



## Overprint Information Sheet

Overprinting is great for fast, simple and small runs. If you are looking for something that is uncomplicated and with the print in the centre of the bag then overprint is a fantastic option.

Overprinting can be done on a whole plethora of products such as fabric bags, paper bags, poly bags, aprons and cloths. An important detail to mention is that these bags and other items are already made up into the end product and the print then gets placed on top. This leaves room for slight movement in the placement of the print.

Overprinting is usually positioned on one side of the bag, however by turning the bag after printing the 1<sup>st</sup> side we can print on both faces but we cannot print on the gussets as they are hidden from immediate view. It is cheaper to print 1 side of the bag than both.

The actual printing process is by either Flexo over printing or screen printing. Flexo printing always incurs a cost for the actual printing plate however once this has been purchased it gets kept securely for any future use. Screen printing requires a silk screen to be made up each and every time we produce your order, we don't keep the screens, so you'll be charged for a screen per colour printed with every order.

Please keep in mind that flexo over printing typically offers a limited choice of ink shades. This is because for small orders we use pre-prepared and mixed inks. If your order demands a pantone matched ink we will buy in a small drum of ink and this will carry a surcharge. Usually we have a colour on hand that is a near match to most pantones so it's rare we need to purchase special ink.

Due to the overprinting process, two or more ink colours is very difficult to manage as we have to pass the bag through the press twice by hand feeding it, this isn't accurate and so registered ink colours that touch or must align are not a good idea. We must also print centrally away from the side gussets as printing on 2 layers and 4 layers of paper will give different depth and density of results. Centralising the print eradicates a poor outcome and ensures a happy customer!

If you are looking for a pantone match on screen printed items, particularly fabric bags, its more accurate and possible, but screen printing is a more costly print method compared to flexo press so best reserved for premium bags. We can screen print upto 10 ink colours and align the colours.

For all overprinted products the artwork should be simple line artwork, avoid solid blocks of colour and any tonal gradients. Simple line artwork will ensure a great outcome and price!

