

IMPORTANT

1. Area/Image to be hot stamped must be within the Safe Zone.
(only within L shape safe zone *please refer page 8)

2. Hot stamping artwork (image) can be bleed out.
(only within L shape safe zone *please refer Page 8),
but stamping for important text MUST within Safe Zone.

3. Font size 7.0 pt.

Note: When using minimum pts, do not bold font as they will appear coarse and over bleed. For Reverse Effect where hot stamped area excludes font, avoid using Serif fonts.

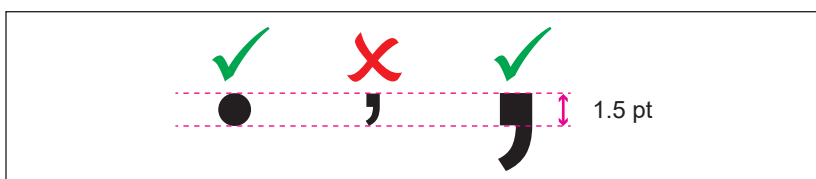
Use bold San Serif font (minimum 10 pt with Line Thickness: 1 pt).

4. Line thickness 0.5 pt.

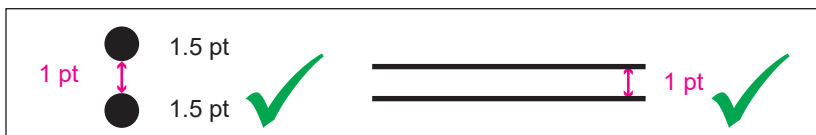


5. Dot thickness cannot less than 1.5 points (0.5mm).

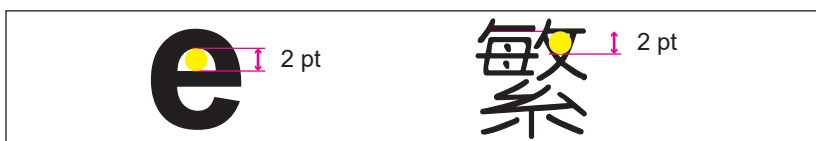
Dot artwork may also including small symbol and character, example Comma (,), Full Stop(.), Colon (:), Semi Colon (;), Apostrophes ('), Quotation Marks ("), and etc.



Gap between Normal hot-stamping for Line and Dot cannot less than 1.0 pt



In order to have clear outcome, internal gap (hole inside) of wording or any artworks cannot less than 2 pts (0.70mm). Which measure using circle.



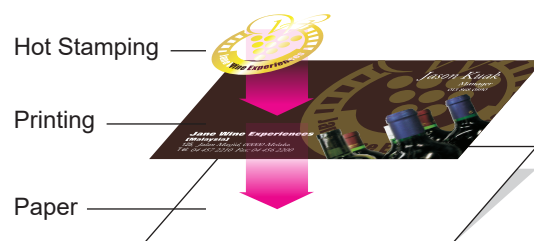
6. Image to be hot stamped must be in Vector format, solid colour and without any tint or gradient fill.



7. Ensure registration of image to be hot stamped is accurately aligned.
(possible registration problems *please refer page 9)

8. Hot stamping and creasing / folding must have distance 3mm to avoid crack issue.

**Must to TAKE NOTED and take your own risk if still want proceed this issue*



Actual print



Gold Hot Stamping

FULL COLOUR PRINTING

IMPORTANT

You will have to prepare 3 PDF files + 1 PDF file for Reverse Side (If applicable):

Page 1: 1 file for the full artwork,

Page 2: 1 file for the artwork without the image to be hot stamped and,

Page 3: 1 file for the image to be hot stamped.



Page 1

Full artwork inclusive of image & text to be hot stamped

You MUST fill the area to be hot stamped in maximum 2 colours:

Pantone 871C (Gold)
Pantone 877C (Silver)
Pantone 185C (Red)
Pantone 355C (Green)
Pantone 072C (Blue)
Pantone Black C (Black)



Page 2

Artwork without image to be hot stamped

Exclude the area/image to be hot-stamped.

