WHITE FILE CREATION

FILE PREPARATION FOR WHITE INK

When using clear, metallic, or darker substrates, spot white ink is used to provide an ink surface or contrast between semi-transparent and opaque images to create an eye catching design. Certain inks are translucent enough that the metallic effect can show through details like text or logos if you're not careful. As such, you'll need to use white ink to block out that effect for any areas that should be opaque.

Flood Coats vs. Spot Applications

Flood coats of white ink cover the entire surface of a substrate and require no additional fire preparation. However, spot applications are applied to the substrate during prepress work, therefore they require additional file preparation.

Tips

- Semi-clear or semi-metallic looks can be achieved by utilizing screens and gradients of white ink.
- Less ink is better for metallic colors. The more ink you apply to the metallic substrate, the less the metallic will show through.
- If you want to see the clear or metallic substrate showing completely through in the design, graphics on the art layer must have a 0% fill.
- Colors intended to be metallic will darken slightly once printed on the metallic substrate.
- Use vector graphics when creating white ink files

WHITE INK SETUP: ADOBE ILLUSTRATOR

1. Create a new spot color swatch and name it "White Ink", define white ink as 100% of a swatch with no transparencies (be sure to change the Color Type to "Spot Color").

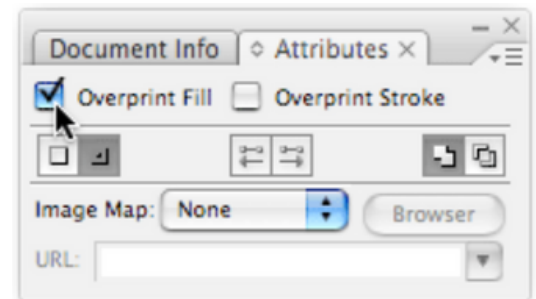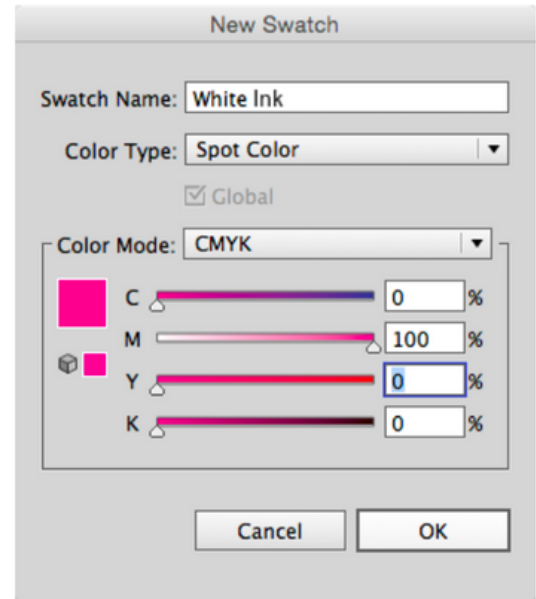2. Create a new layer named "White Ink" and move it to the top.

3. Create or select the elements that will be white in the final label or print and change them to the newly created "White Ink" swatch (it will look magenta but will print white).

4. Ensure that you've converted all text to outline.

5. In the file, select the shapes and elements to receive white ink coverage. Within the Window menu, open the Attributes pane and check the "Overprint Fill" (and "Overprint Stroke") if applicable) box.

6. Save as a High Quality Print PDF and review the saved PDF. The white ink should appear semi-transparent.

7. Select elements you want to print white or with white ink and color them with the White Ink swatch. Any areas where you want the white to "knock-out" or appear metallic, color them with 0% Fill.
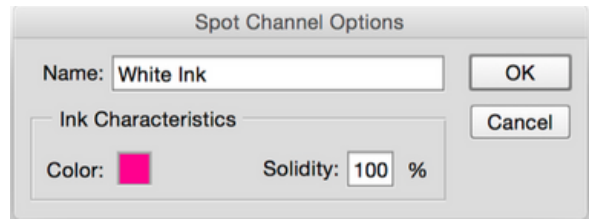
Additional Information

- Keeping white files above their respective art layers ensures "White Ink" is applied exactly where it is needed.
- It is important to be clear and consistent when naming art file layers. Name your layers as "White Ink" or with a description of how you would like the layer to look.
  - For example: you may need a white file that still allows some amount of the metallic substrate to show through the ink. In this case, naming the layer "50 percent white" will clearly show how much white ink is needed under the CMYK ink.

WHITE INK SETUP: ADOBE PHOTOSHOP

Spot Channel Options

Name: White Ink   [OK]

Ink Characteristics   [Cancel]
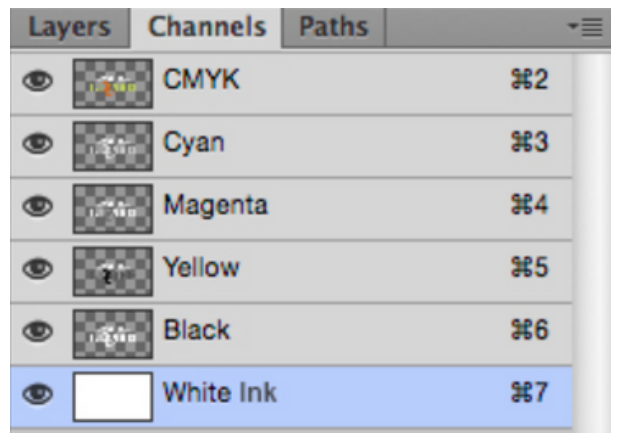
Color: ▮   Solidity: 100 %

1. Open the "Channels" panel and create a new "Spot Channel". Name this new channel "White Ink," and for consistency, make the color magenta.

2. Identify which elements will be white or need to have white ink behind them.

3. Select the layer you wish to make white (CTRL+Click on layer on Windows, Command+Click on layer on Mac).

4. Once again, open the "Channels" panel and select the "White Ink" spot channel.

Layers	Channels	Paths	
👁	CMYK		⌘2
👁	Cyan		⌘3
👁	Magenta		⌘4
👁	Yellow		⌘5
👁	Black		⌘6
👁	White Ink		⌘7

5. Navigate to the "Edit" menu, select "Fill," and fill the selection on the White Ink spot channel with black.

6. Once this is complete, the contents of the layer should have a magenta color over it, and the Spot Channel thumbnail will include the contents of the layer.

7. Save as PDF. When saving as PDF, ensure that "Spot Colors" is checked.

If you have questions, please contact your account manager.

Unable to set up a white file? No problem! Our prepress team can create white files for you. Ask your account manager for more information and additional tips or we can discuss what information we need to create a white ink file for you.