

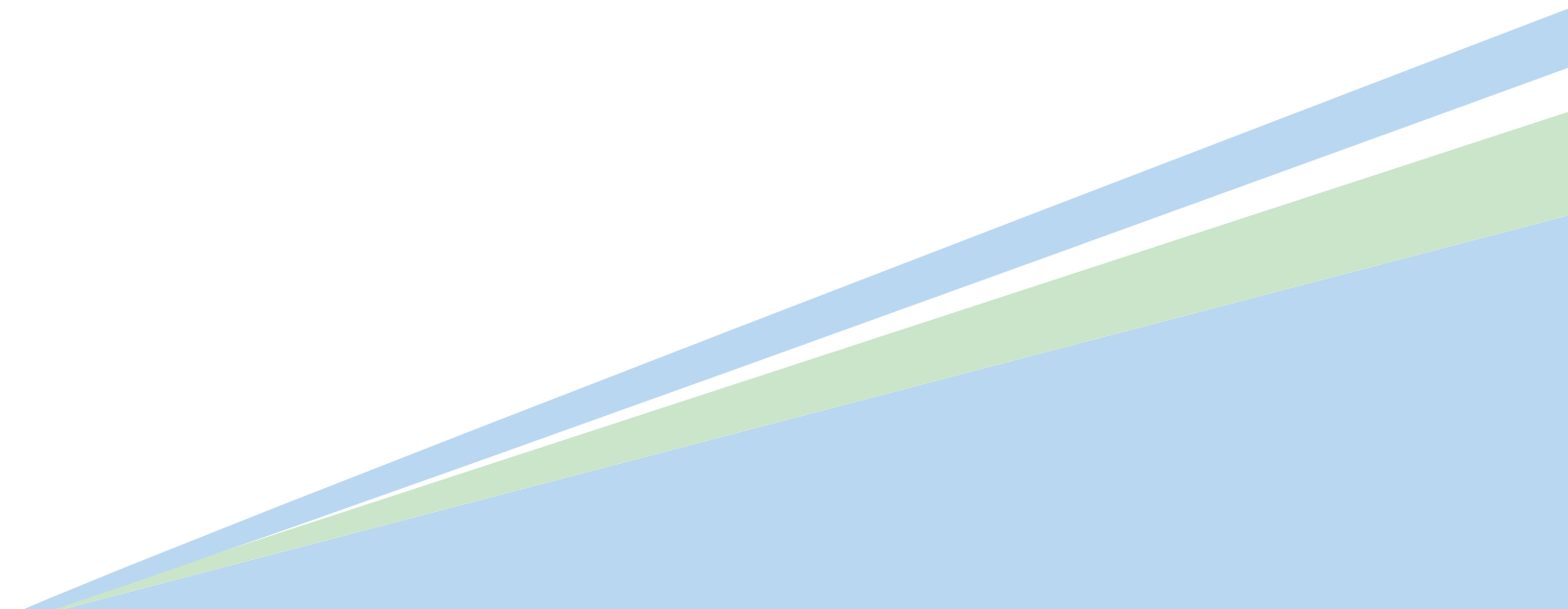


**BIRCH RICHMONDS**



# **3 Color Production Guide and Technical Report**

Sam Brittain




**BIRCH RICHMONDS**  
Lotions

# Art considerations/theme

## Brand Concept

Birch Richmond's is an everyday personal hygiene brand focused on comfort, reliability, and simple ingredients. The brand is designed to appeal to those who want an effective lotion they can use daily. The brand focuses on clean design and simple ingredients. The brand is made for people who care about quality without wanting anything flashy or overdone, so that it fits naturally into daily life.

