



SILK SCREENING 101

1 CHOOSE A PACKAGE TO DECORATE

Then, decide the number of colors and panels needed for decoration.
One to two colors is ideal...

MORE THAN TWO COLORS CAN SOMETIMES BE A CHALLENGE WITH REGISTRATION, BUT DEFINITELY FEASIBLE, IF YOUR BOTTLE HAS A REGISTRATION MARK OR DECORATION LUG. THESE INDENTATIONS ENABLE THE PRINTER TO LOCK THE BOTTLE IN PLACE WHEN PRINTING MULTIPLE COLORS.



2 YOU'LL NEED A TEMPLATE

DESIGN GUIDELINES CAN BE TRICKY. SO, WE'LL MAXIMIZE THE DECORATION AREA FOR OPTIMAL CREATIVE DESIGN SPACE.

The final decoration area, also known as a "die line", will be submitted via email in PDF and AI format from our Engineering Team.

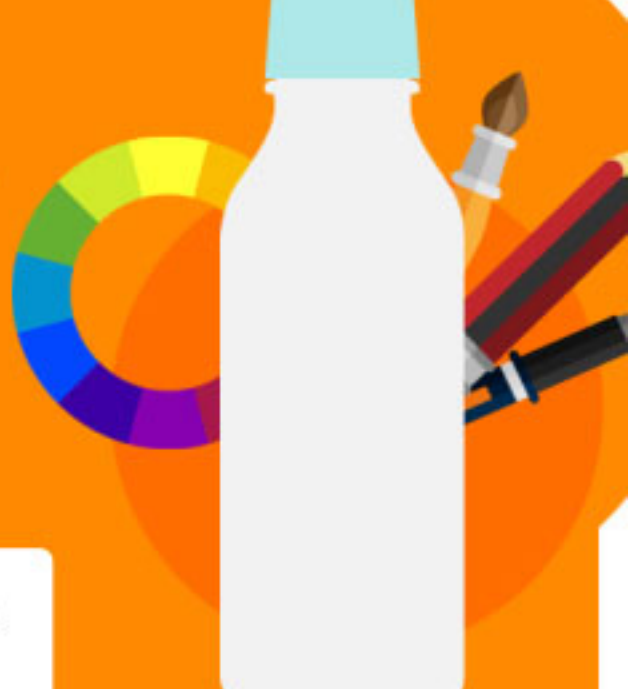
EXAMPLE DECO TEMPLATE AND REFERENCE QOM:
WWW.OBERK.COM/PACKAGING-CRASH-COURSE/QUICK-QUESTION-MONDAY-WHAT-IS-A-DECO-TEMPLATE



3 FINAL ARTWORK SUBMISSION TO O.BERK

- Your creative team will utilize the die line to design within our deco parameters.
- The file should be scalable, vector based and created in maximum resolution to minimize potential decorating problems.
- All aspects of your design should be clearly identified.

CUSTOM COLORS SHOULD BE IDENTIFIED USING EITHER PANTONE MATCHING SYSTEM (PMS) NUMBERS OR CUSTOM COLOR SAMPLES.
REFERENCE QOM: WWW.OBERK.COM/PACKAGING-CRASH-COURSE/QOM-WHAT-IS-THE-PANTONE-COLOR-SYSTEM



CUSTOM COLORS SHOULD BE IDENTIFIED USING EITHER PANTONE MATCHING SYSTEM (PMS) NUMBERS OR CUSTOM COLOR SAMPLES.

- Fonts and color layers should be clearly identified.
- Universal Product Codes (UPC's) should be provided, if needed.
- After receipt of your artwork, we'll work with our decorators to create a pre-production proof and printed sample.



4 WE CREATE THE SILK SCREEN FOR SAMPLING

- In some cases, if samples of your component are available, then we will also decorate and submit a printed sample.

