.6779cm x 22.4365cm)

Please be sure color separation and placement are correct. Eco-Products assumes no liability for incorrect copy or art approved by the customer.

Alignment along the seam can shift up to +/- 2mm (including overlap) and alignment is not guaranteed on artwork that crosses over the seam.

Please review the following:

- Spelling and punctuation are correct.
- All information conforms to any applicable Federal, State, or Local laws.
- Colors and color separations/overlaps are correct and colors are noted in the swatch indicator.
- The opinions and text expressed on this cup in no way represents Eco-Products, and in no way will Eco-Products be liable for any action taken as a result of the markings or text on this artwork.

By signing this document, I acknowledge everything to be correct and understand the document statements. I authorize Eco-Products to proceed.

SIGNATURE

PRINT NAME

DATE