

IMPORTANT NOTES	 Seda <small>INTERNATIONAL PACKAGING GROUP</small> phone 01443 811 888 fax 01443 811 899 - www.sedagroup.org	Proof Approval PLEASE REMEMBER It is the customer responsibility to check that no errors have been made in the production of this artwork. Any corrections to the design must be clearly marked. When you are satisfied please sign "Approved by" and return to us for the production of the printing plates.	SEDA DIMA REFERENCE SEDA 03															
	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Material -</td> <td style="width: 50%;">Machine -</td> </tr> <tr> <td> <div style="display: flex; justify-content: space-around;"> <div style="width: 15px; height: 15px; background-color: black; border: 1px solid black;"></div> <div style="width: 15px; height: 15px; background-color: red; border: 1px solid black;"></div> <div style="width: 15px; height: 15px; background-color: brown; border: 1px solid black;"></div> <div style="width: 15px; height: 15px; background-color: yellow; border: 1px solid black;"></div> <div style="width: 15px; height: 15px; background-color: white; border: 1px solid black;"></div> </div> <p style="font-size: 8px;">Mars Black PMS1795c PMS4695c PMS213c PMS131c PMS1245c</p> </td> <td> <div style="display: flex; justify-content: space-around;"> <div style="width: 15px; height: 15px; background-color: white; border: 1px solid black; border-style: dashed;"></div> <div style="width: 15px; height: 15px; background-color: white; border: 1px solid black; border-style: dashed;"></div> </div> <p style="font-size: 8px;">CUTTER CUTTER</p> </td> </tr> </table>	Material -	Machine -	<div style="display: flex; justify-content: space-around;"> <div style="width: 15px; height: 15px; background-color: black; border: 1px solid black;"></div> <div style="width: 15px; height: 15px; background-color: red; border: 1px solid black;"></div> <div style="width: 15px; height: 15px; background-color: brown; border: 1px solid black;"></div> <div style="width: 15px; height: 15px; background-color: yellow; border: 1px solid black;"></div> <div style="width: 15px; height: 15px; background-color: white; border: 1px solid black;"></div> </div> <p style="font-size: 8px;">Mars Black PMS1795c PMS4695c PMS213c PMS131c PMS1245c</p>	<div style="display: flex; justify-content: space-around;"> <div style="width: 15px; height: 15px; background-color: white; border: 1px solid black; border-style: dashed;"></div> <div style="width: 15px; height: 15px; background-color: white; border: 1px solid black; border-style: dashed;"></div> </div> <p style="font-size: 8px;">CUTTER CUTTER</p>	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Approved by</td> <td style="width: 50%;">Date</td> </tr> <tr> <td>Customer -</td> <td>Date -</td> </tr> <tr> <td>Description -</td> <td>Job No. -</td> </tr> </table>	Approved by	Date	Customer -	Date -	Description -	Job No. -	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Product:</td> <td style="width: 50%;">35W COLD CUP</td> </tr> <tr> <td></td> <td>P/Mcc398012 Foglio 3</td> </tr> <tr> <td>Proof No. -</td> <td></td> </tr> </table>	Product:	35W COLD CUP		P/Mcc398012 Foglio 3	Proof No. -
Material -	Machine -																	
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THIS COLOUR PROOF IS FOR USE AS A GUIDE ONLY. THE COLOURS ARE NOT EXACT MATCHES TO THE PANTONE REFERENCES GIVEN.

