

Data generation guidelines for digital printing

File formats:

PDF

- If possible, create PDF 1.4 (with transparencies).
- The following should be considered for PDF creation: PDF version 1.4 or higher (with transparencies) directly exported from Illustrator, Indesign or ArtPro. Since version 8.1, QuarkXpress is also able to create PDFs with transparencies.
- All fonts must be embedded.
- If a diecut layer is integrated, please use a special color labeled „Stanze“ and set it to overprint. For the workflow to be able to handle print-ready PDFs, the artwork must be centered on the die-cut (trimbox). Please create a high-res print PDF without dielines and a low-res screen PDF with dielines.

Editable data

- We can handle the following file formats:

ArtPro 9.0 Rev.7

Adobe Illustrator CS4

Adobe Indesign CS4

Adobe Photoshop CS4

Freehand MX

Quark Xpress 8.15

Bildauflösung

- We recommend a resolution of 200 dpi (at final size). Minimum resolution 150 dpi!
- Colorspace CMYK.
- RGB-data and spot colours are automatically converted.
- Embedded profiles in CMYK data will be ignored.
- The output profile is ISO coated v2

Bleed

- 10 mm bleed on all sides.
- Allow for a sufficient margin when placing elements near the cut and folding lines.
- Keep in mind that up to 5 mm cutting tolerances may occur.

Fonts

- We recommend to convert fonts to outline (vector curves)
- If not converted, all fonts must be embedded in the PDF. Editable data must include all fonts (if not converted to outlines in the document)!

Overprint settings

- Check your data in regards to accurate overprint settings.

Additional notes

Comment boxes, form fields and invisible layers will be ignored in the output.

Use distinct filenames to label front- and reverseside print.

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Picture resolution

Usually 200 dpi picture resolution at final size are sufficient. Depending on the image content even 150 dpi can be enough.

Bleed

Additional bleed is needed to compensate cutting differences. Text and important informations like logos, addresses etc., that are not to be cut-off, must be placed at least 5 mm from the trimbox.

Please don't use any white or coloured outlines if they fall below the minimum thickness of 1 mm. If the delivered printing data is only applied to the edges of the trimbox (without bleed), we will adapt the file. The adjustment is left to our dtp staff. Please keep in mind that we always act for your benefit.

A minor change of layout such as a slight scaling of a picture is to be accepted by the customer.

Colourspace CMYK

We recommend to create your printing data in CMYK. RGB Data and spot colours will be converted automatically into CMYK using the ISO Coated v2 profile. Embedded profiles will be ignored. This may result in colour shifts.

Embedded fonts

In PDF-files are fonts have to be embedded or converted to outlines (incl. default fonts). If this is not the case, it's possible that word wrapping may differ and special characters are omitted or substituted with wrong characters.

We recommend to convert all text to outlines. Also check if the spaces are correctly applied.

Spelling- / typeset mistakes

We don't vouch for spelling- and typeset mistakes.

Overprint settings

We don't check overprint settings, as design considerations may be the general focus for their appliance. If due to a wrong overprint setting the visual appearance is incorrect, we assume no liability.

Please keep in mind that white objects that are set to overprint are not visible. The overprint function should never be applied to white (knocked out) objects!