

PRINTING GUIDELINES

THESE GUIDELINES WILL HELP ENSURE THAT YOUR DOCUMENT IS PRODUCED CORRECTLY, AT THE HIGHEST PRINT STANDARDS POSSIBLE.

DATA CHECK



Your submitted print files will be checked according to standard specifications. If all your print files are correctly set up according to the guidelines in this data sheet, there will be no additional costs for you.

If the files do not meet our specifications, they will be converted to our standards as part of the production preparation. Therefore, please note the following: Existing crop marks, registration marks, and incorrectly set or missing bleed allowances, etc., will be corrected at a charge and without prior consultation. A small fee will be charged per file for this service (according to the quotation, order confirmation, or current price list). You can also have your print files checked in advance by a professional data check for a small additional fee, as well as request more extensive corrections, such as creating paths, drill holes, white channels, etc.!

PROGRAMS AND FILE FORMAT



Please provide only print-ready PDF files. Save the files using the **PSO coated v3** profile. You can download the profile for free at www.eci.org

► **Do not send any open files from Word, PowerPoint, Excel, CorelDraw, or CAD programs!**

CREATING THE FILE



Text and images must have sufficient space from the edge of the finished format. Please extend background graphics (images or color areas) that should reach the document edge into the bleed area to avoid any white edges after trimming.

Therefore, please create all files with a 3 mm bleed around the finished format. For fabric prints, a 20 mm bleed is required!

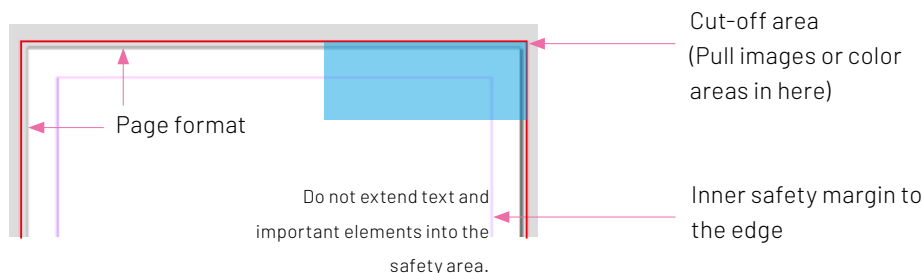
Please set the document in a 1:1, 1:2, or 1:10 format.

Bleed 1:1 = Paper, foil prints, direct prints: **3,0 mm** Fabrics: **20 mm**

Bleed 1:2 = Paper, foil prints, direct prints: **1,5 mm** Fabrics: **10 mm**

Bleed 1:10 = Paper, foil prints, direct prints: **0,3 mm** Fabrics: **2 mm**

► **Do not create any crop marks or registration bars in the PDF!**



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DOUBLE-SIDED PRINTS



Double-sided prints must be created in a single (1) PDF document:

Page 1 = Front side

Page 2 = Back side

MULTILAYER



Multilayers are used for partially light-blocking prints in backlighting. Multilayer prints require three (3) separate PDF documents:

PDF 1 = CMYK file

PDF 2 = Blockout layer created with 100 | 100 | 100 | 100

PDF 3 = White print (see information on creating , White')

COLORS AND INK ADD.



Create all documents with all images, texts, and graphics in CMYK mode. Black text should be created with 100% black (K). Gray areas are best created in a gradient of black (K) (e.g., 50% K). Total ink coverage (the sum of all CMYK values) = max. 300% (exception: multilayer prints).

Please note that the specific properties of the substrates can lead to different color impressions with the same print files (e.g., a print on Forex® compared to a print on canvas fabric). Adjustments to achieve the best possible color matching are available for a fee.

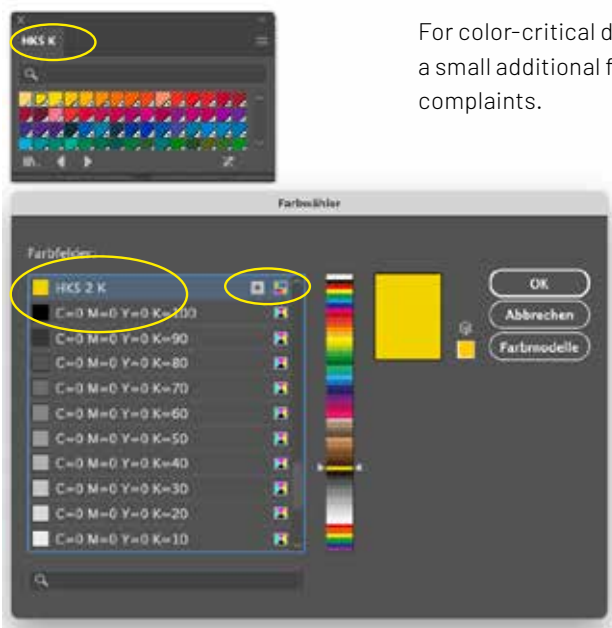
SPOT COLORS



Spot colors are predefined solid colors. HKS and Pantone spot colors can generally be converted to CMYK colors; however, this may result in significant and noticeable deviations in color representation. If you must use spot colors for printing, please contact us before creating your files.

When using spot colors, please use the official color names exclusively: Ensure you adopt the exact spelling of the color names, including capitalization and spacing, for example, PANTONE 2728 C or HKS 2 K, etc.

For color-critical designs, you have the option to receive a proof on original material for a small additional fee. Without such a proof, we cannot accept any subsequent complaints.



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CUT PATHS DRILL HOLES



If an object contains cutting paths, , cut paths', drill holes, creases, or similar features, these contours must be created using spot colors.