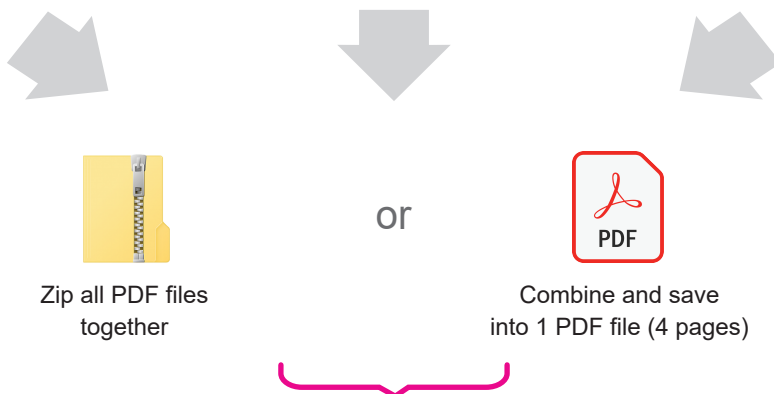


Page 3

Artwork of Image to be hot stamped

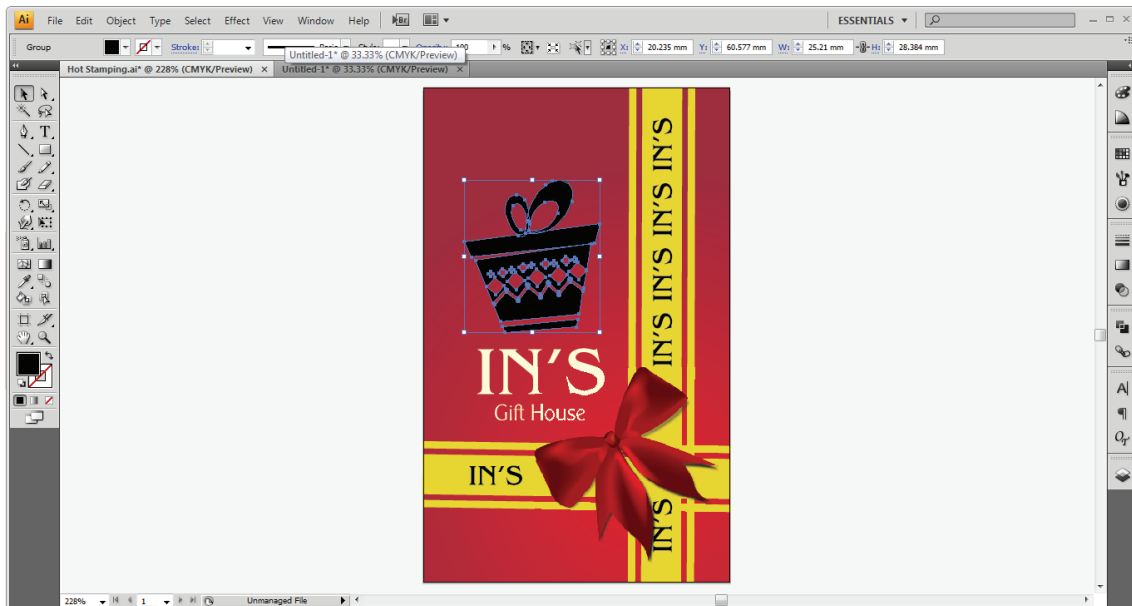
Ensure image is positioned accurately (as per File 1) to avoid misregistration.

