



Welcome to the RotoMetrics and UEI Group Digital File Preparation Tutorial for Rotary Hot Stamping and Embossing Tools: UniSphere® UniFlex®

Communication is key when manufacturing an engraved tool for rotary hot foil stamping or embossing. It is important that everyone understands the objectives and the desired effects - from the designer to the printer, to the graphic finisher and finally the engraver. Clear communication helps to ensure a quality product that is crafted to the required specifications in an expedient manner.

That is why UEI and RotoMetrics have developed this easy-to-follow “Digital File Preparation Tutorial”. This tutorial will walk you through the basic digital artwork requirements for manufacturing engraved rotary tools. We have included helpful information that we encourage you to utilize as you prepare digital files for engraved rotary tooling. We hope you will find this tutorial beneficial, informative and easy to follow.

Should you have any questions, your knowledgeable RotoMetric sales representatives can assist you. Please contact them using the information at the end of this document.

FIRST STEP: Creating Digital Files

SECOND STEP: Digital Art Examples

THIRD STEP: Sending Digital Files

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Page 1

Creating Digital Files

UEI can accept most file formats for both PC and Mac platforms. Our preferred program for digital files is Adobe® Illustrator®. To ensure an expedient turnaround and alleviate possible challenges, we suggest utilizing one of the following formats:

Adobe® Illustrator®
Adobe® Photoshop®

We may also accept:
Adobe® InDesign®
Macromedia Freehand®

We do not suggest utilizing QuarkXPress® or other similar layout applications.

Please feel free to call your RotoMetric sales representatives if you need help selecting an appropriate program for your digital art.

When setting up your files, please be aware of the following:

All artwork should be:

1. 100% size
2. Fully stepped out
3. Vector art

Your art should indicate:

1. Gear Side
2. Web Direction/Leading Edge
3. Center Line
4. Die Cut Line (if applicable)

Essential Artwork Criteria:

1. Do not include masks
2. Convert all type to outlines
3. Do not include compound paths
4. All objects should be "filled"
5. No intersecting lines

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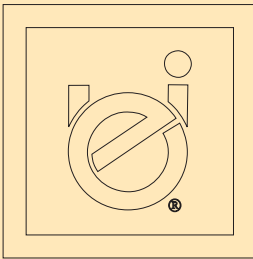
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Page 2

Digital Art Examples

Converting artwork files to line art is necessary for manufacturing rotary engraved tools. When sending your files, please only include the hot stamping or embossing rotary tooling artwork and die cut line, set up as described below. Please do not include your print files, etc...

Digital file for engraved rotary tooling should be 100%, black and white line art. (Vector art)



Digital file in "Artwork View", or "Outline View". By checking your file in "Outline View" you can determine if the file has been created in the proper format.

Incorrect artwork

7 point stroke

As seen in artwork view,
This will not produce your
desired effect.

Correct artwork

7 point stroke, converted to
outline path.

As seen in artwork view.
This will produce your desired effect.

Incorrect artwork

John Doe

Filled Text

John Doe

As seen in artwork view.
This will not produce your
desired effect.

Correct artwork

John Doe

Filled text, converted to outlines, with
compound paths released, and the
insides of letters filled with white and
brought to the front.

John Doe

As seen in artwork view.
This will produce your desired effect.

File Set-up Example:

Included with this tutorial is a file called "File Set Up Example". Please utilize this file as an example of what your artwork should ideally look like when it is sent to us.

** There are two versions of the file set up example.

You will need to have either the application Adobe® Illustrator® or Adobe® Acrobat® to view this file set-up example.

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Digital Art Examples (Cont.)

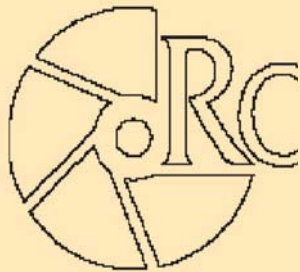
Converting artwork files to line art is necessary for manufacturing rotary engraved tools. When sending your files, please only include the hot stamping or embossing rotary tool artwork and die cut line, set up as described below. Please do not include your print files, etc...

All artwork should be vector art since grayscale artwork will not provide optimum results. Make sure there are no masks, compound paths or intersecting lines and that all type and artwork is converted to outlines.

Incorrect artwork



Low resolution grayscale artwork

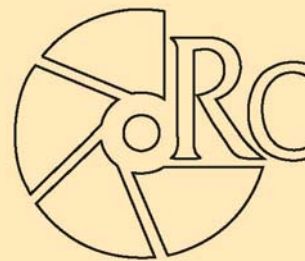


As seen in artwork view.
This will not produce your
desired effect.

Correct artwork



100% black and white line art (Vector art),



As seen in artwork view.
This will produce your desired effect.



Sending Digital Files

Now that you have created your digital files for manufacturing rotary hot stamping and embossing engraved tools, you are ready to send them. For your convenience, you can email files to RotoMetrics or if you prefer, you can send the digital file (saved to a CD) through conventional couriers.

US and South American Customers

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Be sure to include:

1. A completed order form for your specific engraved tool (contact your RotoMetrics sales representative for additional forms).
2. Your digital file.

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