Standart Cetak Desain Kemasan

Wandah W

Istilah dalam industri percetakan

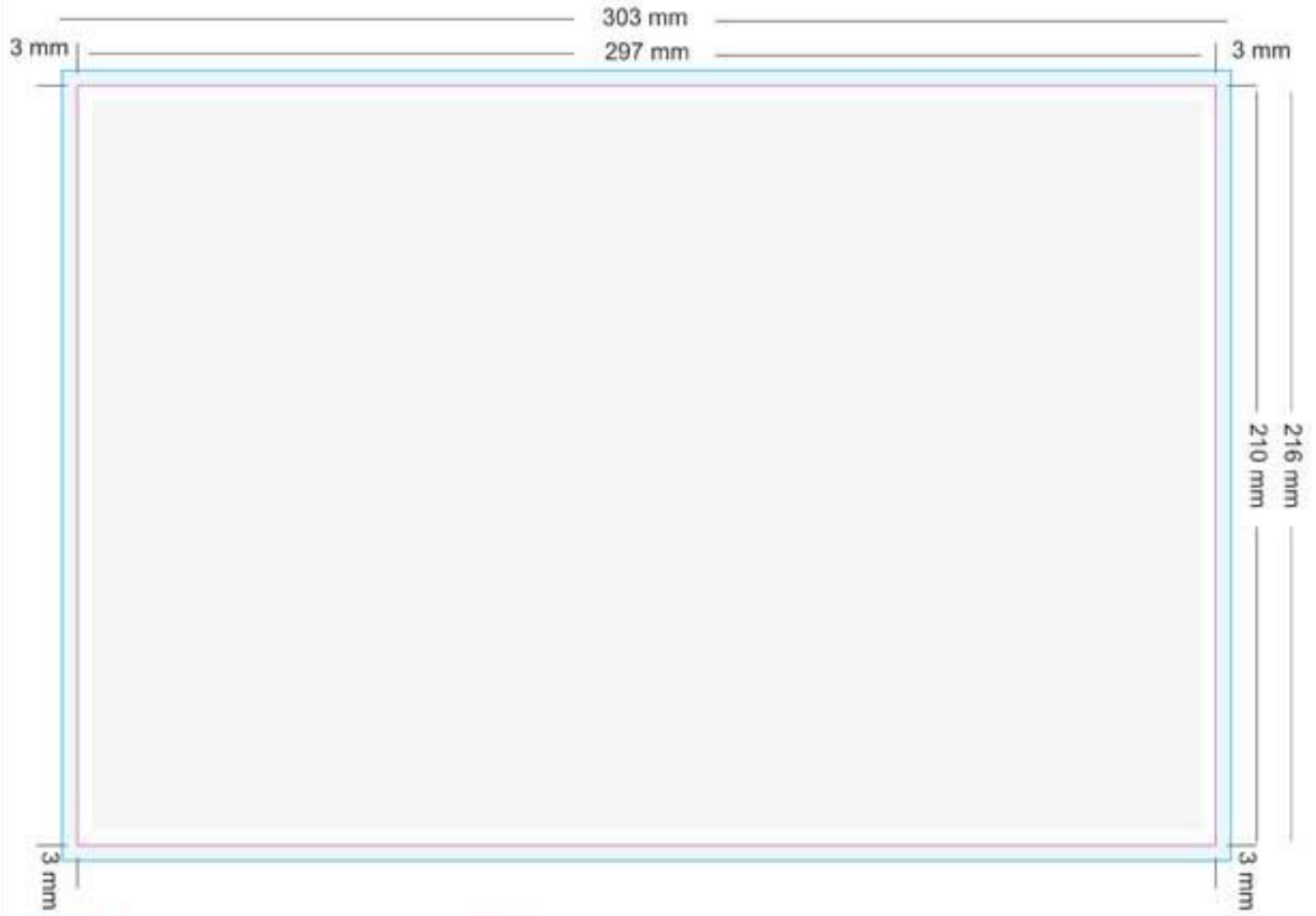
Bleed

Bleed adalah bagian area desain di luar garis potong yang berfungsi untuk mengantisipasi rendahnya tingkat akurasi pada saat hasil cetak dipotong/disisir

Bleed ini berguna untuk meminimalisir agar pada saat pemotongan kertas semua bagian desain secara utuh tidak berkurang dan sesuai dengan ukuran yang sebenarnya