Pantone 871C (Gold)
Pantone 877C (Silver)
Pantone 185C (Red)
Pantone 355C (Green)
Pantone 072C (Blue)
Pantone Black C (Black)

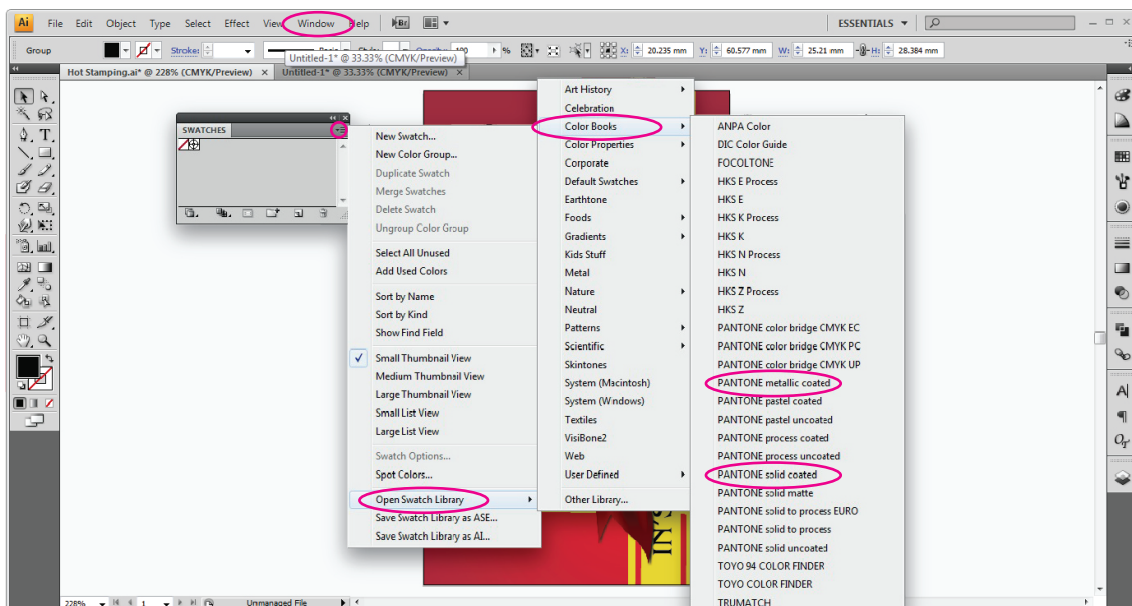


Double check preparation then upload file online (Front)

PREPARING HOT STAMPING FORMAT IN ADOBE ILLUSTRATOR





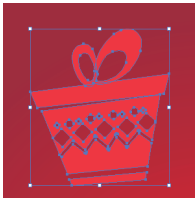



Step 1: Select your hot stamping part. Make sure hot stamping part not in JPEG.



Step 2: Select “Window” > “Swatch Libraries” > “Color Books”