## Brand Colors

<p>Pantone 308U C-100 M-28 Y-0 K-0</p>	
<p>Pantone 3501C C- 81 M-0 Y-100 K-1</p>	

## Working Logos



## Brand Fonts

*Logo Initials- Athelas Bold Italic*

**Header- PT Serif Bold**

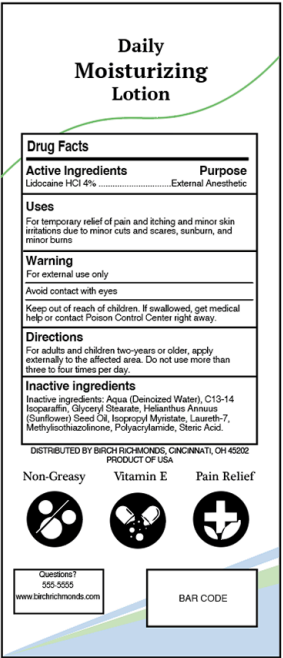
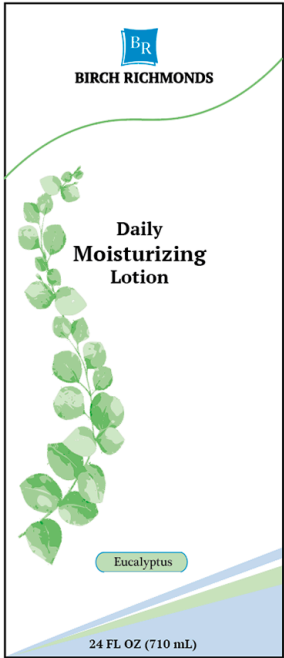
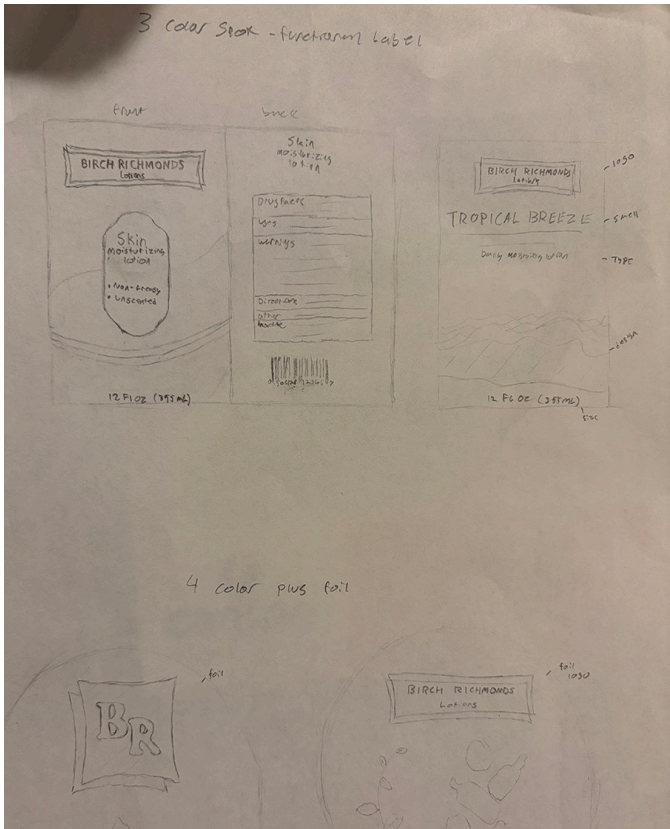
Body- Plantagenet Cherokee

# BIRCH RICHMONDS Lotions

# Thumbnails

## Sketch

## Digital



# BIRCH RICHMONDS

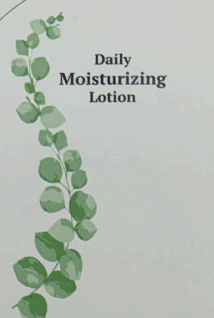
## Lotions

# Proof

Check Size

Blue - Green - Black

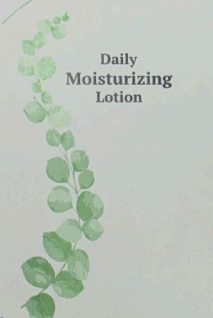
Sam Brittain - Spring 2026



**Daily Moisturizing Lotion**

Eucalyptus

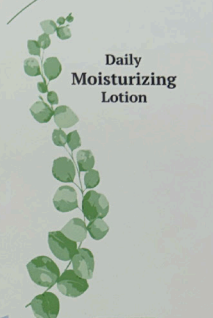
24 FL OZ (710 mL)



**Daily Moisturizing Lotion**

Eucalyptus

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**Daily Moisturizing Lotion**

Eucalyptus

24 FL OZ (710 mL)

**Daily Moisturizing Lotion**

Drug Facts	
Active Ingredients	Purpose
Lidocaine HCl 4%	External Anesthetic

**Uses**  
For temporary relief of pain and itching and minor skin irritations due to minor cuts and scrapes, sunburn, and minor burns.


**Warning**  
For external use only.  
Avoid contact with eyes.  
Keep out of reach of children. If swallowed, get medical help or contact Poison Control Center right away.

**Directions**  
For adults and children two-years or older, apply externally to the affected areas. Do not use more than three to four times per day.

**Inactive Ingredients**  
Aqua (Deionized Water), C13-14 Isoparaffin, Glycerol Stearate, Helianthus Annuus (Sunflower) Seed Oil, Isopropyl Myristate, Laureth-7, Methylmethacrylate, Polycaprolactone, Stearic Acid.

