

BIDBI want to
print your designs
at their absolute best,
so we ask you to look at
the following **Guide to
Supplying Artwork.**

This guide explains:

PRINT METHODS

We print using four methods, these are:

- Screen Printing
- Digital Heat Transfer
- Digital Screen Transfer
- Digital Textile Printing

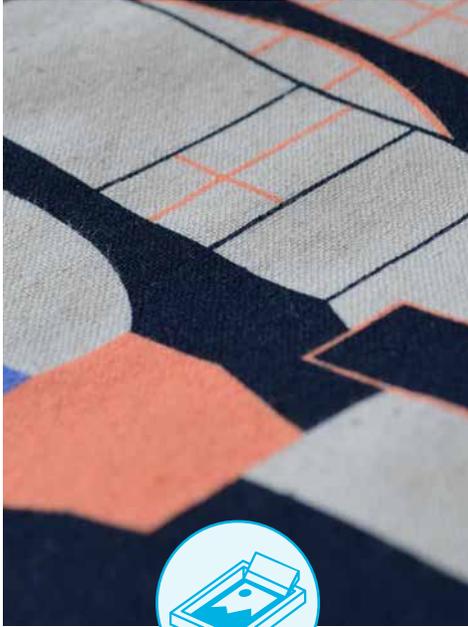
CHOOSING THE RIGHT PRINT METHOD

HOW TO SUPPLY ARTWORK

Best practices for supplying your artwork



PRINT METHODS

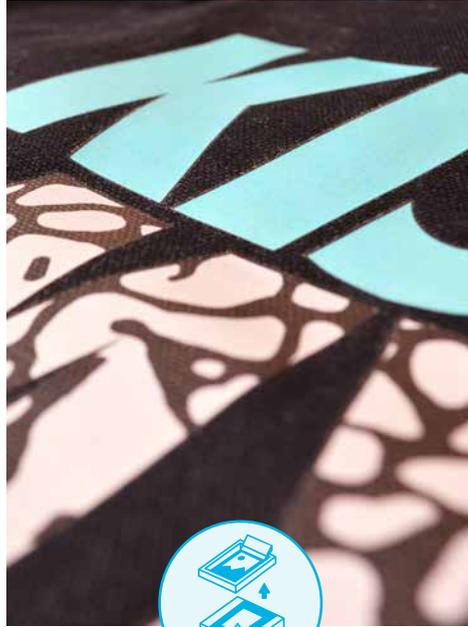


Screen Printing

Screen printing produces vibrant colours and the finished products can withstand far more stress than other techniques without cracking or fading.

It can be used on all bag colours and is best suited to designs which require a bright and solid finish. We can pantone match any ink to your design to ensure continuity across your brand.

Screen printing is very versatile, there are different ink effects available, whether its glitter, foil, metallic, reflective, neon, or something more specialist such as glow in the dark.



Digital Screen Transfer

Digital Screen Transfer allows you to print full colour images onto any colour bag and has a durable shiny finish. This print method is beneficial for printing photographic detail or images that require superior brightness and colour reproduction.

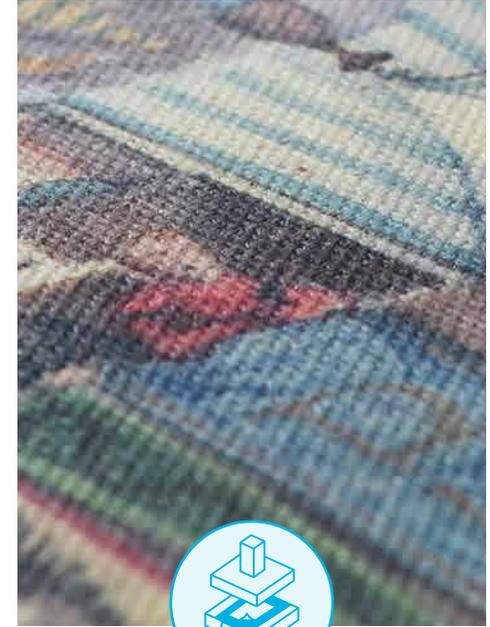
It does not have the same limitations of Heat Transfer printing and can be applied to any colour item. Pantone matching isn't available for this print method, however colours are typically vibrant.



Digital Textile Printing

Digital Textile Printing is a relatively modern technology and works much like an inkjet printer, with the ink being directly printed onto the fabric.

