

Data transfer

- By E-Mail
- By ZIP-Datei and E-Mail
- Via ftp-server or other electronic platforms (weTransfer etc.)

File Format

- In general, we prefer the High PDF. Please note the corresponding requirements of the individual layout software from which you want to create the PDF.
- Adobe InDesign, Illustrator and Photoshop can also be edited. However, this only works if you send us all images, fonts and graphics (pack and collect documents).

PDF

- Bleed of 3 mm on each side
- Example MemoStick: final format 76 x 76 mm, print file has the format 82 x 82 mm (incl. 3 mm bleed)
- Resolution colour images 300 dpi, black/white images 200 dpi
- Font embedding or converted to curves
- Please do not use any free additional programmes for the creation of High-PDF files.

Colours

- The CMYK colour space is used for printing, the RGB colour space for display on screens. Accordingly, we need your print data in CMYK.
- **Colour profile:** ISO Coated v2 300% (ECI), further information on ICC profiles of the ECI can be found at eci.org.
- In PDF data, the colour profile must be created as an output intent (output condition).
- Total colour application is between 10 % and 300 %.
- **Special colours:** for four-colour printable products (4/0- or 4/4-colour printing) do not create any special or spot colours or alternative colour spaces. In this case, spot colours are automatically converted to CMYK - this can lead to misinterpretations in the colouring.

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- For prints in spot colours, the correct Pantone colours must be created in the colour palette of the respective layout programme. Always in spot colours.
- As higher colour fluctuations are possible in the flexo printing process in cmyk or 4c than in offset printing, large areas should be defined as an additional spot colour, as this achieves the best printing results.

Resolution in dpi

- The resolution is given in the unit of measurement dpi (dots per inch). Basically, the higher the dpi number, the sharper the print result.

Font

- **Minimum font size** to ensure good legibility in your printed material, do not use font sizes below 6 points if positive type. Please do not use fonts smaller than 10 points, if negative.
- **Embed fonts** Please make sure that all font elements are embedded in your print data. In most cases, fonts are automatically embedded after the PDF export. If this is not the case, you should convert your texts into paths.
- **Lines** General line thicknesses Positive lines (dark line on light background) must have a thickness of at least 0.5 point (0.18 mm). Negative lines (light line on dark background) must have a thickness of at least 1.0 point (0.36 mm).