Ilustrasi Bleed untuk desain ukuran A4



area bleed : 3 mm

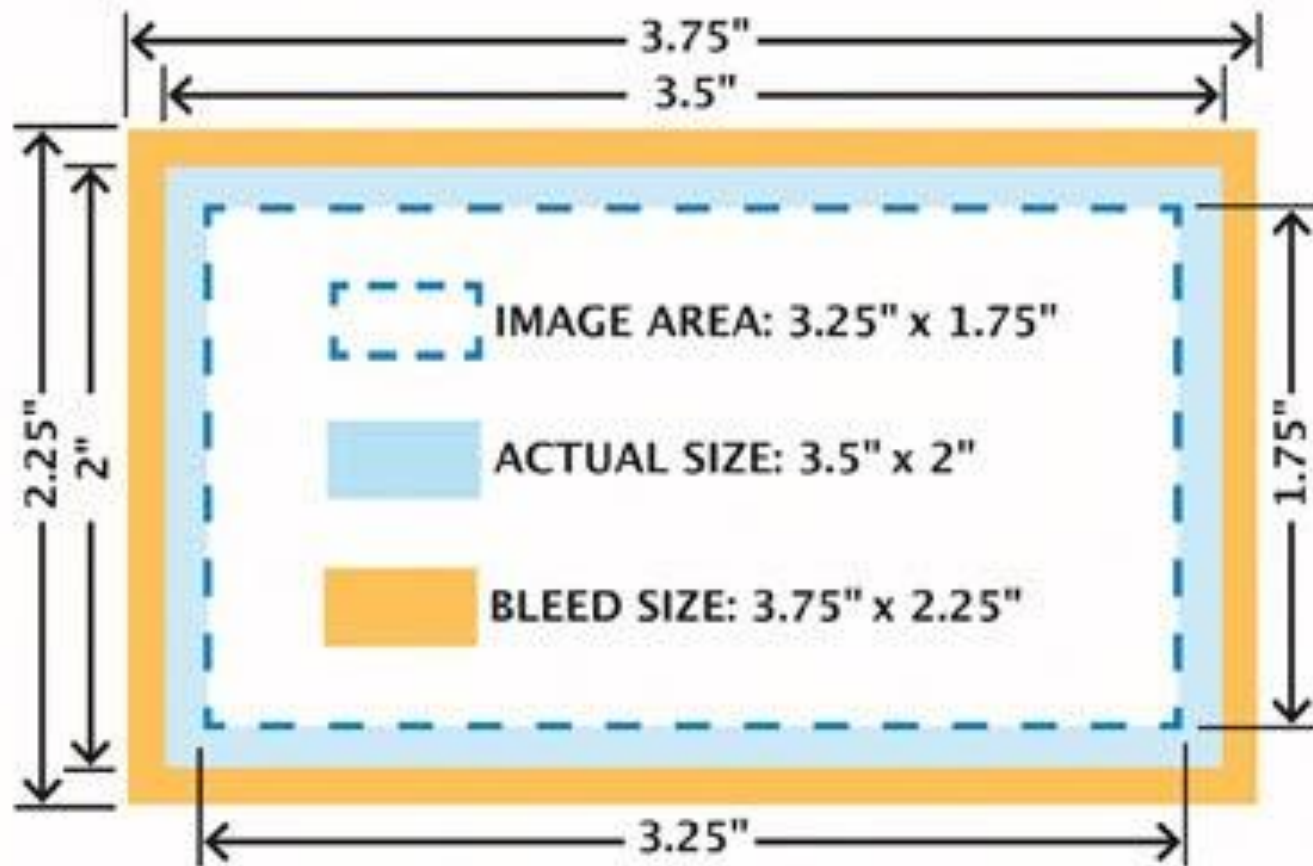


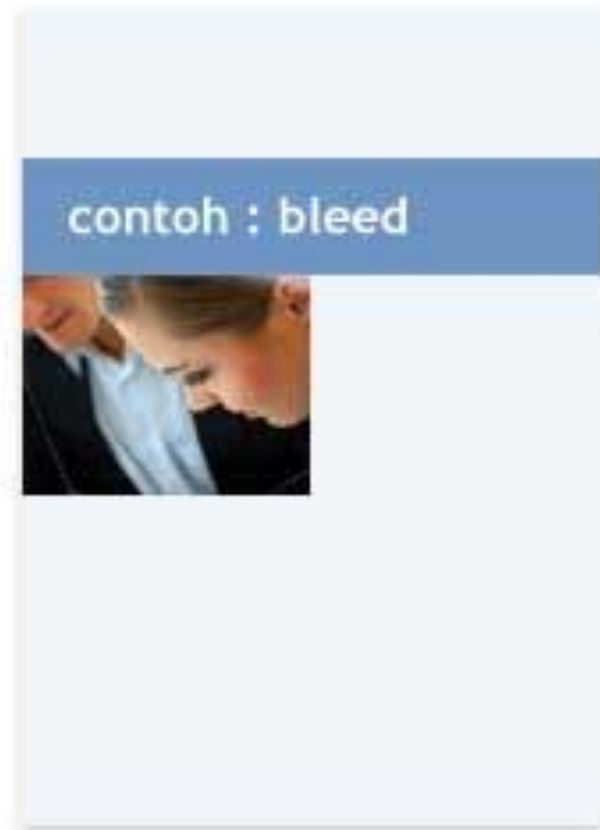
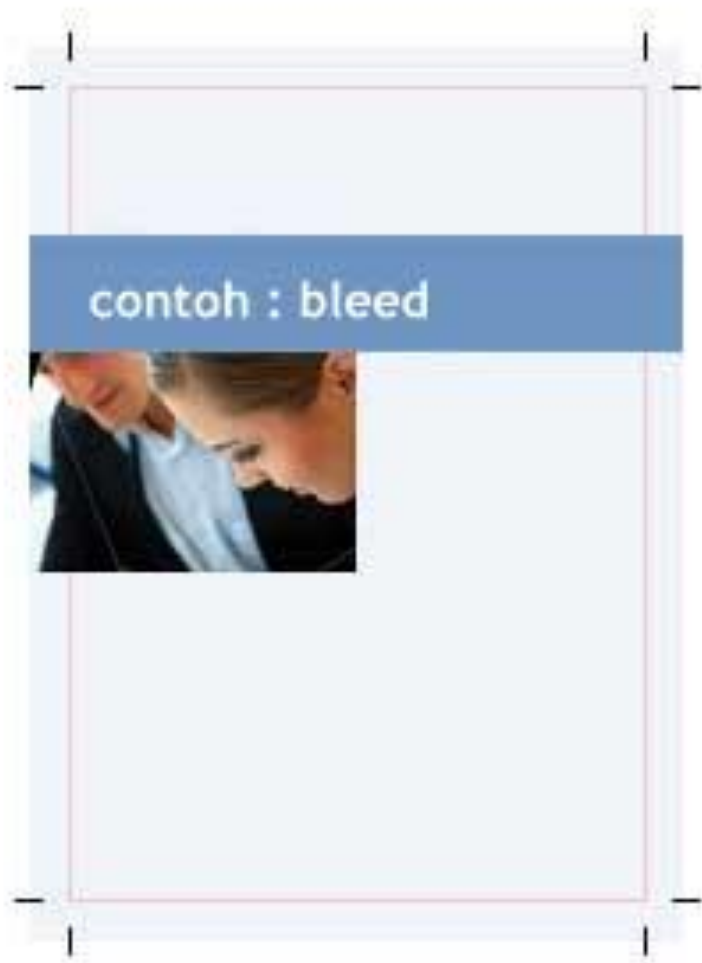
garis potong