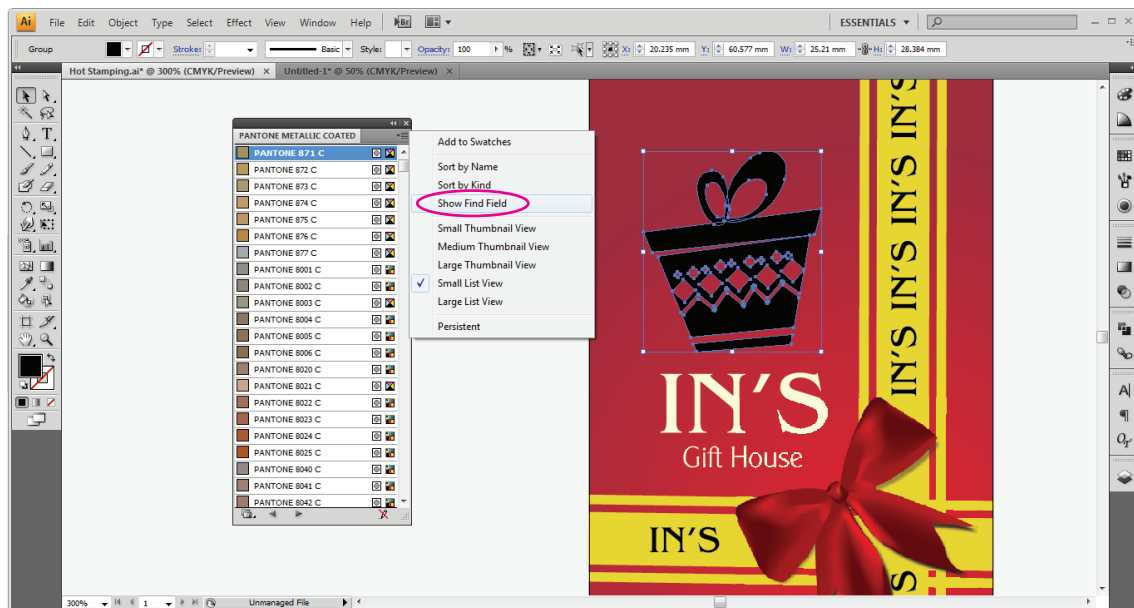
PREPARING HOT STAMPING FORMAT IN ADOBE ILLUSTRATOR Ai

May select the color code follow category show below:

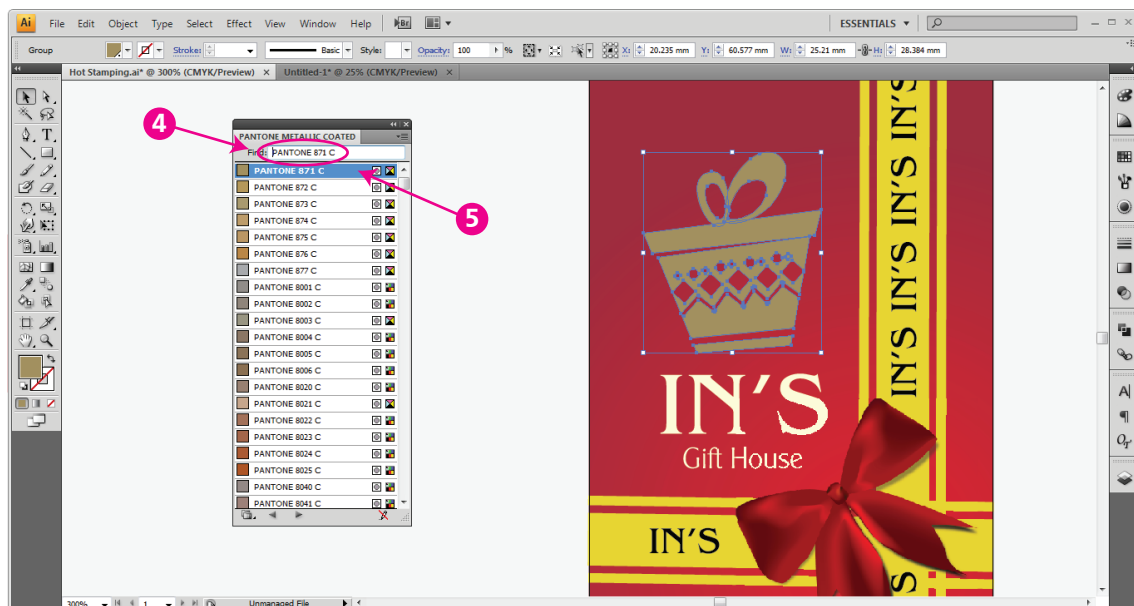
Category	Code	
PANTONE Metalic coated		
	Pantone 871C (Gold)	Pantone 877C (Silver)
PANTONE Solid coated		
	Pantone 185C (Red)	Pantone 355C (Green)
		
	Pantone 072C (Blue)	Pantone Black C (Black)