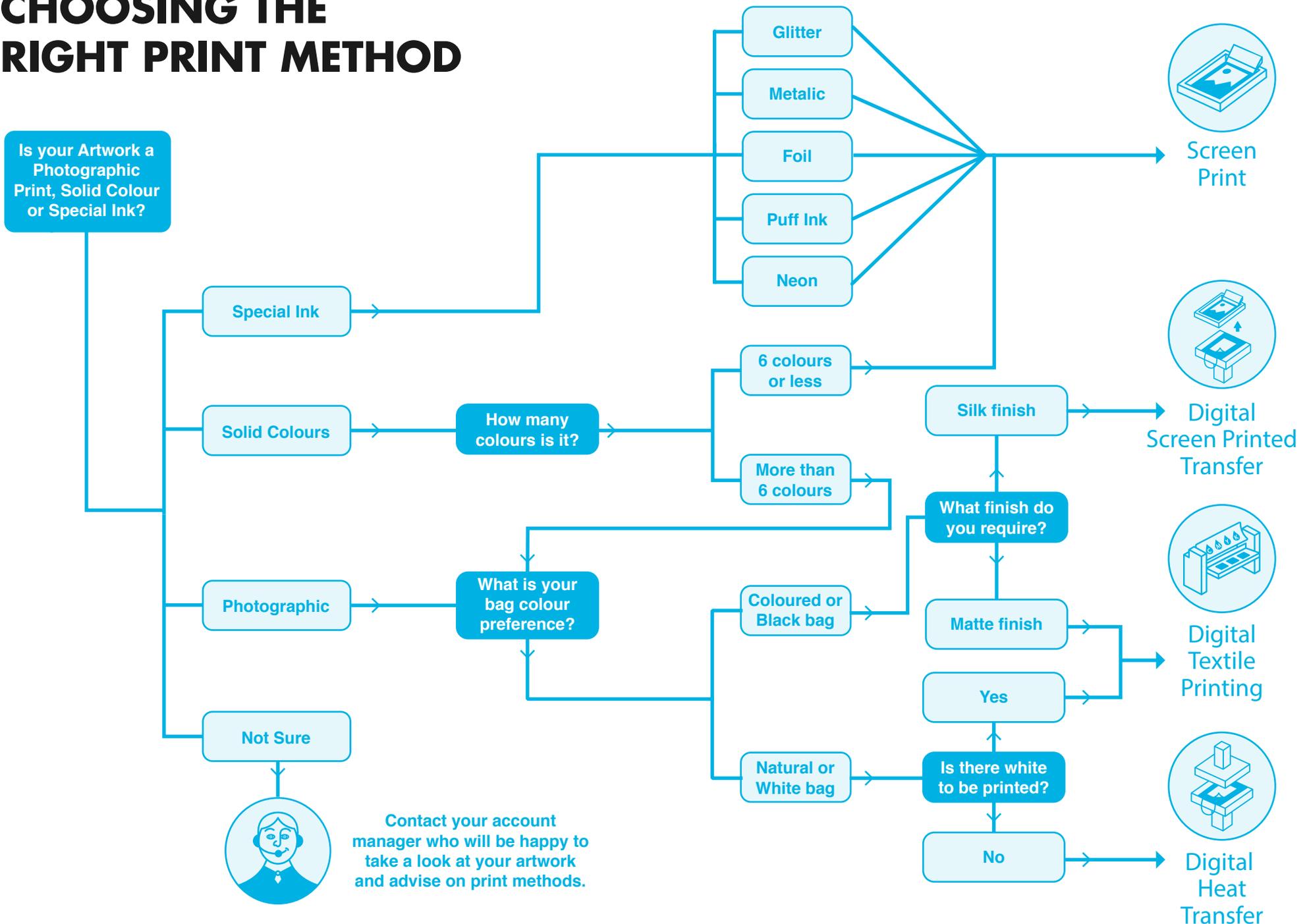
This is ideal for smaller quantities of photographic and full colour prints. The finish is soft and doesn't leave a coating making it ideal for garment printing.



Digital Heat Transfer

Ideal if you have photographic, water colour, shaded or gradient artwork. The finish has a different texture to that of screen printing and will only work on light coloured bags such as natural or white. If there is white in the artwork it will not be printed and instead the colour of the bag will be visible.

CHOOSING THE RIGHT PRINT METHOD



HOW TO SUPPLY ARTWORK

File Formats

Please supply files in **AI, PDF, EPS, PSD** or **JPEG** formats. Ideally we need the artwork in its **original format**, 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

Artwork must be supplied at **300dpi** or above, to the size it is to be printed. If it is supplied at a smaller size, we may have to scale the artwork up which can cause images to pixelate or look jagged. Vector graphics can print at any size.

Fonts

If there is text in the artwork it may only work on our system if we have the same font installed. If we don't have the font, the results can be unpredictable. Please **outline the text or embed the font** in the file. We can only edit text if we have the correct font and can't edit outlines or images.

Colour

For Screen Printing we mix our inks to match the **Solid Coated and Uncoated Pantone Formula Guides**. Typically, colours on screen look brighter than in print, so bare this in mind when choosing a print colour. Alternatively you can send us a physical swatch to ensure the colour matches the rest of your branding.

For Digital Printing, your design will be printed using a CMYK printer and therefore colour matching isn't possible. Please **supply artwork in CMYK**, the colours printed will typically be accurate to those shown on screen. Artwork supplied in RGB (or any other colour space) will be converted to CMYK which can alter the colours slightly.

Bleed

Please supply artwork cropped as you would like it to print, we do not require you to add bleed or crop marks.

QUICK GUIDE:

AI/PDF/EPS/PSD or JPG | at least 300dpi | Fonts Outlined | Artwork in CMYK (digital printing) or supply Solid Coated/Uncoated Pantone References (screen printing).

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.

Approval

After you've placed your order and supplied your artwork, we'll send you an Artwork Approval Form. This will show your artwork on the product you have ordered to ensure we have the correct artwork, in the correct position, at the correct size and in the correct colour. 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.

Print Areas and Templates

We do not supply artwork templates as our print areas vary depending on product and print method. Print area dimensions are available on the website under each product or if you are unsure, please ask your account manager to advise. If your design is required at a specific size, please indicate this, as we will usually scale your artwork to fit the maximum print area.