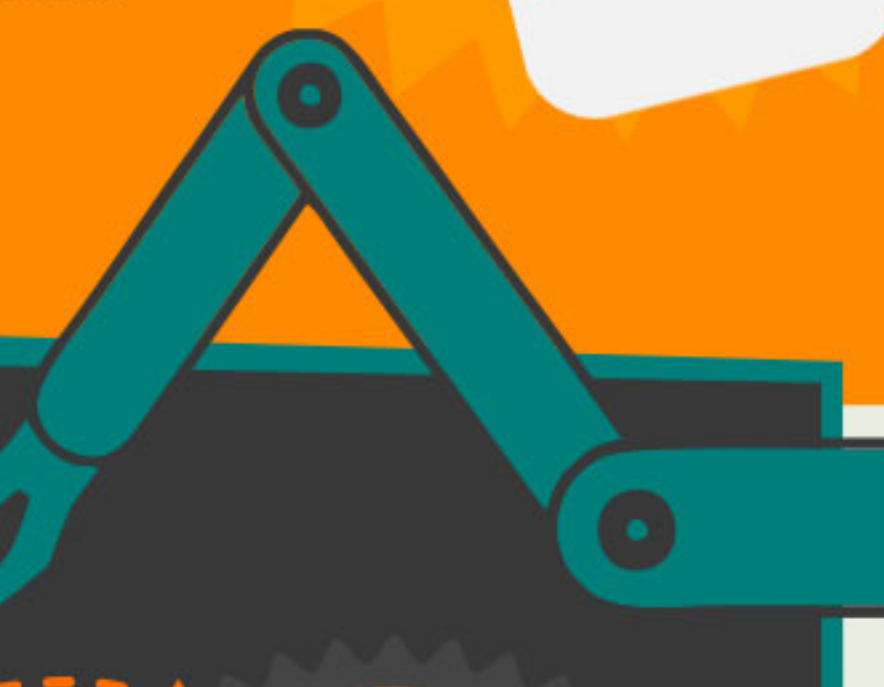
REFERENCE QOM:
[HTTP://WWW.OBERK.COM/PACKAGING-CRASH-COURSE/WHAT-IS-A-PRINTING-SCREEN](http://WWW.OBERK.COM/PACKAGING-CRASH-COURSE/WHAT-IS-A-PRINTING-SCREEN)



5 PROOFING AND FINAL APPROVALS

- A proof and printed samples will be submitted, along with an artwork approval document, for review.
- Sign and return the artwork approval document with your comments.

CAREFULLY REVIEW TO CONFIRM THAT WE HAVE MET YOUR DESIGN EXPECTATIONS.
O.BERK WILL NOT PROCEED WITH PRODUCTION IF AN APPROVAL IS NOT RECEIVED.



6 IT'S PRODUCTION TIME!

Now that we have your approval, and completed screens, we can start production.

