

Stand out from the crowd



A superior quality cup
customised for your business



Maxabel International

www.maxabel.co.uk call +44 (0) 1344 876588 or email: info@maxabel.co.uk

INSTRUCTIONS FOR DESIGNING & ORDERING BRANDED PAPER CUPS

Instructions for Designing & Ordering Branded Paper Cups

Maxabel International is pleased to provide a personal professional service to our customers in the production of Branded Single-Wall Paper Cups and Outer Wrapped Double-Wall Paper Cups.

Please find below step by step instructions to produce the perfect Branded Cup:

Type of Cups

Customers must decide the type of cup to be produced, Single-Wall Paper Cups and/or Outer Wrapped Double-Wall Paper Cups.

Vertical Ribbed Outer Wrapped Cups are printed on a separate double layered paper wrap which is then crimped and attached to a single wall paper cup.

Single-Wall Paper Cups are printed directly on to the side wall blank, before the forming process is started.

Templates

Maxabel International can supply both Single-Wall and Outer Wrap templates for all sizes of cups required. These can be supplied in "**pdf or ai**" format. Please send your template request by e-mail to info@maxabel.co.uk.

Please note that the design must fit within the die-line parameters on the templates.

Artwork

Customers need to provide their design and/or company logo in "**Illustrator**". (9/11 or higher package)

The Illustrator format will ensure that the design artwork is supplied in "**ai or eps**" format. This is a layered design which will allow our factory to reprint the design.

Please do not curve or wrap the design. Designs should be submitted in the rectangular form provided in the templates.

We are able to make small adjustments in-house to certain artwork, but the range of adjustment is limited.

We can also provide a complete design service, but at an additional cost.

Design

Customers are advised to avoid encircling printed bands, as any production movement within the paper cup side wall blank or outer wrap blank can result in the band not meeting perfectly.

It is advisable to also avoid circular patterns and concentric circles, as these will distort on the conical shaped side wall or outer wrap and may look egg shape on the final product.

Customers should avoid heavy text or other designs near the seam (5mm back space is advisable), especially to the right of the side seam. The design that must be visible on the finished cup or wrap should be kept at least 2mm from the trim line on the Single-Wall Paper Cup and/or Paper Outer Wrap template.

Customers should be made aware that Single-Wall Cup printing can be to the bottom of the cup whilst any print on a Vertical Ribbed Outer Wrap will finish at the bottom edge of the wrap, which is approximately 5mm from the bottom of the actual paper cup.

The use of legal trademarks and/or logos is the responsibility of the design provider. Maxabel International accepts no responsibility for any incorrect use or printing of such trademarks and logos encapsulated in the provided design artwork.

Background Colour of Design

We can only print on White Paper for Single Wall Cups.

For Vertical Ribbed Outer Wraps, customers need to decide what colour paper wrap the design should be printed on; we can print on White Paper, Rustic Kraft Paper or Pure Kraft Paper, please ensure that any selection is clearly marked on your artwork.

Font

Customers need to provide the “**font**” for any text on the design. If possible the font design sheet should be supplied with the artwork.

Pantone Colours

Customers need to provide the unique PMS (pantone) colour numbers, for all colours within the artwork design.

Vertical Ribbed Outer Wraps and Single-Wall cups are printed with Pantone formula U (uncoated) inks, produced under ISO9002.

A tolerance of 2-4% is required due to unavoidable differing raw material paper stocks.

Pantone white is not possible to print clearly; white text within any design will be “reversed” out.

Maxabel cannot guarantee to reproduce true DEEP colours, especially Black, due to optical reflection from the white paper used.

Maxabel will always try and achieve the darkest colours possible.

Design Position

Customers need to decide the following points:

1. Single or repeated placed logo
2. Position on finished design (Centred etc)
3. All-Over (wash) design
4. Random repeat

Caution Legend

Customers need to decide the “**caution legend**” to be added to the design and the actual position of the caution logo encapsulated within the design. Most customers position the caution logo either along the seam or in the centre of any design, running from bottom to top.

The following legends are most commonly used:

1. Caution: Contents may be very HOT
2. Caution: This drink may be very HOT
3. Caution: The drink you are about to enjoy may be very HOT
4. BEWARE: Contents may be HOT

If no “caution legend” is required we need that to be clearly stated on the instructions.

Artwork Submission to Maxabel International

Artwork can be submitted to Maxabel either by e-mail to info@maxabel.co.uk or on CD.

If customers have an example of a previously produced cup, then this would be a helpful as a visual aid.

Artwork Visuals

Maxabel International will supply Customers by e-mail with a visual (pdf.) of the design in the required sizes, normally within 72 hours, for initial approval of the Single-Wall Paper Cup or Vertically Ribbed Outer Wrapped Cup to be produced.

Mock-Up Cups

Handmade (sometimes to scale) “mock sample cups” can be supplied, once the visuals have been approved, but Maxabel International reserves the right to charge for these. If the design however does come to fruition any charges will be credited.

Approval of Artwork

Customers will be sent a “**Final Print Approval & Authorisation**” document by 1st Class post. Enclosed will be a SAE for the return of signed document, which also needs to be **accompanied by a formal company confirmation order**. Once received by Maxabel the Single-Wall Paper Cup and/or Vertically Ribbed Outer Wrapped Paper Cup design will be then programmed into production.

Lead Time for Production

The lead time for Vertical Ribbed Outer Wrapped Cups is 12-14 weeks. The lead time for Single-Wall Paper Cups is 13 – 15 weeks.

After receipt of final print approval and placement of order.

Help and Advice

Maxabel International will be pleased to assist you in every step of producing the perfect branded Single-Wall Paper Cup and/or Outer Wrapped Double-Wall Paper Cup.

Please do not hesitate to contact the office on 01344 876588 if you require any further help or assistance.