EMBOSS & DEBOSS FILE CREATION

FILE PREPARATION FOR EMBOSS & DEBOSS

EMBOSSING:

Embossing can be use on logos and image elements. It can also be used for pattern embossing to give your label a premium patterned or texture feel. While embossed labels give your product or packaging a high-end look, the application can still be cost-effective for your label project.

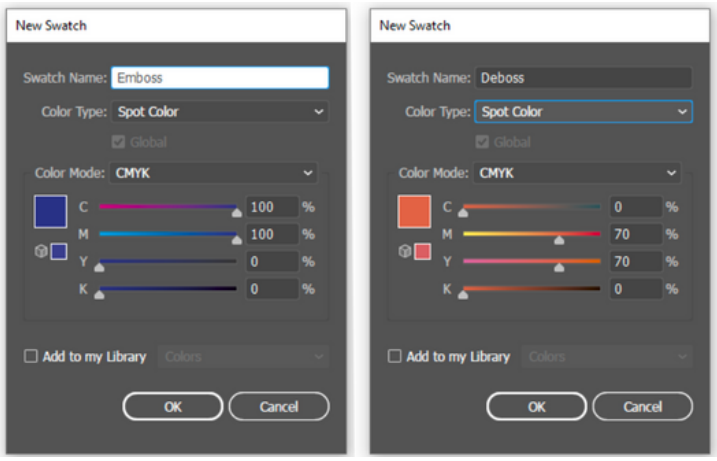
DEBOSSING:

Debossing has the opposite effect of embossing. Instead of pushing material in an upward motion, a metal die is used to stamp the material into the text, logo, or graphic. The resulting effect offers a textured look and feel to the material.



EMBOSS/DEBOSS SETUP: ADOBE ILLUSTRATOR

1. Create a spot color swatch and name it "Emboss" and/or "Deboss", depending on your needs. It is recommended to define "Emboss" as 100% Cyan, 100% Magenta. Define "Deboss" as 70% Cyan, 70% Yellow. Be sure to change the Color Type to "Spot Color".

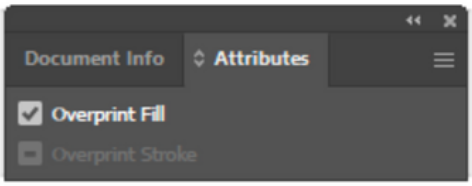


2. Create a new layer(s) named "Emboss" and/or "Deboss" and move it to the top. If you plan on doing both Emboss and Deboss, make a layer for each.

3. Create or select the elements that will be embossed/debossed and change them to the newly created "Emboss"/"Deboss" swatch.

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

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

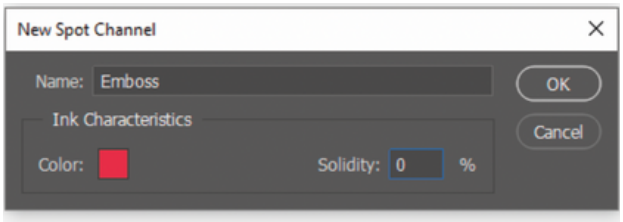


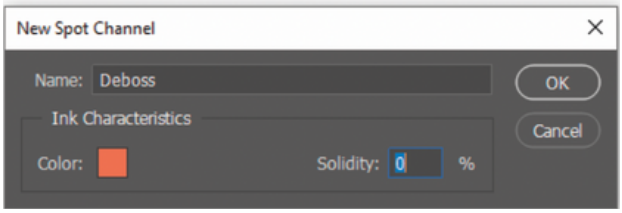
6. Save as a High Quality Print PDF and review the saved PDF. The white ink should appear semi-transparent.
*When sending a PDF document, make sure the content creator is not "Scribus".

EMBOSS/DEBOSS SETUP: ADOBE PHOTOSHOP

Note: It is recommended to create your files in vector (Illustrator). However, if Photoshop is the only software available, reference the below steps:

1. Open the "Channels" panel and create a new "Spot Channel". Name this new channel "Emboss" or "Deboss", depending on your needs. If you plan on having both, make a spot channel for each.

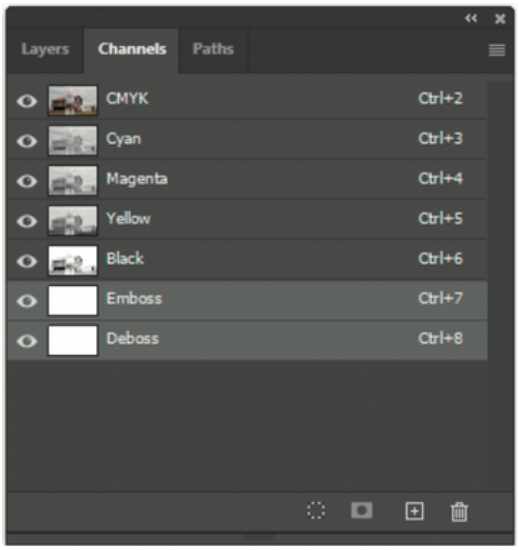




2. Identify which elements will be embossed/debossed.

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

4. Once again, open the "Channels" panel and select the "Emboss" or "Deboss" spot channel.



5. Navigate to the "Edit" menu, select "Fill," and fill the selection on the Emboss or Deboss 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 a PDF. When saving, ensure that "Spot Colors" is checked and that the content creator is not "Scribus".