

CUSTOM PRINT PROGRAM

MAKE ALL YOUR PACKAGING A BANNER FOR YOUR BUSINESS



PUT YOUR PACKAGING TO WORK

Who says the packaging your business's food comes in can't also work for you? By using Inno-Pak's custom print program, you can turn every package into an ad for your business or an opportunity to build your brand.

- ◆ Present a strong, lasting first impression to your customers
- ◆ Encourage customers to come back with discounts and promotions
- ◆ Recruit employees with stories about working in your business
- ◆ Share your brand's values and your business's history with customers
- ◆ Provide instructions for how to recycle or compost the packaging or the product inside it
- ◆ Check sell sheets and catalog for minimum order quantities

 Custom Printing - Be sure to look for this icon to see if your favorite products are eligible to be customized.

OUR DESIGN PROCESS OPTIONS

WE CREATE, WE SUPPORT, WE STAY CURRENT, WE DO THE WORK

We are proactive thinkers who stay current with industry trends to devise creative packaging solutions to support your brand and packaging needs.

1. WE DO THE WORK

Our team is ready to design a winning print for you.

- ◆ We'll create a design concept for your review.
- ◆ We'll work with you to get it right.

2. GIVE US A CONCEPT & WE APPLY IT

Got a great idea but need help executing it?

- ◆ Our designers will draft your design.
- ◆ We'll help bring your vision to life.

3. PROVIDE FINISHED GRAPHICS

Send us your design. We'll send you proofs.

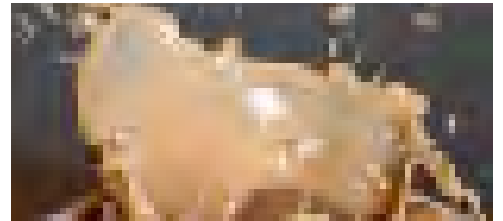
- ◆ We'll check and send your designs to the plant.
- ◆ We'll help you get your print to the finish line.

WHAT WE NEED TO GET STARTED

A COMPLETE HOW TO GUIDE FOR GREAT CUSTOM PRINTS

Inno-Pak continues to provide innovative packaging after more than 30 years, and our experience led to these guidelines.

- ◆ Send us an editable, vector or high resolution logo (at least 300 dpi)
- ◆ Make sure all vector images are .eps or .ai.
- ◆ If providing an image, make sure all images are .psd or .tif.
- ◆ If you want us to use a certain font, let us know.
- ◆ Include or outline all fonts in provided logos and artwork.
- ◆ Communicate your vision or concept in detail.
- ◆ Share your style guide with us if you have one or other custom prints for our reference.
- ◆ Provide all colors in Pantone™ Color Codes.
- ◆ Use uncoated colors for brown kraft and coated colors for SBS and plastics.
- ◆ If the above criteria cannot be met, we can still create custom prints, but it takes more time and can cause difficulty for reproduction.



Low resolution versus high resolution images.

THE COLOR DIFFERENCES MATTER

COATED & UNCOATED

Coated and uncoated colors are designed for coated and uncoated paper, respectively.

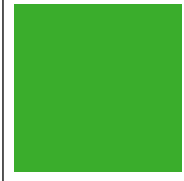
- ◆ Coated substrates are typically white or clear and hold accurate color to their Pantone with a more shiny finish.
- ◆ Uncoated substrates are typically papers, brown or white, look more natural, can feel more authentic, and can cause colors to look off from their Pantone because of their matte finish.

SPOT VS. PROCESS COLORS

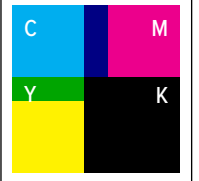
Typically, our custom printing is done with spot colors. In some cases, process printing (CMYK) is used.

- ◆ Spot colors are solid and based on Pantone's color matching system.
- ◆ Spot colors are better for color accuracy.
- ◆ Process printing overlaps transparent inks (cyan, yellow, magenta, and black) to replicate a color or shades.
- ◆ Process printing produces more colors but is not as exact.

Pantone Colors
PMS 361 C



Process Color
CMYK



PRINTING ON BROWN KRAFT PAPERS



Printing inks are not fully opaque, so the brown kraft paper color will tint the inks printed on the paper. Here are some guidelines for best results when printing color on kraft:

- ◆ Use Pantone Uncoated Colors—they will be truer to color on brown kraft papers
- ◆ Add a backing of white ink to improve color representation
- ◆ White counts as a color in the printing process
- ◆ Use two applications of white when printing white on kraft for best results (counts as 2 colors)

CUSTOM PRINTING ON COMPOSTABLE PACKAGING

THE KEY TO GREAT RESULTS IS SIMPLICITY & MINIMALISTIC DESIGN

- ◆ Keep designs and colors to a minimum ink coverage of less than 25% of the surface area.
- ◆ Use only spot colors in your custom designs.
- ◆ For compliance, use green, brown, or beige.
- ◆ Prominently feature the word "COMPOSTABLE."
- ◆ Feature all FTC disclaimers for compostability.
- ◆ Understand and comply with all applicable laws.
- ◆ If you need compostable packaging certified, ask your sales representative for more details.