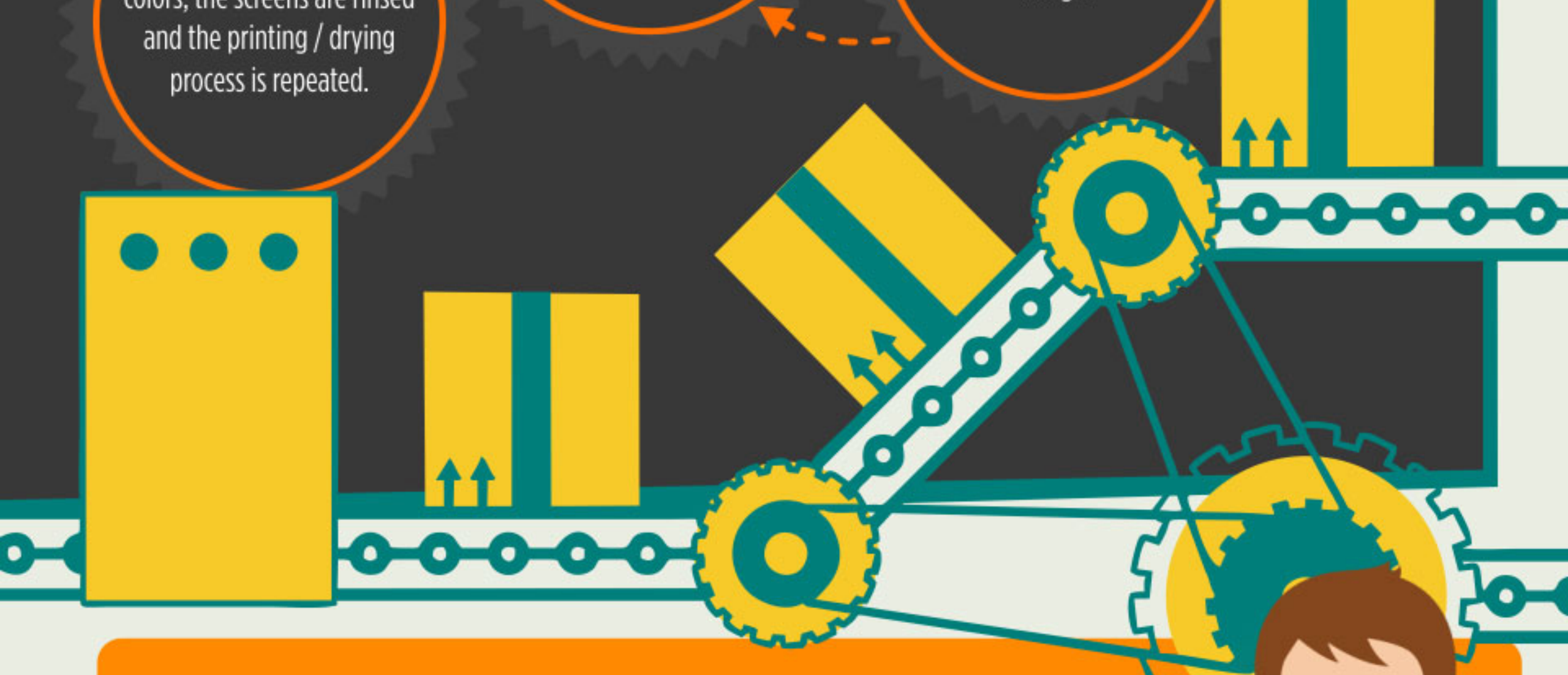
Screens are placed on the printing machines and all needed tooling is set up to allow efficient high speed printing.

Ink is poured onto the screen, pushed through the silk and quickly transferred to the bottle.

When printing multiple colors, the screens are rinsed and the printing / drying process is repeated.

After the image is printed, the bottle is cured by either heat or UV light.

The bottle is rotated as the screen is moved across the bottle, leaving a printed image.



7 NOW THAT PRODUCTION IS COMPLETE, THE FINISHED PRODUCT IS READY TO BE SHIPPED.

- Upon receipt of your final product, please review and provide feedback.



OUR ULTIMATE MISSION IS TO HELP GET YOUR PRODUCT TO MARKET SMARTER, FASTER AND MORE EFFICIENTLY!

IMPORTANT INFO TO REMEMBER

What is a Decoration Fixture?

At the start of the project, your package will be evaluated for possible decoration tooling fixtures. A deco tool is a fixture used to hold your package in place during the decoration process. This will also help to insure precise deco registration. If this tooling is not readily available, then a custom tool must be developed to complete your order. Additional charges may apply.

Industry standard is 3% scrap rate per process

To insure the best quality package, a minimal amount of scrap is expected when establishing production line parameters. As a result, please be sure to consider a 3% minimum scrap rate when placing your order.

Is flame treatment really needed?

Yes. Flame treatment of your HDPE package is required. It helps to remove surface debris and contaminants. This will also help give the best durability for ink adhesion.

Standard Testing

Our team of experts will tape test your package, with Scotch 3M 610 tape, to insure it can withstand deterioration.
Please let us know if there are any specific tests needed and we will confirm your request.

Universal Product Codes (UPC's)

All UPC's must comply with GSI supply chain standards and should not be reduced to more than 80% of the nominal size.

When using transparent bottles, product may be seen through spaces of the bar code making it unreadable. To increase readability, a white opaque background with dark bars (preferably black) is strongly suggested.

Lastly, since infrared light is used to read bar codes, the color red should never be used on the UPC.