**Make sure fill in color code follow your order colour*

PREPARING HOT STAMPING FORMAT IN ADOBE ILLUSTRATOR



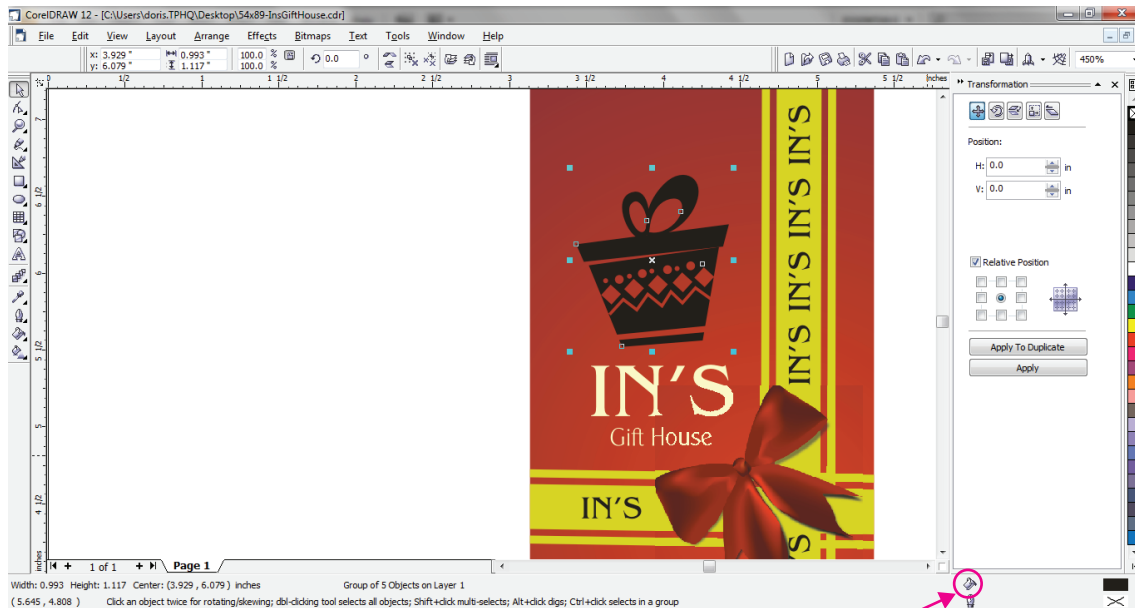
Step 3: Select “Show Find Field”



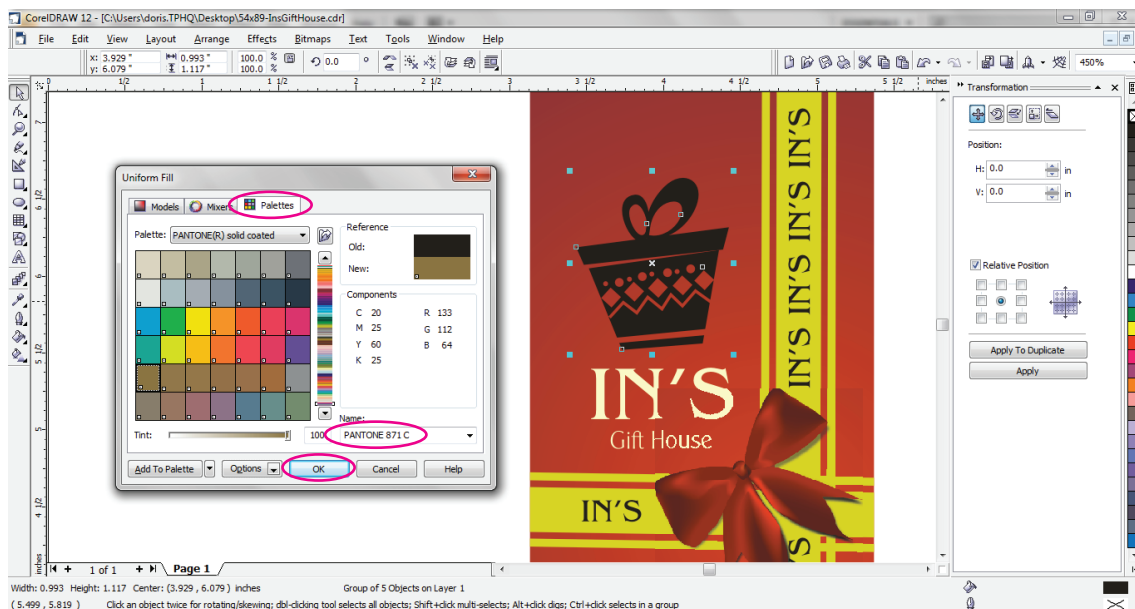
Step 4: Enter your hot stamping code.

