



# Foil Stamp File Setup Guidelines

Our foil stamping method is hot foil stamping. Hot foil stamping is a lithography process that uses a heated copper die plate to press metal foil onto high quality card stock creating a dimensional look for text and artwork alike.

For production purposes, foil stamp files **MUST** be set up in three separate files:

## Digital Print File(s)



## Foil File



## Preview File



## File 1

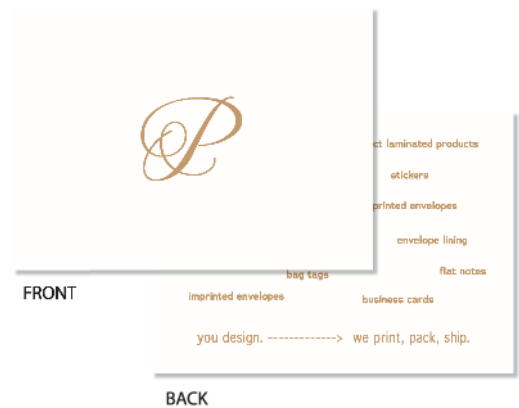
### Digital Print File

This PDF file contains any artwork elements that will be printed.

It **DOES NOT** include any of the foil elements.

Printing files can be set up in one of three ways:

- 1 file for front printing only
- 2 page PDF that includes the front and back file
- 2 separate files - one for the front and one for the back



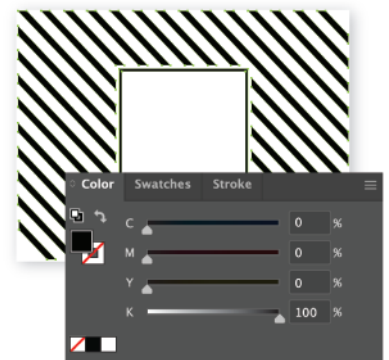
## File 2

### Foil File

This PDF will be a 1 page file and contain only elements used for the foil die.

The file **MUST BE VECTOR** and 100% Key Black.

- All fonts must be **OUTLINED**
- **NO** image files allowed (i.e. jpg, tiff, or png)
- Please do not include any extra pages or artwork that is not a part of the foil die.
- If the design goes to the edge of the card, the file must include a bleed.
- Once the die is created, changes are not possible.
- Please note: recommended minimum line weight is .003"(0.8mm) and .007" (0.178mm) for reverse-out weight.
- What we expect as a vector file: **vector artwork is art that's made up of vector graphics. These graphics are points, lines, curves and shapes that are based on mathematical formulas. When you scale a vector image file, it isn't low resolution and there's no loss of quality, so it can be sized to however large or small you need it to be.**





# Foil Stamp File Setup Guidelines

## File 3

### *Preview File*

This file should show the expected outcome of the final product.  
The PDF should display the digital printing and foil files combined.  
This file will only be used for a visual reference.

*Note: Your reference file needs to be exported with a bleed area.  
It will not upload to our ordering system if incorrectly sized.*



## Folded Cards

Folded cards can only be foil stamped on the front panel once folded.



## Delayed Foil Orders

Here is a list of reasons why your foil order may be delayed:

- Shifting of text and/or artwork between all 3 files.
- Elements of the foil file is not vector.
- Foil file is a multi-page pdf.
- Artwork from foil file is over the fold line.
- Fonts on the foil file are not outlined.
- Foil file is not 100% K black.
- You are reusing a die, but the files uploaded do not match the die.
- You are reusing a die, but the files uploaded are a different size than the original.

**Please note: If there is an error on your order not due to the foil die, we cannot refund the cost of the die.**



# Foil Stamping Information

## The PrintsWell Difference

After you order your custom die with us, we will store the die for use on future orders.

