

Header Label Design Guide

Label design

- Up to 10-color custom print
- Process print capabilities
- Standard “Fresh Produce” label
- Die cut headers in custom shapes and sizes

Label materials

- Kraft paper
- Laminated paper
- Coated paper
- Laminated poly
- PLA compostable film
- UV varnished
- Reinforced handles
- Up to 15-point card stock

Custom header label printing specifications and artwork

Colors: Print up to 10 colors and match-color printing available. A set-up charge per color may apply—process or match. Set-up charge may be waived on larger quantities. Customer to provide artwork in camera-ready format or as digital files. Art services are available—contact Conwed for details.

Digital files: Specifications apply to all digital files, including label documents (complete labels), logos, illustrations, photos and other components. Complete label documents should include all visual elements, saved per the specifications below.

Media: Macintosh files on CD, Zip disk or by email transfer

Software: Adobe Illustrator, Adobe Photoshop

File format: .eps or .pdf. All image files must be high-resolution (300 dpi, sized at 100%). Please provide fonts or convert type to outlines.

Serving you

Our staff works closely with each client to determine which product is the best fit. We work directly with packers or produce and merchandising managers to develop new packaging, merchandising and marketing strategies.

Use Conwed’s Header Specification Sheet to submit design requirements.