Step 5: Select the highlighted code.

PREPARING HOT STAMPING FORMAT IN COREL DRAW



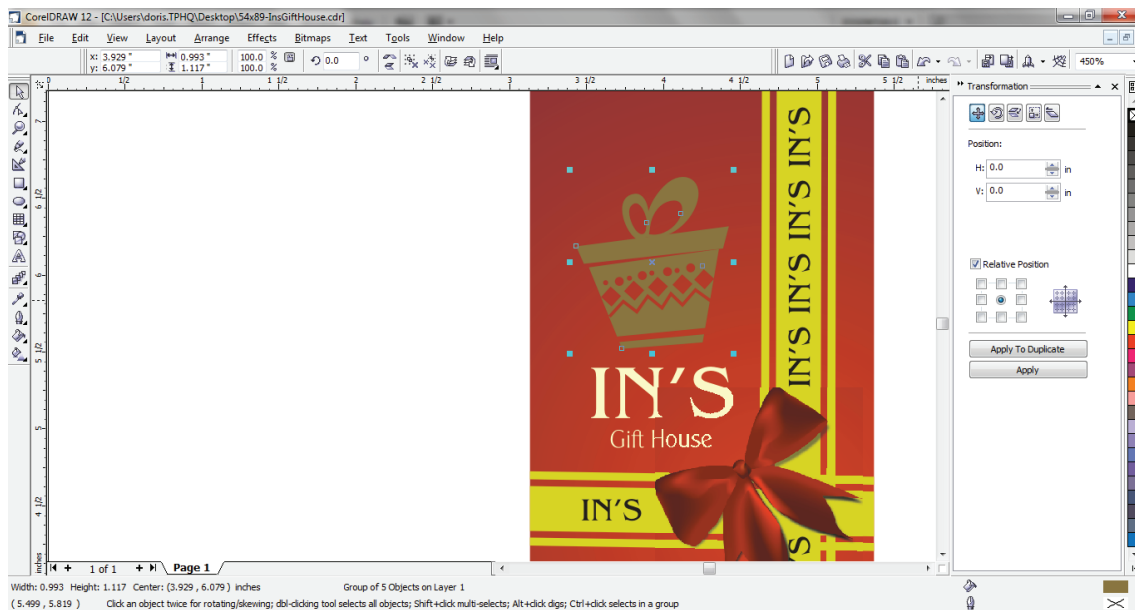
Step 1: Select hot stamping image, then double click the icon.



Step 2: Select “Palettes”

Step 3: Enter the Pantone Code.

Step 4: Then, select “OK”