## Turnaround Time

Due to the labor-intensive nature of Foil Stamping, Rush Production is not available.  
*Consider selecting a faster shipping method for quicker turnaround.*



### CUSTOM FOIL STAMPING TURNAROUND

5-7 Business Days  
(Rush Production is not available)



### REORDER USING YOUR EXISTING DIE

3-4 Business Days  
(Rush Production is not available)

## Design Tips

- Foil Stamped cards can be printed front and back.
- Foil Stamping is **ONLY** available on the front of the card.
- All fonts **MUST** be outlined.
- Artwork for dies must be vector.
- Image files **CANNOT** be used to create a die- i.e., no jpg, tiff, or png.

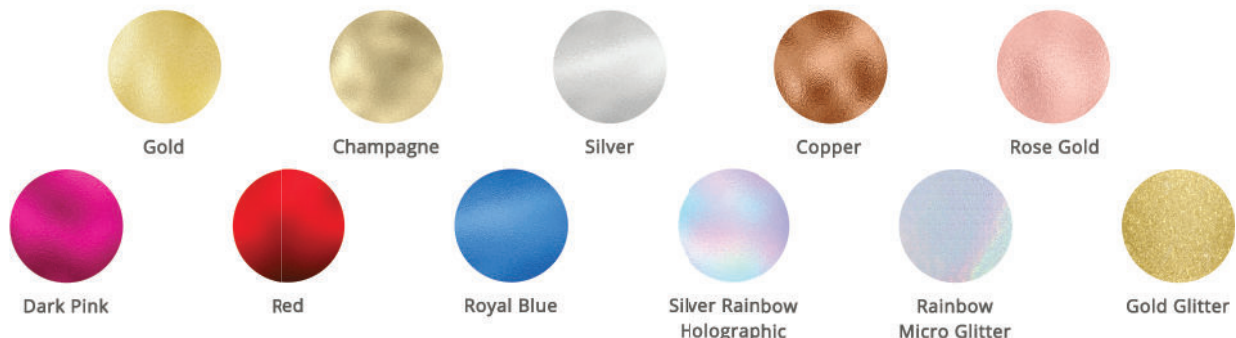
### Shift Allowance

PrintsWell has a shift allowance of up to 1/16" shift. Please see our Designing with Production in Mind guide for more information and a few tips that can help prevent any issues during production.

## Online Ordering

- Foil Stamping is only available using the New Ordering Portal.
- Look for the two product types **Foil Stamped Flat** and **Foil Stamped Folded Cards**.
- New custom die charges are added on the foil stamping tab.

## Available Foil Colors



## Using an Existing Die

- Each die is created based on the original card size ordered. If reusing a die from a previous order, the order **MUST** be the same size as the cards the original die was created to stamp.
- Dies are **NOT** interchangeable on different card sizes.



# Foil Stamping Sizes & Die Pricing

*The Die Charge is in addition to the Foil Stamped Card price.  
If you reorder cards using a previously purchased die, only the Foil Stamped Card price will apply.*

*Please refer to ordering portal at [orders.printswell.com](https://orders.printswell.com) for Foil Stamp Card Pricing.*

FLAT CARDS	
DIE SIZE	PRICING
2.375 x 4.75 Gift Tag	170
2.5 x 3.5	130
2 x 3.5	130
3.5 x 4.875	140
3.5 x 5	140
3.875 x 9.25	140
4 x 4	130
4 x 11	155
4.25 x 5.5	155
4.5 x 6.25	185
4.75 x 6.75	185
5.25 x 5.25	180
5 x 7	175
5.25 x 7.875	190
5.5 x 7.875	200
5.5 x 8.5	165
6.25 x 6.25	150
8 x 8	185
8 x 10	225

FOLDED CARDS *	
DIE SIZE	PRICING
3.5 x 4.875	140
3.875 x 9.25	140
4.25 x 5.5	165
4.5 x 6.25	175
5 x 7	175
5.625 x 7.75	200
5.5 x 8.5	200
5.25 x 5.25 (Trifold)	180
5 x 7 (Z-fold)	175

\* Folded cards are stamped on the front panel only.