space text/content







bleed minimal 3-5 mm (standar eropa)



Crop Marks



Tanda potong atau crop marks sangat membantu pada saat finishing potong.

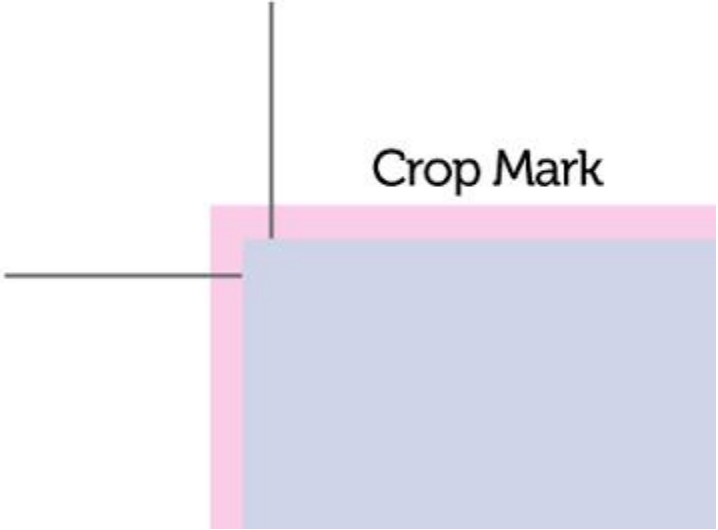
Hampir semua program aplikasi grafis telah memasang fasilitas pembuatan crop marks secara otomatis.

Namun apabila dilakukan dengan manual digunakan warna register untuk tanda ini

C : 100 M : 100 Y : 100 K : 100,

Panjang garis cukup 3-6 mm dengan hairline.





Trapping

Trapping adalah suatu istilah yang digunakan untuk menghindari atau meminimalisasi pergeseran warna cetak yang menumpuk (*miss register*).

Kebanyakan digunakan pada logo, atau tulisan yang menumpuk pada obyek yang kontras, atau penggunaan warna-warna solid (*special color*).

Setelah diberi *Trapping*, biasanya terlihat seperti ada *outline*. Besarnya *Trapping* berkisar 0.2mm – 0.5mm, bergantung bahan cetak dan jenis cetakan





hasil cetak yg diinginkan



hasil cetakan yg mungkin terjadi jika
tanpa TRAPPING, warna magenta
miss register thd warna cyan



Tulisan "K" setelah diberi Trapping
Sehingga akan meminimalisasi
pergeseran pada hasil cetakan



Overprinting

Overprinting adalah suatu metode untuk menumpukkan warna pada sistem warna cetak.

Trapping biasa juga didapat dengan menggunakan *overprinting*.