In this, you will find the correct names of the colors along with corresponding explanations for easy use in your design process.

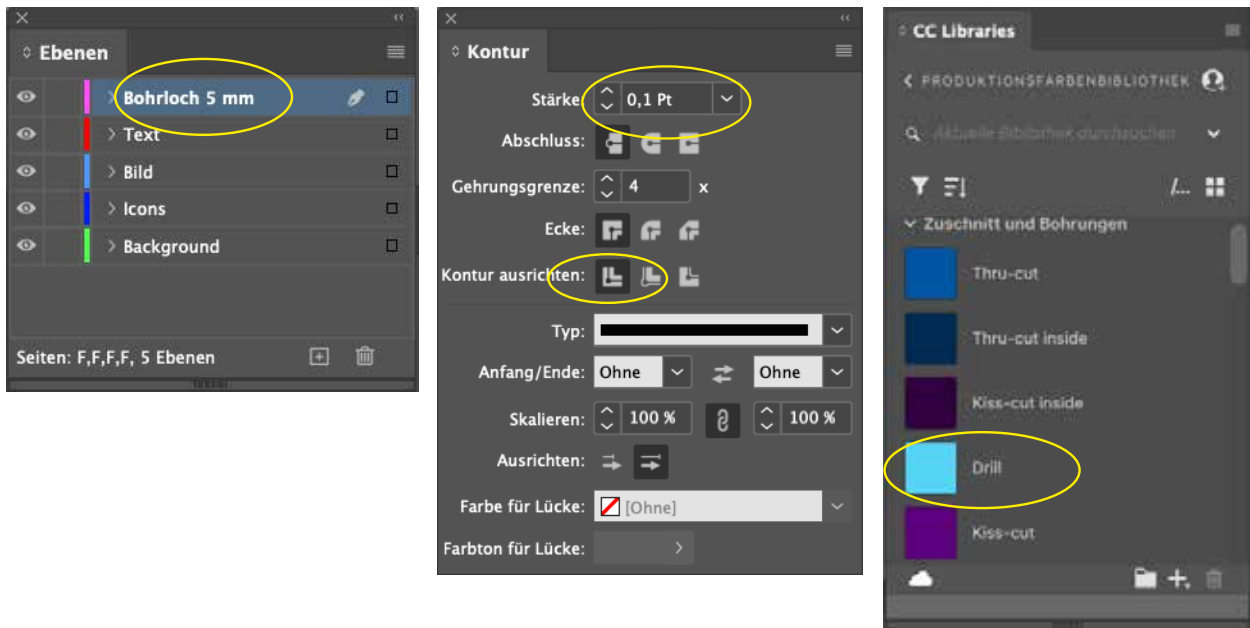
- Each path should be placed on its own layer. Name the layer according to the designation of the spot color function: e.g., 'Drill Hole 5 mm' if you are creating drill holes.
- Select a spot color: for example, , Drill' if you want to place a drill hole on the layer, and use this spot color for the contour of the hole.
- Contour properties: Stroke thickness: 0.1 pt, align the contour , centered'.
- Export the finished design as PDF/X-3. Before exporting, check the box for , Create Acrobat Layers'.

OVERVIEW OF OUR PRODUCTION SPOT COLORS

<input type="checkbox"/>	Thru-cut	For cutting or slicing materials with a thickness of up to 6 mm: rigid foam boards, Forex®, plastics, films, honeycomb boards, papers, and film prints.
<input type="checkbox"/>	Kiss-cut	For trimming film designs without cutting through the backing silicone paper, creating an , die-cut' effect.
<input type="checkbox"/>	Drill	Here you create drill holes with diameters of 2, 3, 4, 5, and 6 mm using the contour in the spot color , Drill'. Note: For drill holes larger than 6 mm in diameter, please create them as a route.
<input type="checkbox"/>	Route	This spot color allows for cutting through materials with a thickness of 6 mm and above: rigid foam boards, Forex®, Plexiglas, aluminum composite panels, Dibond, and wood.
<input type="checkbox"/>	Engrave	Engraving surfaces along the paths created with this spot color.
<input type="checkbox"/>	Crease	Creasing. With this spot color, you can create score lines in paper, cardboard, PVC, and Neobond
<input type="checkbox"/>	V-cut	Miter cuts or V-grooves for corrugated cardboard, honeycomb, or soft foam boards. Create the corresponding layer and label it with the desired angle: e.g., 5°, 15°, 30°, or 45°

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FONTS

Fonts must be converted to paths or embedded in the document to prevent display issues from the outset.



RESOLUTION

The resolution of your print template significantly determines the quality of the print. The lower the viewing distance, the higher the resolution should be chosen. The following general guidelines can provide insight; if you have any doubts, please ask us!



- 300 – 200 dpi = Viewing distance to the print very close, clearly under 1 meter
- 200 – 130 dpi = Viewing distance to the print up to approximately 1 meter
- 130 – 90 dpi = Viewing distance to the print up to approximately 2 meters
- 90 – 70 dpi = Viewing distance to the print from approximately 3 meters

FILE NAMES



Name the file or the print PDF distinctly, indicating the quantity, final format, and any relevant scale.

Examples:

One poster in format DIN A0 >> Poster841x1189.pdf

Two posters in format DIN A0 >> 2xPoster841x1189.pdf

Two posters in format DIN A0, scaled 1:2 >> 1zu2_2xPoster841x1189.pdf

Do not create multi-page PDF documents for different output sizes or quantities!
File names: no special characters, umlauts, or spaces!
Do not create layouts (multiple print objects on one page)!