



**Disclaimer- Please Read Carefully**

**1. Color:**

Our printing process for full-wrap products is a high-resolution, full color process known as CMYK. PMS codes will be converted to CMYK at no charge. Colors will vary based on the color of the product (i.e. kraft vs. white)

**Pantone Colors:** Can vary within the Solid & CMYK swatch range within the Pantone Color Bridge Book. To review the most accurate possible color variance please reference the most updated corresponding Pantone Color Bridge Book.

**CMYK:** Colors may vary slightly. Colors such as bright orange, teal, and/or cool greys can vary within 10%. Total Quality Management will determine whether the difference is reasonable or if it needs adjustments.

If you are viewing this file on a computer screen, please be aware the colors you are seeing may not be accurate to the final printed products. Many factors can affect the accuracy, including: screen quality, calibrations, and RGB screen representation. Printing company can not verify the color accuracy if the proof is printed on an outside printer. There is no way to verify the result due to printer calibration difference.

For Kraft Products Only: Yellows, oranges, and pastel print colors do not print well over the color of the kraft paper and are not recommended.

Proof files are for content and not color accuracy.

**2. Design Layout & Adjustments:**

Horizontal lines running around the cups or repeating patterns may not join correctly at the seam due to movement during manufacturing. Please allow for 1mm of movement up and down. Horizontal design elements must be arced on the proof in order for the art to appear straight on the final formed product. Please note if the design elements do not follow our guidelines the art will appear warped on the finished formed product.

Circular shapes must be adjusted on the proof and may look more oval. This is required in order for the shape to appear closer to a perfect circle on the finished formed product. We cannot guarantee a perfect circle.

**3. Bleed:**

All printed products will include a white margin around the bottom rim. This white margin runs an average of 9.75mm but can vary due to movement during forming.

If the design requires full wrap printing or ink that runs to the edge of the print area discoloration or smudges may occur. Ink may smudge onto the inside of other cups once they are packaged. The printer is not liable for any of these issues if they were to occur.

**4. Font Size:**

Text smaller than 7pt font might not be legible. Thickness of lines below 0.5pt might differ from screen appearance. The printer is not liable for legibility issues on text small than 7pt.

**5. Copyright:**

Printing company is not responsible for obtaining copyrights of the designs involved in printing; therefore, the printer is not liable for copyright infringement.

**6. Marketing:**

We reserve the right to use all finished product featuring custom printed artwork for marketing purposes. By approving or signing this proof, the customer agrees to use of customers name and printed cups or sleeves as trade reference or samples.

**7. Proof Disclaimer:**

It is the customer's responsibility to carefully review the proof provided. Once the proof is approved, we will begin the printing process based on the approved proof. Any changes made are at the discretion of the art dept. and are made to improve print quality. Printing company will not take responsibility for any errors on the design of the print once the proof is approved by the customer. Any changes made after the proof is approved may incur an additional fee.

**To approve this proof please enter your signature in the area below**



Order:  
AF#