Warna hitam biasanya secara *default* sudah di *setting* menjadi *overprinting*


Biasanya digunakan pada kondisi-kondisi tertentu, namun jika tidak diperlukan jangan sekali-sekali menggunakan *overprinting*, warna yang dihasilkan akan berubah dan akan bercampur antara warna *foreground* dan *background*






Hasil yang diinginkan

**Tanpa Overprint,
Warna Hijau Muda
tetap terlihat sesuai
yang diharapkan**



Hasil yang salah

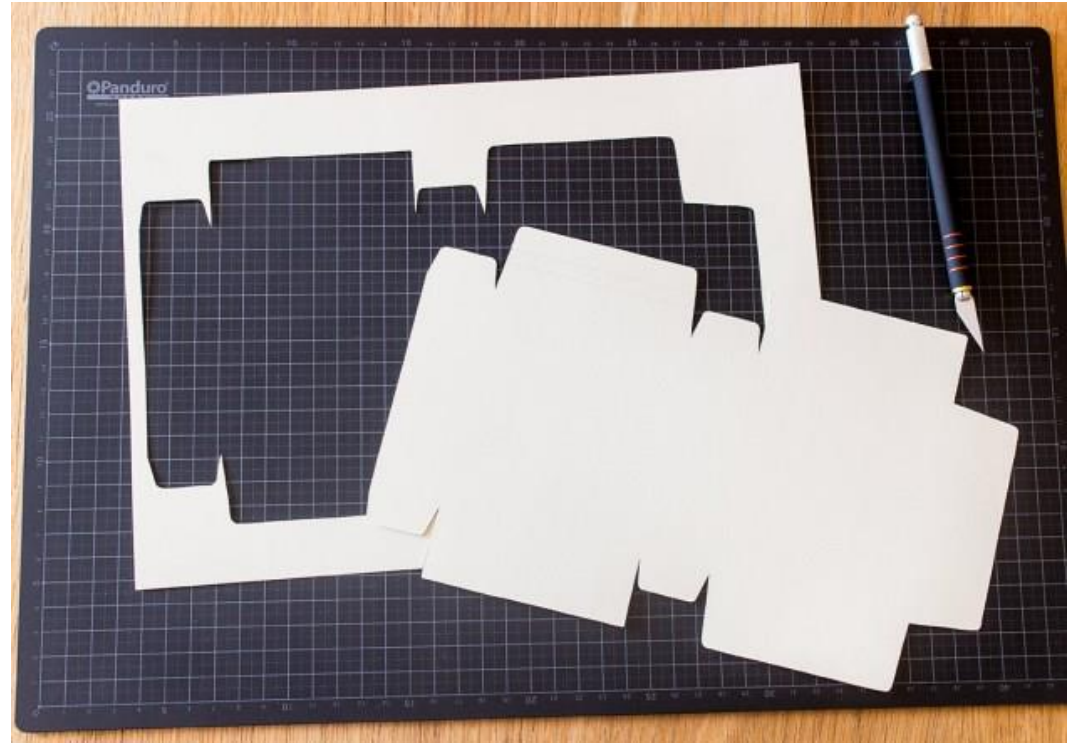
**Dengan Overprint,
Warna hijau bercampur
dengan background merah
sehingga warna menjadi gelap**



Die Cut

Diecut adalah garis yang akan dipotong / memotong ruang di sekeliling cetakan sehingga diperoleh sebuah desain yang rapi dan tanpa background (latar belakang) / sesuai dengan area yang dibutuhkan





Perf

Perf adalah garis yang akan dijadikan sebagai tekukan



Standart Presentasi Desain Kemasan



Artwork Area Detail

Brand Mandatories



Brand Mandatories adalah note/catatan yang diberikan oleh klien terkait desain yang dipesan

Biasanya berisi detail logo, icon, standart ISO

QR Check



QR Check digunakan untuk mengakses file siap etak yang terletak di server

Pada standart percetakan luar, file yang akan dicetak diletakkan dalam server khusus (memiliki URL)



