

## EDIBLE INK PRINTING GUIDELINES

We get fantastic feedback from our customers about the print quality of the images on our products and we understand that getting your logo and branding correct is extremely important. Our production team take great pride in getting the best image possible, but we do ask you to understand that printing onto icing or chocolate is not the same as traditional printing and as a result we cannot guarantee to exactly match your image colour. In order to ensure that you receive the best quality image as closely matched to your branding as possible, we recommend you follow our print guidelines:

### IMPORTANT – Colour matching

- We always do our best to match our print to the image you send us, however, we can only match it to the image as viewed on our computer screens.
- Please consider that an image viewed on a computer screen is in an RGB format and as computer screens differ, it can look different from screen to screen.
- We print using inkjet technology with a mix of CMYK edible inks on a photo quality print head. If your image was created using another format such as RGB, the colour may vary when converted to CMYK by the print software.
- We cannot select pantones or specific CMYK colour codes, the image is printed as sent.
- If you are very concerned about colour matching please post us a physical print of the image which will help us adjust the printers in order to get the best match possible.

### Image format

- Please send us your images as high resolution in either JPEG or PNG format.
- The higher the resolution the better. Logos taken from email footers or websites are often really low resolution and are not always ideal for printing.
- If you are having large cakes it is especially important to provide us with a high-resolution image as the printed image on the cake can be up to 30cm wide.

### Print Type

Our edible ink food printers are photo quality inkjet machines using CMYK colours to reproduce your images. Ideally, we need images that have been saved as CMYK format to ensure the print software reads the colours correctly. If the image has been created using RGB or other colour coding formats this may affect how our printers interpret the colours in the image.

### Image clarity

Whilst printing with edible ink onto icing or chocolate is a similar process to traditional CMYK paper printing, edible ink onto icing and chocolate is a very different consistency

to paper and traditional ink. This means we cannot 100% guarantee to reproduce your image with 100% clarity.

### **Image Variations on Larger Orders**

Each of our food printers can print slightly different versions of an image. We usually try to print each order on just one printer to ensure the image is identical, however for larger orders (over 1,000 units) we may need to use more than one printer or all printers for very large orders (over 10,000 units). This means there may be colour variations between the prints as do cannot guarantee a perfect match.

### **Photographs**

Please ensure photographs are of high quality with crisp clear images. Remember, if the image is going on a small item like a cupcake, please ensure the photograph can easily be viewed as a clear image when it is only around 48mm in diameter.

### **Grey text or Images**

Grey is the hardest colour to be replicated with edible ink, especially when it is in an image with other brighter colours. This means that sometimes the grey part of the image or text may come out with a slightly blue tinge and as a result, this would fall into our acceptable parameters.

### **Fine print**

Images with very fine or really small writing can often be a challenge to recreate with 100% clarity, especially if the writing is within a large block of colour. Where possible, please send images with larger, bold text or alternatively remove any unnecessary text to simplify the print.

### **Small Text In a Full Colour Background**

Small text in light colours or a fine that are shown against a full colour background are often difficult to read when printed with edible ink, especially on a smaller topper. We recommend larger and bolder text that is very clear to read.

### **Metallic colours**

Metallic colours like gold and silver are difficult to print with edible ink. Gold may end up with a green tinge and silver will be a shade of grey.

### **Re-designs**

We may occasionally request or suggest an image is re-designed to ensure it can be printed within the parameters of our equipment. Should the re-design request or our

ideas not be accepted we will not provide any financial redress should there be any image quality issues.

### **Very detailed images and designs**

Really detailed images and designs can also be a challenge, especially if they are in a large block of colour. We recommend, where possible, that you use a simple image or logo where fine detail is not detrimental to the look of the print.

### **Image Life**

Whilst we can produce great quality images, they will degrade over time as the icing they are printed onto is subject to temperature and humidity fluctuations. We suggest that all products that are not being used are kept at room temperature and out of direct sunlight. Do not refrigerate any of our products it will affect the surface that the image is printed upon. We recommend that images are at their best for the following times:

Cupcakes – 2 days from delivery / Full Cakes – 5 days from delivery / Biscuits and Flapjacks – 7 days from delivery.

### **Hard copy logos or images**

Please post to Eat My Logo Ltd, 18 Yarrow Business Centre, Chorley, PR6 0LP.