



MODUCUP, LLC

Better cups make a better cup of coffee

MODUCUP SPECIALTY GRAPHICS

Working with you to customize your brand and grow your market.

- Our team works with you to enhance your graphics and image.
- Personalized care, we offer low minimum per size.
- Brackets starting at 30,000 per size help you reduce storage and improve cash flow.
- Enhanced Graphics & Printing.
- 6 Color Print Capability.
- Matching lid sizes for 10 thru 20oz cups and soup containers.
- See below for available sizes.



MODUCUP SPECIALTY GRAPHICS

SIZE	ITEM - IMPRINT#	CASE PACK	CASE CUBE	CASE WEIGHT (lbs)
4 oz.	4H	1000	1.32	9.5
6 oz.	6H	1000	1.797	15.2
8 oz.	8HD	1000	2.3	20.5
10 oz. Tall	10H	1000	2.9	25
10 oz. Squat	10HS	1000	3.8	26.5
12 oz.	12H	1000	3.9	31
16 oz.	16H	1000	4	35.6
20 oz.	20H	500	2	20



MODUCUP, LLC

10 West End Road
 Totowa, NJ 07512
 tel.: (973) 785-7790
 fax: (973) 785-7791
 email: info@moducup.com

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Specifications on Sending Artwork to Moducup

MODUCUP IN-HOUSE SOFTWARE		PREFERRED SOFTWARE	
Software	Version	Software	Version
Adobe Acrobat Professional	8.0	Adobe Illustrator	CS3 or Earlier
Adobe Illustrator	CS4	Macromedia Freehand	MX11 or Earlier
Adobe InDesign	CS4		
Adobe Pagemaker	7		
Adobe Photoshop	CS2		
Macromedia Freehand	MX11		
Quark Xpress	8.0		

Vector Programs:

Preferred applications: Illustrator or FreeHand

- Save files as .eps, .ai or .fh format.
- Include all fonts or convert to outlines/paths.
- Include all placed images and/or linked graphics. Avoid embedding images.
- Draw all logos and artwork in a vector application rather than placing Photoshop images. (When possible.)
- Use Photoshop for photographs and special effects.

Raster Programs:

Preferred application: Adobe Photoshop

- Save files as .eps, .tif, or .psd format.
- Provide the highest quality and resolution. Preferably 300 dpi for CMYK/Multiple/Grayscale images and 1200 dpi for bitmap images.
- Include layered Photoshop file. (When possible.)
- Keep type and logo's in Vector applications. (When possible.)

AutoCAD

- Save as .dxf or .ai format.
- Best for dimensions and dielines only, not artwork.
- Include all dimensions & locations of cutouts, holes, windows, radius corners and irregular shapes.

Other Programs

- Save as .eps, .tif or .pdf format.
- Please check with Moducup art department for compatibility.

Computer Files:

Keep your original file and send us a copy at 100% actual size. Eliminate all unnecessary elements and colors in your file and send only files needed for production. Keep file names under 17 characters. Always supply a PDF of final artwork with native art files and any supporting files.

Colors:

List all colors used. Four color images should be saved in CMYK mode. If a spot color is used please indicate Pantone® number or include swatch to color match.

Flexographic Printing

- Line thickness minimum is .007" (.5 pt) for positive copy & for reverse copy minimum line thickness should be .0144" (1 pt).
- Type: 6 pt. minimum for positive type and 8 pt. minimum for reverse type unless specified otherwise.
- Trap: Do not trap artwork. Specify desired trap amount.
- Tints and gradients recommended 2%-100%.

Trademark Symbols

Trademark™/Register ®/Copyright© Symbols should be heavy enough to print; 6 pt. for positive type and 8 pt. for reverse type. Customer assumes all responsibility for obtaining permission to reproduce copyrighted logos and/or material.

Disks

We accept CD, Zip, DVD & 120 MB Super Disk. We accept both PC and Mac formats. Include a paper copy printout of artwork on disk.

Mail to: 10 West End Road, Totowa, NJ 07512. Include "Attention" to your Moducup Salesperson. Please label artwork and disks clearly with your company name and job/part number. Moducup will return your disk and any artwork supplied unless specified otherwise.

E-Mail

Files smaller than 25 MB can be e-mailed to: info@moducup.com Please include your name, your company name and your Moducup Salesperson.

FTP Site

If your files are larger than 25 MB, please contact your Moducup Salesperson. They will assign you a User Name and Password. Please compress or stuff files before uploading.

Questions or Comments: Please contact your Moducup Salesperson.