

## PRINTING SPECS

### 1) General

- Optimal is if we get printable, unseparated PDFs (PDF 1.3) from you with details for the product, colors and pages (front side / back side); for covers in single pages also add details of the opening (right or top opener) and title:
  - For final formats, depending on the product, additional 3 - 8 mm trim all around
  - (3 mm for paper products, CD-sleeves and slip-ons / banderols,
  - 5 mm for single sleeves, case bags, discobags and gatefolders,
  - 8 mm for case sleeves with 10" and 12" format and 3 mm spine)
  - Image resolution with 300 dpi
  - PDF 1: 1, exported or distilled without scaling
  - Color room is CMYK and / or spot colors, without color profiles or color management
  - Partial varnish or hot foil or embossing on exact position in 100% with one color in a separate page or file
  - Without visible cutting lines, folding lines and punching lines, instead - if necessary - cutting and folding marks outside the bleed area – this is also binding for color bars.
  - Single placed and centered per page for multipart products, f. e. labels or booklets (single pages or imposed double pages) or similar.
  - Case sleeves should be arranged on the right stand (front page right)
- If you do not have PDFs, you can also send us TIFF or EPS files, important is that all images and fonts are embedded, or the fonts are converted to paths, and everything is reduced to one layer. Kindly note, however, that fonts which are used in picture editing applications like Adobe Photoshop are pixelated and not sharp.
- Open files (InDesign, Illustrator, etc.) still needs to be edited, placed, or proceed for printing by us. The processing will have extra charge depending on the effort
- Word, Excel, Publisher or Power Point are not suitable for creating graphic files
- On our website you can download many specifications, on your personal request we will send you the templates you are looking for in the scale of 1:1

### 2) Fonts

- Please note that all used fonts have to be embedded or converted to paths. Fonts which are delivered by you like Double Byte Fonts, OTF-fonts or Postscript fonts are not employable on every operating system under MAC OSX.

### 3) Line and font sizes

- The thicknesses of lines have to be not less than 0.15 mm in the positive printing and 0.25 mm in the negative printing
- Line thickness for hot foil and embossing have to be at 0.35 mm
- Fonts should have a minimum size of 5pt for positive printing and at least 7pt for negative printing. Please note to use for very fine types our minimum thicknesses

#### **4) Colors**

- Black text and lines should be adjusted to overprint with CMYK backgrounds, for metallic and daylight colors there should be no overprint command
- In combination, the summary of all colors should not be higher than 280% for the ink coverage
- For deep black effects of 100% black you should underlayer the black with 50% cyan (100% black and 50% cyan)
- White fonts on deep black in 1c should consist only of 2 colors, black (+ 50% cyan) not more
- Please note that we have a dot gain of 15% from the file to the print process. Adjust the contrast high enough for dark 1 color files (at least 15%, for labels or inside-out print up to 20%), this helps to distinguish the individual elements on the print sheet even after printing