Designer Profile

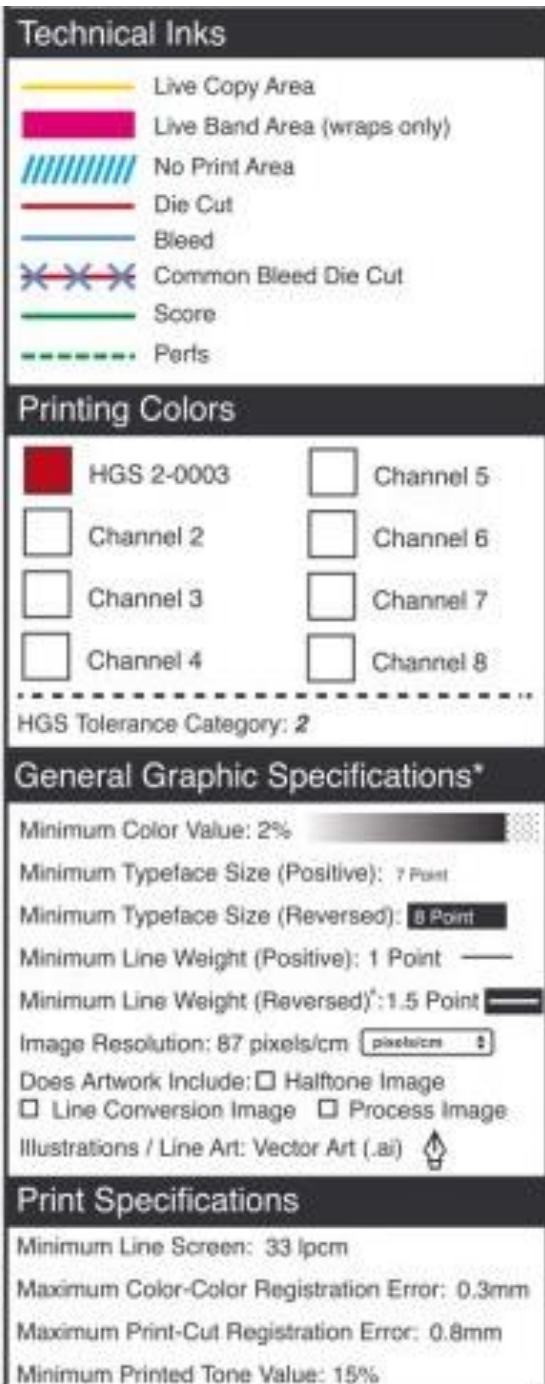


HAVI Global Solutions

Zone: Europe
Country: Germany
Item: .25L Gold Fountain Cup
Substrate: PEPB
Date: 24/09/2008
Internal Ref#: 41915

Area untuk menampilkan profil desainer yang mengerjakan desain kemasan





Technical Detail

Area untuk menampilkan detail aspek teknis
Seperti :

- Standarisasi icon dan simbol
- Detail warna yang digunakan dalam cetak
- Tipografi / font type / font size
- Image Resolution
- Graphic type : Bitmap / Vector
- Minimum value : Font, Color, Typeface, tone
- Color Registration

Project Name & Color Profile

Brand Ambition Russia .5L Cold Cup - Together

21499 21499_RUS_G06R7_BA_.5L_Together.ai

0021499_MCD_GLB_BA_Bags_Cups_2012_2013_003_Big_Ten_Keylines.17_RUSSIA_KEYLINESKEYLINES_WITH_SOCHI_LOGO_V1.21499_RUS_G06R7_BA_.5L_Together.ai

McDonalds
USA01

Tues Sept 24 2013
11:04:43

Helvetica-Bold, HelveticaNeue-Bold,
DINPro-Medium, Arial-BoldMT,

21499_Brand_Ambition_Packaging

AI CSS
Spot

Brand Ambition Russia .5L Cold Cup -
Together Europe
Russia

100%

A Brzezinski
R McMillis
D Hardy

HGS 2-0003
HGS 2-0004
HGS 2-0549

Area untuk menampilkan judul project

- File name
 - Printing scale
 - Printing media
 - Color Profile (color tone)
-



Design Approval

JOB NUMBER: 21974		FILE NAME: 21974_G08R2_WC_RUS_LrgFry_Sati_3.ai	
File Path: Studio_Chicago:Jobs:McDonalds_Global_Packaging:0021974_MCD_GLB_WC_Frybox_Designs:Keyline_Execution:Russia:21974_G08R2_WC_RUS_LrgFry_Sati_3.ai			
Job Info		File Info	
Client: McDonalds	Trim Size:	Fonts:	ARTWORK APPROVAL
Business Unit: USA01	Live Area:	HelveticaNeue-Bold, AkzidenzGroteskDQ-Cnd, Helvetica-	Account: E Lancaster
Program Description: McD GLB World Cup Frybox Designs	Bleed Area:	Links: 29714_Frybox_SPN_Sat_r3.eps, CSBS_SBS%20Carton_MSTR_Spec.ep	Art Director: Z Orozco
File Description: World Cup - Russia - Large Fry - Sati - 3x12	Program: unknown	Notes:	Creative Director: J Desir
Date/Time: Mon Mar 03 2014 17:14:10	Color Mode: CMYK		Copywriter: T Rapach
	Built at:		Project Manager: M Cull
	Printed at:		Print Production: S Doane
<small>55 West Monroe, Suite 1400, Chicago, Illinois 60603 • 312-614-4600 • www.themarketingstore.com ©The Marketing Store, 2013. The ideas and concepts presented are the sole intellectual property of The Marketing Store. They may not be shared, copied or executed in whole or in part without the direct involvement or express permission of The Marketing Store. Please ensure artwork is checked thoroughly before approval. The Marketing Store makes every effort to ensure that artwork is accurate but cannot be held liable for errors once a job has gone to repro/print.</small>			
			Art Buyer: P Javier
			Proof Reader: R McMills
			Studio Artist: R Virgo

Area untuk menampilkan persetujuan bahwa desain siap dicetak



ENCORE PLUS CULTES



CHICKEN MYTHIC BACON

CHICKEN MYTHIC TEX MEX



programmés à l'avance

Emmental fondu



Sauce Tex Mex



DEUX RECETTES MYTHIQUES À DÉCOUVRIR.

