

**GOERNER**  
GROUP

intelligent packaging  
needs smart thinkers!

Guidelines for the delivery of data

# Guidelines for the delivery of data

## PROGRAMS | DATA FORMATS:

We can process these formats directly:

- Adobe InDesign Mac (up to version CC 2015)
- Adobe Photoshop Mac (up to version CC 2015)
- Adobe Illustrator Mac (up to version CC 2015)
- Adobe Acrobat Mac (up to version CC 2015)

You can supply us with open data (such as InDesign, Photoshop/PSD or Illustrator).

The high-resolution data and the fonts used must be supplied. With closed files (PS or EPS), the high-resolution data and the fonts must also be supplied.

If fonts cannot be supplied (due to licensing problems), they can be converted into curves (such as InDesign, Illustrator/Corel). However the text can no longer be edited after that and the characters become slightly bolder.

## LAYOUT REQUIREMENTS:

- All layout pages created in 1:1 end format
- For packaging, beakers or lanyards, give a correctly-placed cutting line of 0.353 mm. Must be created in the file, executed in a spot colour and set as "transparent" (overprinting).

To be marked in the file as "cutting line".

- With folded objects, the page sizes must correspond to the folds
- High-resolution screen elements (pixel data)

Fully-saved EPS files (vectorised files)

All fonts and other elements used

Minimum font size: 4 pt positive, 5 pt negative

Line thicknesses: no hairlines! With positive lines, the thickness must be at least 0.10 mm, and 0.17 mm for negative lines (white on black)

## PRINT SPACE:

Supply correctly placed within the cutting line

## BLEED PRINTING:

General cut of 3 mm each

Place all bleed elements 3 mm above the cutting line, as a print expansion for the cutting. Position all free-standing image elements within the cutting line at least 4 mm away from the cutting line.

## PRINTER'S IMPRINT:

Do not place crop marks or corner marks for packaging, beakers or stickers

## BARCODES:

You can find comprehensive requirements for all EAN marks on the Internet

- Minimum enlargement scale: 81.8%, 90%, 100%, 120%
- Line width reduction: - 10my

### IMAGE DATA (EPS, TIFF) | RESOLUTION:

- Colour images are created in CMYK, if possible without under colour reduction
- The image to be printed must have an image size of 100% at least 300 dpi
  - No compression (LZW etc.)
  - With EPS images, do not use JPG compression
  - Grey scale 300 dpi
  - Bitmap 1200 dpi

### GRAPHICS:

Graphics and fonts are converted to paths. Please ensure correct overprinting with black text. Overfilling between two colours is 0.144 pt or 0.10 mm

### COLOUR MATCHING:

The colour display on your monitor is not binding, check the colours in your document using colour fans (CMYK, Pantone or HKS) or, in the event of doubt, have a proof created before printing. Set CMYK mode in your document; do not use LAB or RGB images. We need the following colour formats for printing: CMYK, grey scale, Pantone or HKS (no RGB).

Within the file, the colours are to be labelled as:

- Pantone information (PMS) such as Pantone 128 C
- CMYK — Structure
- WHITE — Define cyan 0%, magenta 0%, yellow 0%, black 0%
- Your own specific colours with colour description such as grass green, KLM blue etc.
- Colour pattern
- Information on base coat: colour, white, colourless
- Information on varnish coat: gloss, matt or specific information - Supply sample if available
- Information on embossing
- Do not use your own colour profile

### FONTS:

Please only use PostScript or OpenType fonts (PC = TrueType) and attach these.

### OVERFILLING:

- Please check all overfilling values between different print colours of your documents.
- Overfilling between two colours is 0.144 pt or 0.10 mm
  - With metallic surfaces, the black font must also be negative black.

### COLOUR APPLICATION:

The maximum C+M+Y+K colour application of your image data should not exceed 300%. Exceeding the recommended colour application can lead to a "stripping" or sticking together. Complaints due to this cannot be recognised. Note: 100% black and 40% cyan is sufficient to display a deep black. This is the case in particular for full surfaces and large fonts.

### PRINT-OUT | PROOF:

Please provide us with 1:1 print-outs, preferably in colour, so that we can test our result.

### DATA MEDIUM TO BE SUPPLIED ON:

- CD-ROM, CD-R, CD-RW
- DVD
- USB-Sticks
- External drives (USB or Firewire connection)
- ZIP format
- You can also send us your data by email

### PDF FILES:

How do I create a PDF file?

There are different ways to create a PDF file.

1. The best and most secure way of writing a PDF file from professional layout programs is printing a postscript file or exporting a \*.ps file with the PPD Adobe PDF (included with Acrobat Distiller) and converting this to a PDF with Acrobat Distiller, using the Pre-Press quality setting.
2. Many layout programs such as InDesign, QuarkXPress and CorelDraw support direct PDF export. the important settings are: embed all fonts (even better with Corel: covert all fonts to curves), screen resolution for colour and grey scale 300 dpi and bitmap 1200 dpi, colour space: ISOcoated\_v2\_eci, no compression type, do not assign an ICC or OPI profile, if possible as PDF/X4 file, save standard: PDF/X4: 2010.
3. Using additional programs such as PDF Writer. This method is not recommended, because the PDFs that are created are generally of poor quality. Nevertheless, the same settings as for (2) apply here with PDF files, all fonts must be converted to paths or be completely embedded (no subgroups, including standard fonts). If this is not the case in a PDF, it is possible that line breaks can be moved, special characters or umlauts can disappear or be replaced. Also ensure that spaces are converted correctly. In addition, it is advisable to create black text in 100% black, because a mixed black that is based on several print colours creates an unclean type face.

### CORNER MARKS, BLEED MARKINGS:

When creating a PS or PDF file, you have the possibility in professional layout programs to also output various markers and useful characters. Please set 3 mm bleed and cut markings.

Addition of bleed serves as tolerance for cutting differences. Fonts and important information such as logos, addresses, texts etc. that must not be cut must be placed at least 4 millimeters from the border of the end format. Please do not use white or coloured borders or outlines in the design. This applies to all products that we offer.

Paper is a natural material that is subject to certain variations due to environmental influences such as temperature and humidity. When carrying out the final cutting or punching, it is therefore possible that there are deviations of up to one millimeter. Please note that these cutting differences can also have an effect on the folds.

### FILE NAMING:

In order to be able to forward your data without additional work, please note our naming convention for folder and directory names.

Permitted characters: Letters: "A-Z", "a-z"

Numbers: "0-9"

Underscore: " \_ "

**Not permitted:** colons are problematic, as are pointed brackets, question marks and quotation marks, as well as slashes, stars and umlauts.

Our service is based on supplied PDFs. The supply of open data is possible, but creates higher costs due to the necessary handling and intensive checking. We charge a flat rate for this. Approval of the order by the customer is also absolutely necessary (proof or PDF). Due to the various risks when handling open data, we request that you check it particularly thoroughly.

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# GOERNER GROUP

Goerner Group  
Hirschstraße 20, A 9020 Klagenfurt  
T +43 (0) 463 33 750  
F +43 (0) 463 33 750 15  
office@goerner-group.com  
www.goerner-group.com

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needs smart thinkers!

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