

# WHITE INK SETUP GUIDE

Using white ink is a great way to add a bit of uniqueness and style to your printed project. With the introduction of many new stocks and options, Willowpack now offers the addition of printing white ink alongside your usual CMYK colours. But before you place an order there are a few things (detailed in this document) that you should keep in mind.

## What stock/substrates use white ink?

- Silver Plastic
- Clear Plastic
- Silver Polyester
- Silver Paper
- Clear PE
- METPET

For all these products, the white ink prints first (meaning it is a support colour underneath the CMYK colours). White cannot be printed on top of the CMYK artwork.

# Types of white colours used in this document

(They all have different and specific meanings)

## White\_Ink

White\_Ink refers to the spot colour in your artwork.

## White (default)

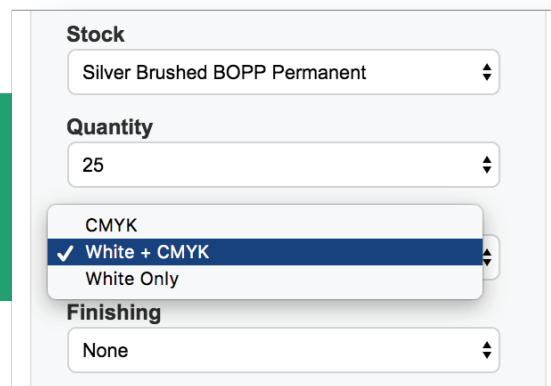
White refers to areas where there is no colour value. These areas will not print and the stock colour will show.

# How do you order white ink?

Be sure to select “White + CMYK” or “White Only” if you wish to have white ink printed on your job for these stocks. Otherwise, the areas left white in your artwork will not be printed on - you will only see the stock itself.

### Interesting fact:

According to OCE, more than 90 percent of their customers opt for the white printing capability.



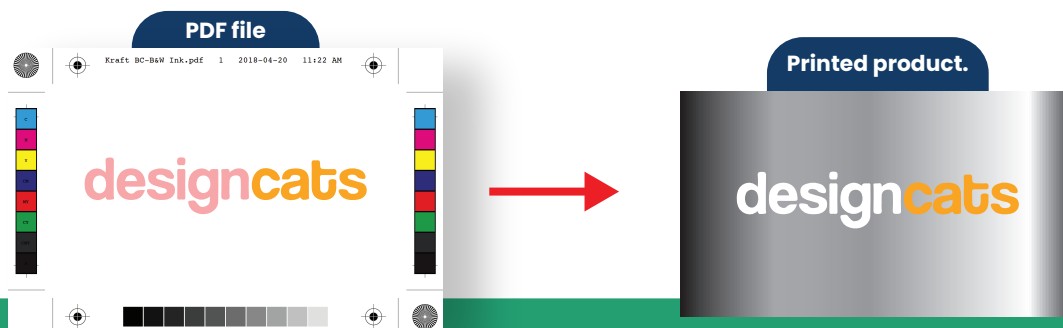
The screenshot shows a printing setup interface with the following options:

- Stock:** Silver Brushed BOPP Permanent
- Quantity:** 25
- Color:** A dropdown menu with three options: CMYK, White + CMYK (selected with a checkmark), and White Only.
- Finishing:** None

# How to prepare white ink files?

We strongly recommend building the file in the latest version of Adobe Illustrator. Below are the requirements for preparing a file with white ink:

## 1. A spot colour named exactly “White\_Ink”



**Tip:** You may want to be able to see the white ink areas on your file to make it easier to work with. This is why the white ink spot colour does not need to appear white in your file. As long as it is named correctly, it will print white. We recommend using e.g. 30% Magenta as a visual colour for White\_Ink. So when viewing your PDF, anything showing white will be stock colour, anything appearing 'pink' will be White\_Ink, and anything else will be CMYK.