PREPARING HOT STAMPING FORMAT IN COREL DRAW**Step 5: Result**

HOT STAMPING SAFE ZONE

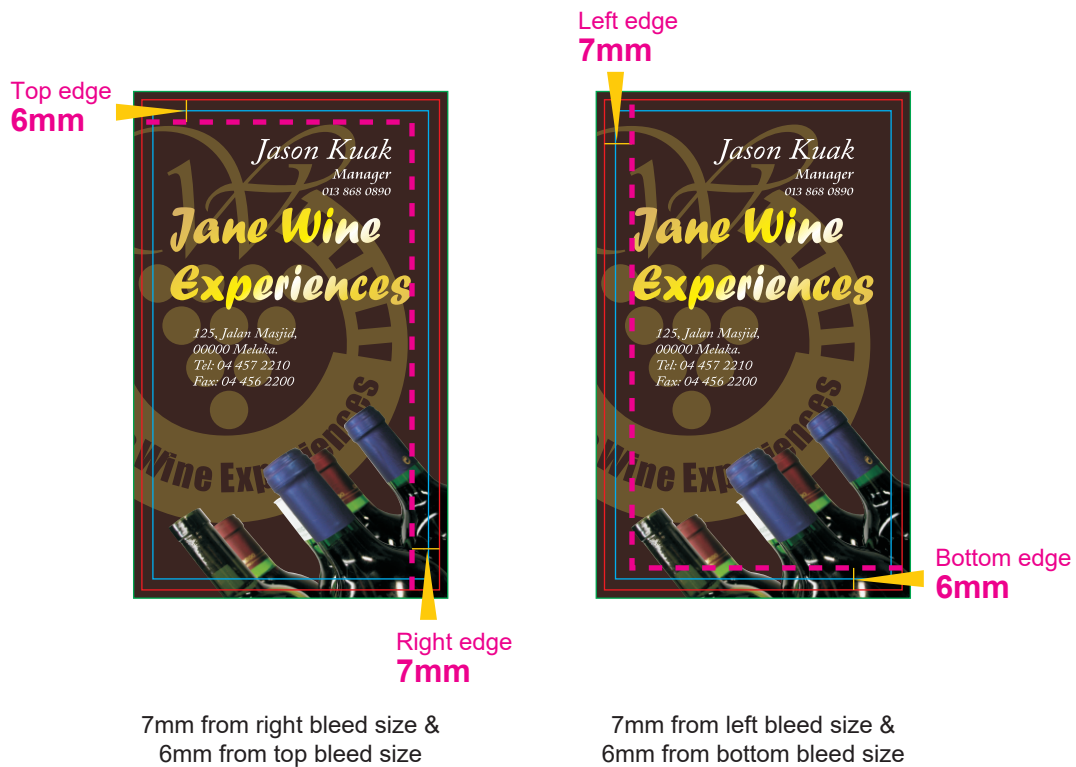
Image to be hot stamped can be bleed out within the **L Shape Safe Zone**. While important text **MUST** within all the safe zone area include L Shape Safe Zone.

— Bleeding Line — Actual Size — Safe Zone

Landscape



Portrait



POSSIBLE MISS REGISTRATION PROBLEMS

Applying hot stamping on top of fonts or images require accurate registration. Here are some possible problems that may occur due to poor registration. We will not accept artwork which contains the following registration conditions as shown below.

The Desired Effect



Hot Stamping on text with outline

What May Happen



Hot Stamping may overlaps the outline



Hot Stamping on text outline



Hot Stamping may not align accurately on text outline

HOT STAMPING TOLERANCE

Due to tolerance shift in printing, 100% accurate registration in hot stamping is not possible especially for gang run job (either Litho Offset or Digital Offset). There is tolerance of ± 0.5 mm in printing and cutting, this tolerance can cause certain artwork with registration is obviously shifted and high reject rate in production.

Hence, you are advised to refer Hot stamping Tolerance below and we **DO NOT** accept reject due to this registration issue.

Product	Tolerance
Business Card	± 1.5 mm
Kad Kahwin Booklet Money Packet	± 1.0 mm
Loose Sheet	± 0.5 mm (Litho Offset) ± 1.0 mm (Digital Offset)
Packaging Wire-o Notebook	± 0.5 mm

- Hot stamping may cause the card thickness to become uneven and packed cards may become slightly curved (i.e. not flat when placed on table, in wallet, card holder, etc). EXCARD shall not accept any rejects claims for curved Business Cards due to these factors.
- For products with thin paper material such as money packet, art paper or simili loose sheet, and also card type paper grammage below 300gsm with hot-stamping finishing, stamping pressure may leave a stamping mark on the back of the product. Hence, members shall notice this risk and EXCARD shall not be held responsible for the stamping mark on the back.

