

→ 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 die 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.

Artboard Area

The artboard area defines the print area and must be created in the final format. In addition, 2.5 mm bleed must be set all around in the document settings. In order to save the bleed in the PDF, check the box **Use Document Bleed Settings*** in **Marks and bleed***. (in Adobe Illustrator*)

Die Line

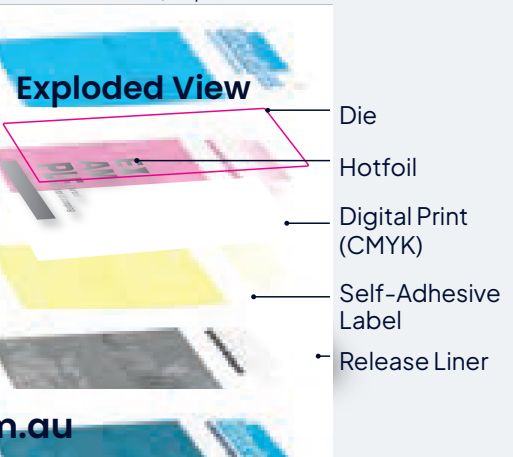
The die line (0.2 mm line width) must be created as an extra colour channel with the name "**die line**" in the PDF and set to overprint. Please note: Corner labels are cut with a corner radius of 0.5 mm as standard.

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

Print file (Example)



Bleed/Safety Margin



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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 CMYK.

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.

White Ink Printing

The colour white must be created as an extra colour channel with the name White and set to overprint. Colours in CMYK are not opaque on clear or metallic materials. To counteract this, the solid colour White must also be applied over the entire surface and set to overprint.

Emboss

Please set up embossed elements as a spot colour. Name the colour **"Emboss"** 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

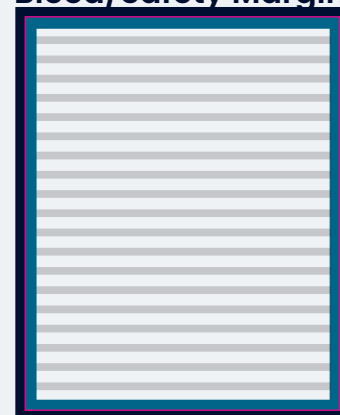
In the print output select high-quality print, with bleed of 2.5 mm (around the entire format).

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, white or die lines are included in the printable PDF. They must not be sent separately.

Print file (Example)

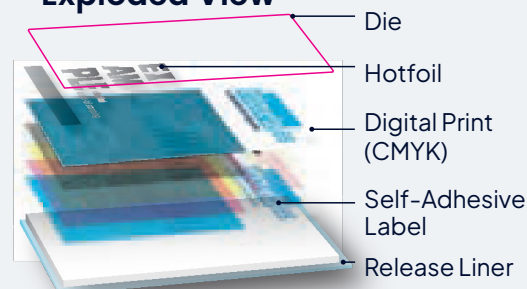


Bleed/Safety Margin



- Safe Margin: 2mm
- Die (Edge of finished label)
- Bleed: 2.5mm around the whole design
- Place for text / important elements

Exploded View



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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.

Images

If there are any raster images in the artwork, please make sure they are embedded in the file.

Print file (Example)

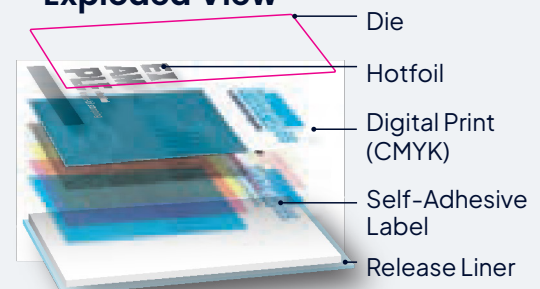


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- Die (Edge of finished label)
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→ Checklists for correct print data

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 final trimmed size?
- ☐ Is the bleed 2.5 mm all around?
- ☐ Are all elements that go over the label edge extended in the bleed?
- ☐ Are all fonts outlined?
- ☐ Is the safety margin of 2 mm inside the die line?
- ☐ Are the colours in CMYK?
- ☐ Is the die line 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 White correctly applied? I.e. as an extra spot colour with the "White" name and set to overprint?
- ☐ Has all other information such as register marks, crop marks and control strips been removed?
- ☐ If there are any images, are they embedded?

Setting up the die line

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