Retrouvez le goût culte du Chicken Mythic Bacon : de l'emmental fondu, deux tranches de tomate, de la salade, une sauce savoureuse et surtout, du bacon croustillant.

Ou laissez-vous séduire par le nouveau Chicken Mythic Tex Mex et sa sauce tex mex, un délice qui ravira les amateurs de poulet*.

*Spécialité poulet au poulet.

i'm lovin' it



BRAND AMBITION PACKAGING
ITEM: .25L Cold Cup - Thank You
ZONE: GERMANY/AUSTRIA
FILE NAME: 21499_GER_G01R0_BA_.25L_ThankYou.ai

Printed at 100%

Brand Mandatories

Mandatories are shown to size,
DO NOT reduce



Legal line: ©2013 McDonald's



HAVI Global Solutions

Zone: Europe
 Country: Germany
 Item: .25L Cold Fountain Cup
 Substrate: PEPB
 Date: 24/09/2008
 Internal Ref#: 41915

Technical Inks

- Live Copy Area
- Live Band Area (wraps only)
- No Print Area
- Die Cut
- Bleed
- Common Bleed Die Cut
- Score
- Perfs

Printing Colors

- HGS 2-0003 Channel 5
- Channel 2 Channel 6
- Channel 3 Channel 7
- Channel 4 Channel 8

HGS Tolerance Category: 2

General Graphic Specifications*

- Minimum Color Value: 2%
- Minimum Typeface Size (Positive): 7 Point
- Minimum Typeface Size (Reversed): 8 Point
- Minimum Line Weight (Positive): 1 Point
- Minimum Line Weight (Reversed): 1.5 Point
- Image Resolution: 87 pixels/cm
- Does Artwork Include: Halftone Image
- Line Conversion Image Process Image
- Illustrations / Line Art: Vector Art (.ai)

Print Specifications

- Minimum Line Screen: 33 lpcm
- Maximum Color-Color Registration Error: 0.3mm
- Maximum Print-Cut Registration Error: 0.8mm
- Minimum Printed Tone Value: 15%

QR CODE CHECK

Date: 03.26.13
 Time: 3:25 pm CST
 Device: Samsung Galaxy Note 2
 OS: Android 4.1.1 - Jelly Bean
 App: Scan by Scan, Inc.

Shortened URL:
<http://q.mcd.com/pl222222>

Brand Ambition Germany .25L Cold Cup - Thank You

21499	21499_GER_G01R0_BA_.25L_ThankYou.ai	
McDonalds.0021499_MCD_GLB_BA_Bags_Cups_2012_2013.003_Bg_Ten_Keylines_S_GERMANY_AUSTRIA_KEYLINES:21499_GER_G01R0_BA_.25L_ThankYou.ai		
McDonalds USAG1	Mon Mar 25 2013 10:14:37	Helvetica-Bold, Arial, Helvetica, sans-serif B/CnL, Arial, Bold, MT, Hermes, Bold,
21499_Brand_Ambition_Packaging	unknown Spot	S Fischer
Brand Ambition Germany - 25L Cold Cup - Thank You		A Bizzozzi R Middle D Hardy
Germany-Austria	100%	
Cold Cup-.25L		

- HGS 2-0390
- HGS 2-0003
- HGS 2-0004





BRAND AMBITION PACKAGING

ITEM: .5L Cold Cup - Love

ZONE: UKRAINE

FILE NAME: 21499_UKR_G05R2_BA_5L_Love.ai

Printed at 100%

Brand Ambition Ukraine .5L Cold Cup - Love

21499

21499_UKR_G05R2_BA_5L_Love.ai

McDonalds_Global_Packaging:0021499_MCD_GLB_BA_Bags_Cups_2012_2013-003_Big_Ten_Keylines:20_UKRAINE_KEYLINES:21499_UKR_G05R2_BA_5L_Love.ai

McDonalds
USA01

Wed Jul 03 2013
10:34:54

Helvetica-Bold, HelveticaNeue-Bold,
Arial-BoldMT, Hermes-Bold,

Freestance

21499_Brand_Ambition_Packaging

AJ CSS

Spot

A Breenaki

Brand Ambition Ukraine .5L Cold Cup -
Love

Europe

100%

R MAMs

D Hardy

Cold Cup- 5L

■ HGS 2-0003

■ HGS 2-0004

■ HGS 2-0549

QR CODE CHECK

Date: 06.29.13
Time: 3:30 pm CST
Device: Samsung Galaxy Note 2
OS: Android 4.1.1 - Jelly Bean
App: Scan by Scan, Inc.

