Preferred Artwork Requirements

NATURE MAX

PREMIUM DOG FOOD
VITAMIN ENRICHED
FOR SHINIER COAT
AND ENERGY

Protein is an essential nutrient and serves numerous functions in the body, including muscle growth, tissue repair; enzymes, transporting oxygen in the blood, immune functions, hormones, and as a source of energy. A protein is defined as a group of amino acids linked to each other in different quantities and sequences. Each protein has a precise combination of amino acids that is specific for that protein, and the arrangement of amino acids determines the specific nature of a protein. Dietary protein that is digested in the stomach and small intestine is broken down to form free amino acids which are then absorbed into the bloodstream. Amino acids are distributed to various cells of the body where they are utilized to build body proteins.

Over twenty amino acids are involved in the synthesis of protein in the body. Essential amino acids are those that cannot be formed fast enough or in sufficient amounts to meet the requirements for growth and maintenance and, therefore, must be supplied in the diet. Nonessential amino acids are those that the body can produce in sufficient amounts from other nutrients and metabolites and, thus, do not need to be supplied in the diet.

Ingredients

Chicken, Chicken By-Product Meal, Brewer's Rice, Corn Meal, Ground Whole Grain Sorghum, Ground Whole Grain Barley, Chicken Fat (preserved with mixed Tocopherols, a source of Vitamin E), Dried Beet Pulp (sugar removed), Natural Chicken Flavor, Dried Egg Product, Brewer's Dried Yeast, Dicalcium Phosphate, Potassium Chloride, Salt, Vitamins (Vitamin E Supplement, Beta-Carotene, Ascorbic Acid, Vitamin A Acetate, Calcium Pantothenate, Biotin, Vitamin B12 Supplement, Thiamine Mononitrate (source of Vitamin B1), Niacin, Riboflavin Supplement (source of Vitamin B2), Inositol, Pyridoxine Hydrochloride (source of Vitamin B6), Vitamin D3 Supplement, Folic Acid), Fish Oil (preserved with mixed Tocopherols, a source of Vitamin E), Flax Meal, Apple Pomace, Dried Carrots, Dried Peas, Choline Chloride, Dried Spinach, Dried Tomato, Minerals (Ferrous Sulfate, Zinc Oxide, Manganese Sulfate, Copper Sulfate, Manganous Oxide, Potassium Iodide, Cobalt Carbonate), L-Carnitine, Rosemary Extract

1.
Special Effect Fonts:
If fonts are done with special effects, i.e. emboss beveled, chrome, etc, and the text is thick and bold, it is okay to save them in raster (tiff-jpeg-photoshop) file format. Make sure the artwork is at least 300 ppi (Pixels Per Inch)

2.
Photograph artwork can be raster (Tiff-jpeg-photoshop) files. Make sure the artwork is at least 300 ppi (Pixels Per Inch) and in CMYK color format--
RGB files are for internet and screen display purposes only and not for printing industry uses.

3.
Fine Texts/Texts: All fine texts should be in VECTOR based format. 1 color or solid PMS color to achieve sharp edges and professional looking result.
All fonts should be converted into artwork (outlined), or All fonts in the layout should be provided to us. (To create outline on font, select text and go to type, then Select 'create outline').

4.
REVERSED OUT TYPE:
When layout has reversed out type-in white, it is best to chose the background in single solid color, or no more than 2 combined process colors, or use a thick font in order for better color registration.

5.
Please consider 'bleed' area of the label when designing/providing artwork. Need at least 1/8" bleed outside of the diecut area.

- Do Not Type Texts or fine texts in photoshop and do not assign PMS colors in Photoshop- **IT DOES NOT WORK!**
- Hot stamp, emboss, foil area: best if artwork is in vector format. If not, please have the art in at least 1200 ppi and in grayscale.
- When files have multiple versions with link files of same foreground image and variable background color scheme, please send the original photoshop layered image with foreground and backgound layer separation. We need to be able to access the layers to make sure all the subsequent versions all share consistant color value through out the entire series of versions of the labels.
- IMPORTANT!! Artists: Please un-check all overprint inks. make sure all inks and objects selected are not overprints. It decrease the chances of error on the final print.