DISTRIBUTED BY BIRCH RICHMONDS, CINCINNATI, OH 45202  
PRODUCT OF USA

Non-Greasy    Vitamin E    Pain Relief



Questions? 555-5055  
www.birchrichmonds.com

BAR CODE

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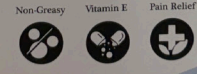
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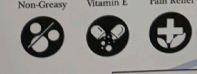
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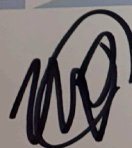
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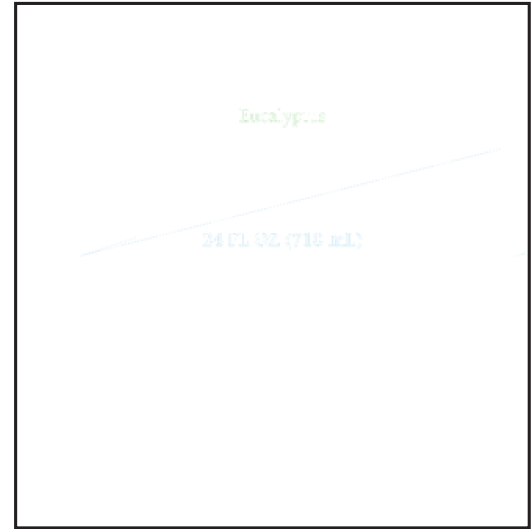


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## File Preparation

Step 1: Using ArtPro+ Trap all the artwork to prevent gaps from forming between different colors (.08mm)



Step 2: Screen all the artwork using ArtPro+ to determine which LPI to use to get the best detail(120).

Blue- 7.5 degrees

Green- 82.5 degrees

Black- 37.5 degrees

Step 3: After files are prepared launch the files so plates can be made.

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## Plate Making

Step 1: Choose plate type (DFR 067 mils)



Step 2: Back exposure: put face down (film cover side) in exposure unit. Expose for 85 seconds



Step 3: Pull mask off in one clean pull and place in Esko Spark 2530 along the ruler so the left side is at 30mm mark



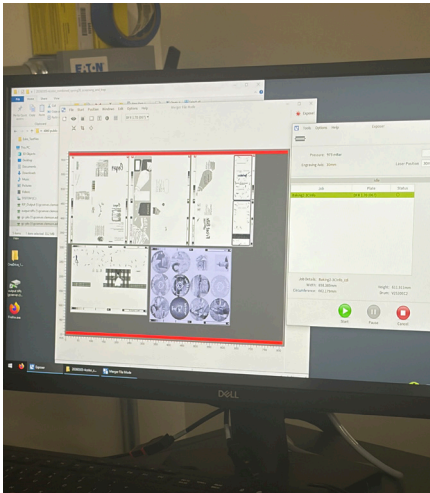
Step 4: screw the bottom clamps to lock the plate in. Hit the vacuum button and spin plate so you can lock in the top clamp. (Check for air leaks)

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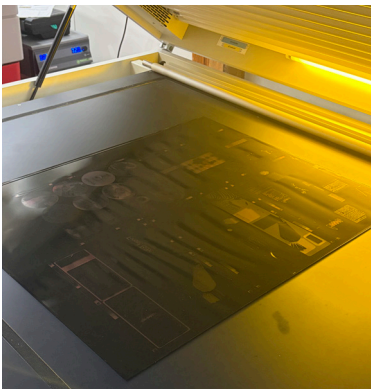
## Plate Making

Step 5: open rip output, exposure software, and merger software. Drag files from rip output to the right side of merger software.



Step 6: Position onto artboard, select dft 1.7 (067) and click expose. After naming file it will load into exposure software.

Step 7: Set laser to 30mm. Click start to set laser and start again to expose.



Step 8: When exposure is finished put the plate face up in the exposure unit and expose for 6 minutes.

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## Plate Making

Step 9: Bring exposed plate to thermal developer (Cyrel FAST 1000 TD). Htd roll should be set at 335.



Step 10: Select DFR 067, set rev to 1 (10 total rotations), and width to 30 inches.



Step 11: Use F3 to open and close clamps (make sure corners are clamped). Use F4 to start.



Step 12: Post exposure: Put plate in top drawer of exposure unit and set 1 minuet of standard light and 2 minuets of uvc.

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## Plate Mounting

Step 1: Measure width mark the center of the plate and mount 5.125 inches from operator side and lock it in place.



