

## PROGRAMMS | DATA FORMATS:

We can directly process the following formats:

- Adobe InDesign CC Mac
- Adobe Photoshop CC Mac
- Adobe Illustrator CC Mac
- Adobe Acrobat Pro DC Mac

You can send us open-format data (e.g. InDesign, Illustrator or Photoshop/PSD).

High-resolution data as well as the fonts used must be included.

High-resolution data and fonts also need to be included with closed-format files (PS or EPS). If you cannot supply us with the fonts (licensing problems), they can be converted to curves (outlines). The text can then no longer be edited and the characters will be slightly thicker.

## LAYOUT SPECIFICATIONS:

- Create all layout pages in the final format 1:1
- Cut/Dieline: 0,35 mm, must be included in the file, as a separate Spotcolor and „transparent“ (overprint). Designation: „Stanzkonturlinie“ or „Stanze“.
- High-resolution images (pixel data)
- All fonts and other elements used in the document
- Minimum font size: 4 Pt positiv, 5 Pt negativ
- Line weight: For positive strokes at least 0,10 mm, negative strokes at least 0,17 mm. No hairlines!

## TYPE AREA:

- Within the cut/dieline, 4 mm space to the cut/dieline

## BLEED-OFF:

- All elements + 3 mm on each edge.
- All elements on the layout at least 4 mm space to the cut/dieline.

## PRINTING MARKS:

- Crop- or registration marks are not needed

## BARCODES

- You can find comprehensive specifications for all EAN-Codes on the web
- Minimum magnification scale: 82 %, 91 %, 100 %, 120 %
- Bar width reduction (BWR): 0,03 mm

## IMAGES | RESOLUTION:

- Color images must be in CMYK, if possible no UCR/GCR
- No compression (LZW etc.)
- Do not use JPG-Compression for images
- Grayscale- and color images 300 dpi
- Bitmap 1200 dpi
- Colorprofile for converting RGB-Images to CMYK: „ISO Coated v3“

## GRAPHICS:

- Fonts inside of graphics (Logos etc.) should be converted to outlines
- Check if overprinting on black objects is correct.
- If metallic colors are used (e.g. silver, gold), black elements must be „knock-out“.

## TRAPPING:

- Trapping will be done automatically in our workflow.
- If you do the trapping by yourself, it's no problem.
- Trapping between Spotcolors: 0,15 mm
- If metallic colors are used (e.g. silver, gold), black elements must be „knock-out“.

## COLOR DETERMINATION:

The color representation on your monitor might be not accurate. Check the colors in your file using color guides (CMYK, PANTONE or HKS), or create an color-matched Proof. Set your document to CMYK mode, do not use RGB or LAB images.

For print we need the following color formats:

CMYK, Grayscale, PANTONE or HKS. RGB-Data is not allowed.

Within the file, the colors are to be marked as:

- PANTONE (PMS) e.g. PANTONE 128 C
- WHITE — Cyan 0 %, Magenta 0 %, Yellow 0 %, Black 0 %
- Specific colors such as: „Grassgreen“, KLM-Blue etc.
- Own Color such as „brown acc. to sample“
- Info about coating: colored, white or colorless
- Info about top coating: gloss, matte or specific information – provide us samples if possible.
- Info on embossing

## FONTS:

Use only or OpenType- or TrueType-Fonts and make sure to include them. Adobe is dropping the support for PostScript/Type-1-Fonts in 2023, so please do not use these fonts. They will no longer work in future.

## INK COVERAGE:

The maximum ink coverage (TAC) should be 300%. If more ink is used, there may be „peeling“ or the sheets will stick together. **Complaints in this regard can not be accepted.**

Info: For dark objects it's enough to use Black 100% and Cyan 40%. Especially for large fonts and large areas.

## PRINTOUT | PROOF:

You can order a color-accurate proofs from us, or you can supply them.

## DATA CAN BE SENT ON:

- E-Mail, WeTransfer or Downloadlink
- USB-Stick
- External Harddrives (USB- or Thunderbolt-Connection)

## PDF-FILES:

There are many ways to create a PDF.

Most layout programmes support a direct PDF-Export.

Important settings are:

- All fonts embedded (or alternatively: convert all fonts in outlines),
- Image resolution for color- and grayscale images 300 dpi and for Bitmap 1200 dpi
- No compression, no ICC- or OPI-profile
- If possible use PDF/X4

We do not recommend to use PDF-Tools such as „PDFWriter“, because the results are often poor. Nevertheless, same settings as above.

In PDF-files fonts have to be embedded or converted in outlines. If not, there might be a chance, that some text or symbols are missing or will disappear. Also make sure blanks are correctly converted. It is also advisable to create black text in 100% black.

## FILE NAMING:

Please observe our naming convention for file and directory names.

**Permitted characters:** Letters: „A-Z“, „a-z“

Numbers: „0-9“

Underscore: „\_“

**Not permitted:**

Colons are problematic, and all angle brackets, question marks, quotation marks, slashes and umlauts, etc.

## GENERAL:

Please do not use „creative highlights“ such as colored borders or outlines. Text and/or images should be at least 4 mm from the cut/dieline. This applies to all products we offer.

Paper is a natural material that is subject to certain fluctuations due to environmental influences such as temperature and humidity. During the final cutting or punching, there may be deviations of up to 1 mm. Please note that these cutting differences also can affect the folds.

Our service is based on delivered Print-PDFs. While it is possible to send open-format data, these generate higher costs due to necessary handling and intensive testing. We charge a flat rate for this. It is also imperative that the customer approves the files (PDF). Due to the risks involved when dealing with open-format data, we ask you to check it particularly thoroughly. Last revised: May 1st, 2022

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SAMPLE PACKAGING