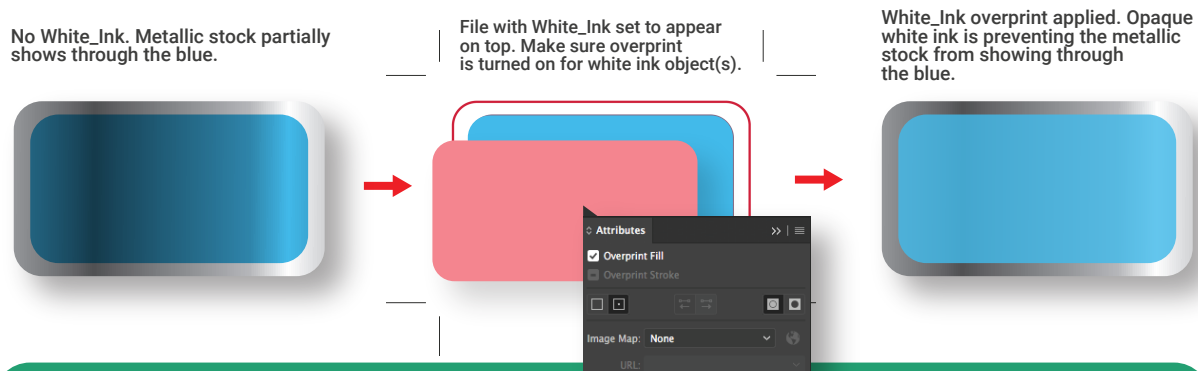
## 2. The rest of your file should be in CMYK or K only (no RGB or spot colours). We are able to proceed with files that are not in CMYK only, but we highly recommend you supply your file in CMYK only (with the exception of the White\_Ink) to prevent unexpected results.

	Name	
<input checked="" type="checkbox"/>	Process Plates	
<input checked="" type="checkbox"/>	Process Cyan	0%
<input checked="" type="checkbox"/>	Process Magenta	0%
<input checked="" type="checkbox"/>	Process Yellow	0%
<input checked="" type="checkbox"/>	Process Black	0%
<input checked="" type="checkbox"/>	Spot Plates	
<input checked="" type="checkbox"/>	Dieline	0%
<input checked="" type="checkbox"/>	White_Ink	0%
	Total Area Coverage	0%

**Tip:** A quick way to see if the file is set up correctly is to open your PDF in Adobe Acrobat Pro (not Reader) go to output preview, and make sure that you set your “Show” tab as “Show all”. This should give you a preview of all the colours being used in the document.

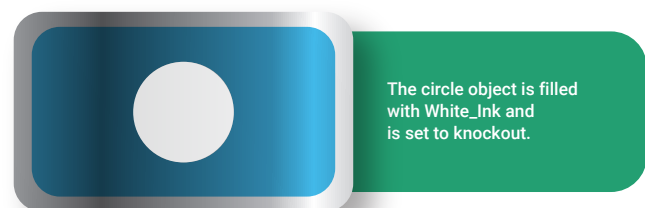
## 3. If you require white ink underneath your artwork, here is just one method to achieve it.

- All the White\_Ink artwork should be placed on its own layer above the artwork layer. The name of this layer does not matter. This layer can be turned off while file is worked on but needs to be turned on when file is submitted.
- As well, all White\_Ink objects need all strokes and fills to be set to overprint. To view this file correctly, you may need to use overprint preview.

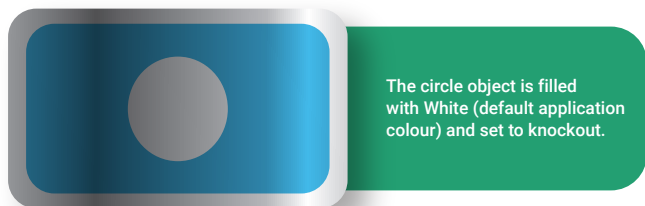


**Tip:** You may wish to add white ink under certain areas of your artwork to make it appear more opaque when printed. Otherwise, the printed CMYK areas may show a little bit of the stock through it. The same colour blue will appear visually different when printed with white ink support.

## 4. If you require White\_Ink to print alone (not as a supporting colour under CMYK), all strokes and fills must be set to **knockout**.



## 5. For areas where you want to print no artwork, meaning the **stock colour will show** (silver, clear, Kraft, etc.), use the default White (no colour). Please refer to the chart at the beginning of the document to help you clarify.



# Frequently asked questions

- **Can I supply artwork that contains only White\_Ink?**

Yes. In this case nothing else will print besides the White\_Ink.

- **Should I supply the white ink as a separate file?**

No, please supply the white ink in your print file. It must be supplied as one single file with your print artwork (5 colour file).

- **Does the white ink need to be on its own layer?**

No, but it is recommended you have all White\_Ink objects on its own layer. This makes the file easier to work on.

- **Do custom dielines need to be on their own layer?**

Yes, custom dielines need to be on their own layer (separate from all print and white ink objects) and named exactly Dieline. It must be a stroke only and set to overprint.

- **Can your team create white ink for me?**

If the file is supplied all vector elements as we recommend, we may be able to create it with an incurred cost. We strongly recommend you build your own file correctly prior to uploading it, as the interpretation of our team may not be what you intend.