

→ Print Data Quality and Delivery

To make your ordering process as easy as possible we've put together a set of guidelines for artwork files! Meeting the requirements below will help ensure that we can produce your labels to the high quality standards that we all expect. We strongly recommend using programs such as Adobe Illustrator, InDesign or Artpro to produce the finished artwork – it makes all of the below relatively simple.

Data Format

File Format: **High-resolution PDF**

Fonts: **All text simply set as 'Outlines'**

Print Standard: **ISO coated V2**

Minimum resolution: **250 dpi**

Standard resolution: **300 dpi**

Bleed (around the whole design): minimum **2.5 mm**

Safety Margin* inside cutting line: **2 mm**

Colour Space: **CMYK**

***Please ensure important design elements, e.g. text, avoid this space.**

Final Format

The print data must be created in final format plus 2.5 mm bleed all around. The bleed does not have to be specified during the order process, it will be automatically calculated later.

Cutting Line

The cutting line (0.2 mm line width) must be created as an extra colour channel with the name "**cutter**" in the PDF and set to overprint. Cutting can only be done around the label, cut-outs are not possible. Please note: Corner labels are cut with a corner radius of 0.5 mm as standard.

Anything above this must be created by the customer as a separate shape with its own die-cutting contour.

Special Colours

Special colours can only be processed by us if they are set up as a spot colour in the file. The original Pantone designation is mandatory for the name of the spot colour. We only accept original Pantone Pantone® C and Pantone® U colours. Please specify this in the print file as a spot colour with the official Pantone colour name. Metallic colours cannot be printed and must be converted to Euroscale/CMYK.

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Print file (Example)



Hotfoil Stamping (Spot Colour: hotfoil)

Cutting Line (Spot Colour: Die)

Bleed/Safety Margin



Bleed: 2.5mm around the whole design

Safety Margin: 2mm

Die (Edge of finished label)

Place for text / important elements

Exploded View



QUESTIONS? **WE'RE** HERE TO HELP!



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Hot Foil

Please set up hot-foiled elements as a **spot colour**. Name the colour **"Hotfoil"** and set it to **"Overprint"**.

Please note that lines in hot-foiled elements should be **more than 0,2 mm wide** to ensure clean application. We produce a flat hot-foiled finish.

Opaque White/HPI White

The colour opaque white must be created as an extra colour channel with the name HPI-White and set to overprint. Colours in CMYK are not opaque on transparent foil and glossy silver paper. In this case, the material shines through. To counteract this, the solid colour HPI-White must also be applied over the entire surface and set to overprint.

Embossing

Please set up embossed elements as a spot colour. Name the colour **"Embossing"** and set it to **"Overprint"**. Please note that lines in embossed elements should be more than 0,4mm wide to ensure clean application.

Creating print data with Adobe programs

In the print output PDF/X-1a: select 2003 (or high-quality print), bleed 2.5 mm (around the entire format). From the created cutting line to the first element to be printed, 2 mm space is required all around for printing reasons. Other information such as registration marks, crop marks, control strips etc. are not required. All layers must be included in the final print file. This means that all "special layers" such as hot foil, opaque white or cutting lines are included in the printable PDF. They must not be sent separately.

Conversion from RGB to CMYK data

If you supply us with RGB data, we will convert it into the CMYK colour space without consultation. However, this conversion may result in colour shifts for which we cannot accept any liability.

Order without Data Check

Under certain circumstances it is up to our graphic designers / media designers to enlarge or reduce your transmitted data by up to 2 mm. This is done to avoid white margins or bleed of content.

Print file (Example)



- Hotfoil Stamping (Spot Colour: hotfoil)
- Cutting Line (Spot Colour: Die)

Bleed/Safety Margin



- Bleed: 2,5mm around the whole design
- Safety Margin: 2mm
- Die (Edge of finished label)
- Place for text / important elements

Exploded View



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→ Checklists for correct print data

As an additional aid, you will find our checklist here. If required, you can print out and go through them step by step when creating the print data and tick them off. This way you can be sure that everything has been created correctly and your order can be processed without any problems.

Is my Label Artwork set up correctly?

- ☐ Is the file in PDF format?
- ☐ Is the artboard correctly set to the final trimmed size including the bleed?
- ☐ Is the bleed 2.5 mm all around?
- ☐ Are all elements that go over the label edge extended in the bleed?
- ☐ Are all fonts embedded?
- ☐ Has the safety margin of 2 mm inside the cutting line been observed?
- ☐ Are the colours in CMYK?
- ☐ Is the die outline correctly set with the appropriate spot color name?
- ☐ Is the hot foil correctly set with the appropriate spot color name?
- ☐ Are any Pantones set as spot colours named after the original Pantone number?
- ☐ Is HPI-White correctly applied? I.e. as an extra spot colour with the "HPI-White" name and with the overprinting Attribute?
- ☐ Has all other information such as register marks, crop marks and control strips been removed?

Setting up the cutting line

- ☐ Does the cutting line have a line width of at least 0.2 mm?
- ☐ Is the die-cutting contour designed as a spot colour with the name "cutter"?
- ☐ Is the cutting line set to overprint?

Create Hot Foil stamping

- ☐ Is the surface to be hot foiled set as a spot colour called "Hotfoil"?
- ☐ Does the hot foil have a line thickness of at least 0.2 mm?
- ☐ Are all the foiled surfaces set for overprinting?

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