REVERSE EFFECT FOR HOT STAMPING

Reverse effect of Hot Stamping refer to the Hot Stamping apply on the opposite side of the desired object. It usually contains the particular artwork which have a larger proportion of hot-stamped area than the non-stamped area

The example below is reverse hot stamping:



Normal



Normal



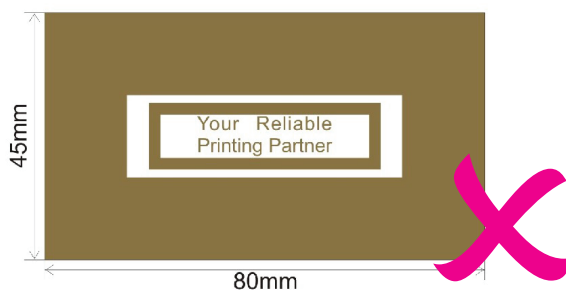
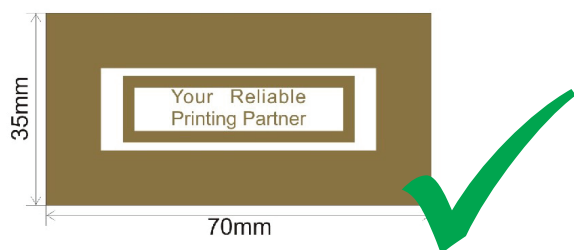
Reverse



Reverse

The requirement to do reverse effect Hot Stamping:

1. Do not use Serif font type. Such as "Times New Roman"
2. Use only Sans Serif fonts and bold the font. Such as "Arial"
3. Minimum 10pts for font size and 1pt for line thickness.
4. It is only applicable to Matte Lamination Art Paper / Art Card series with condition reverse area should **not more than 35mm(H) x 70mm(W)**.



5. It is not applicable to materials with the condition listed below:

- Uneven surface paper material (such as conqueror paper / card, fine card suwen and linen)
- Plastic material
- Metallic card
- Super white
- Gloss Lamination

6. Both side artwork with reverse hot stamping is not applicable.

ACTUAL PRINT



This artwork specification will guide you to prepare an artwork file that consist of both hot-stamping and spot UV finishing.

Important:

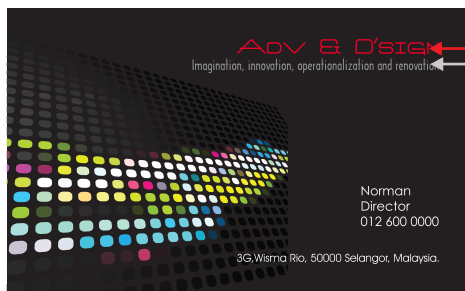
1. Image to be hot-stamped and Spot UV varnished may not be stacked or be too close to one another.
2. Hot stamping need 2mm distance from spot uv



File 1

Full artwork inclusive of image to be hot-stamped

You MUST fill the area/image to be hot-stamped in
Pantone 871C (Gold)
Pantone 877C (Silver)
Pantone 185C (Red)
Pantone 355C (Green)
Pantone 072C (Blue) or
Pantone Black C (Black)



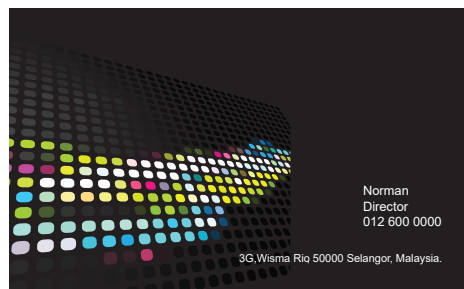
Important:

Different hot stamping cannot close to each other. Please leave 2mm between them.



File 2

Artwork that is to be printed in Offset Colour



File 3

Artwork of Image to be Spot UV varnished (JPEG file not accepted)

1. Ensure image is positioned accurately (as per File 1) to avoid mis-registration.
2. You MUST fill the area/image to be Spot UV varnished in **PROCESS COLOUR (K=100)**
3. Save your file with transparent background.



DO NOT delete the 'Full Bleed' box; change the line colour to WHITE



File 4

Artwork of Image to be hot-stamped

Ensure image is positioned accurately (as per File 1) to avoid misregistration.
 You may choose a maximum of **2 hot-stamping colours** on the same stamping side.

Important:

You MUST fill the area/image to be hot-stamped in Pantone Colour.



DO NOT delete the 'Full Bleed' box; change the line colour to WHITE



Zip all PDF files together

or



Combine and save into 1 PDF file (4 pages)

Double check preparation then upload file online (Front)