Step 2: cover all but the top of the cylinder in plastic film.

Step 3: Align Center marks and move camera for the black plate before locking it in.



Step 4: attach to stickyback and take off film to roll over plate until there are no air bubbles

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# Plate Mounting

Step 5: Press pedal to remove cylinder and do the other plates without moving the camera



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# Print Materials

## Ink

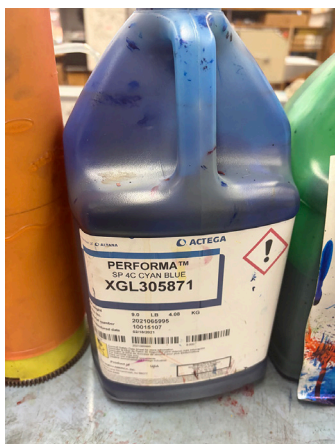
## Substrate



Anilox Volume:  
5.05 BCM



Anilox Volume:  
3.0 BCM



Anilox Volume:  
2.05 BCM

Comco uses doctor blade system

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# Print Production

## Safety Concerns

- Tie back long hair
- Wear closed toe shoes
- No jewelry or very loose clothing
- Wear pants

Step 1: ink is put in from darkest to lightest (the same order it will be registered).



Step 3: next move in the doctor blade so there is an even amount of ink on the anilox. You should see droplets falling off the rubber roller



Step 2: move the ink metering roll forward so that it is touching the anilox roll. You should see ridges

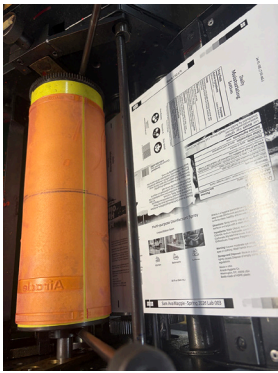


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## Print Production

Step 4: Place the plate rod into the plate cylinder and in the third hole on the side of the press



Step 5: Once the press is running, set impression by turning the knobs until the plate and substrate are impressed and the anilox to plate.

Step 6: Turn the registration knobs until all the colors line up with each other using black as the base point.



Step 7: Lastly the diecut is registered by turning the cylinder until it lines up with the artwork.

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# Testing

LAB	
Gear	Operator
Black	Black
L- 11.9	L- 12.2
a- .81	a- .91
b- 1.31	b- 1.09
Blue	Blue
L- 46.41	L- 48.33
a- -22.86	a- -24.24
b- -43.48	b- -45.27
Green	Green
L- 57.96	L- 58.61
a- -52.84	a- -57.00
b- 36.63	b- 34.18

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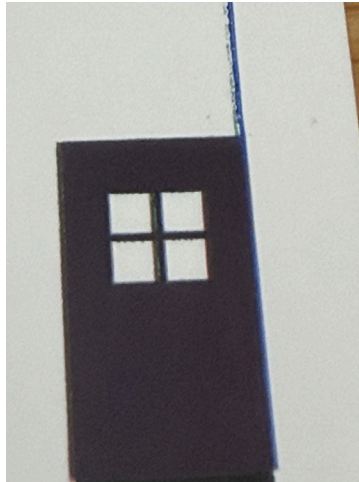
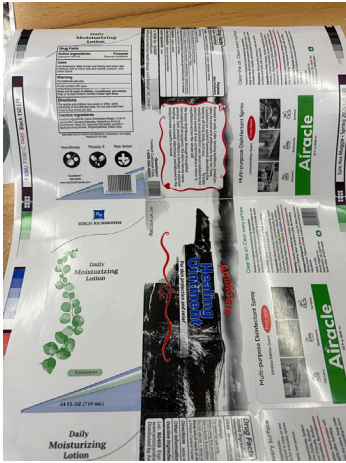
# Analysis

Printed results:

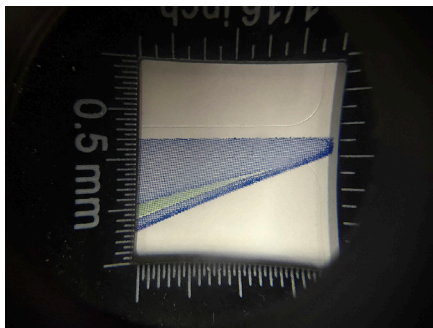
Gear

Operator

Registration went smooth and turned out pretty well



Overall the press run was successful. There was a slight issue with the relief of the plate being small for the lower tints, which probably happend somewhere during plate processing; however, most of it still turned out really well.



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