Shortened URL:

<http://q.mcd.com/mz222222>



Mc D Fries World Cup Brazil Edition





NUTRITION INFORMATION APPROVAL	
JOB # & PACKAGING FILE: 21974_G08R2_WC_RUS_LrgFry_Sati_3.ai	
RECEIVED FROM:	DATE RECEIVED:
PROJECTOR:	DATE:
PROJECT COORDINATOR:	
PREPARED BY:	
ACCOUNT NUMBER:	



NUTRITION INFORMATION APPROVAL	
JOB # & PACKAGING FILE: 21974_G11R0_WC_EuropeNL_LrgFry_Doppel_8.ai	
RECEIVED FROM:	DATE RECEIVED:
PROJECTOR:	DATE:
PROJECT COORDINATOR:	
PREPARED BY:	
ACCOUNT NUMBER:	

World Cup - Russia - Large Fry - Sati - 3/12

JOB NUMBER: 21974	FILE NAME: 21974_G08R2_WC_RUS_LrgFry_Sati_3.ai	CMYK
File Path: Studio Chicago Jobs\McDonalds_Globel_Packaging\021974_MCD_GLB_WC_FryNL_Designs\Russia\21974_G08R2_WC_RUS_LrgFry_Sati_3.ai		
Client: McDonalds	Print Name: Pallette	ARTWORK APPROVAL
Business Unit: USA01	Line Area: Pallette/Offline/Print	Account: E Lancaster
Program Description: MCD GLOB World Cup FryNL Design	Bleed Area: 25714_FryNL_SFN_Sat_15.0pt	Art Director: Z Onaso
World Cup - Russia - Large Fry - Sati - 3/12	Program: unknown	Creative Director: J Deier
Date/Time: Mon Mar 03 2014 17:14:10	Color Model: CMYK	Copywriter: T Rajach
	Built at:	Project Manager: M Cui
	Printed at:	Print Production: S Doree
		Art Buyer: P Javur
		Proof Reader: R McMill
		Studio Artist: R Virgo

SHARED COUNTRIES: RUSSIA, BELARUS

World Cup - Europe Non-Language - Large Fry - Doppel - 8/12

JOB NUMBER: 21974	FILE NAME: 21974_G11R0_WC_EuropeNL_LrgFry_Doppel_8.ai	CMYK
File Path: Studio Chicago Jobs\McDonalds_Globel_Packaging\021974_MCD_GLB_WC_FryNL_Designs\Europe_NonLanguage\21974_G11R0_WC_EuropeNL_LrgFry_Doppel_8.ai		
Client: McDonalds	Print Name: Pallette	ARTWORK APPROVAL
Business Unit: USA01	Line Area: Pallette/Offline/Print	Account: E Lancaster
Program Description: MCD GLOB World Cup FryNL Design	Bleed Area: 25714_FryNL_SFN_Sat_15.0pt	Art Director: Z Onaso
World Cup - Europe Non-Language - Large Fry - Doppel - 8/12	Program: unknown	Creative Director: J Deier
Date/Time: Mon Oct 22 2013 10:56:51	Color Model: CMYK	Copywriter: T Rajach
	Built at:	Project Manager: S Cui
	Printed at:	Print Production: S Doree
		Art Buyer: P Javur
		Proof Reader: R McMill
		Studio Artist: R Virgo

SHARED COUNTRIES: AUSTRIA/SLOVENIA, BELGIUM, BALTICS, ALBANIA, GREECE, MOLDOVA, ROMANIA, BOSNIA, CZECH REPUBLIC, MACEDONIA, MONTENEGRO, SERBIA, SLOVAKIA, HUNGARY, MOROCCO, AZERBAIJAN, MALTA



NUTRITION INFORMATION APPROVAL

ZONE & PACKAGING ITEM: 21974 G12R1 WC_RUS_LrgFry_Kashelev T1.4

RECEIVED FROM: _____ DATE RECEIVED: _____

PREPARED BY: _____

PROJECT COORDINATOR: _____

PROOFREADER: _____

ACCOUNT MANAGER: _____

Terimakasih
WWW.WANDAH.ORG

