

Document

- Create a document in final size and add **2 mm bleed** all around (if necessary).
- Allow an 1 mm gap to the edge of the final size for all objects in the design, if there is no bleed.



✓ 1 mm gap



✓ + 2 mm bleed



✗ missing bleed

- Use colour mode **CMYK** and special colours as Pantone (PANTONE+ Solid Coated V3 or PANTONE+ Solid Uncoated V3) or HKS.
- Use the metric system with **millimetres**.

General

- For labels with special die cut: create punching line in spot colour and set it as overprint. The punching line is to be a vector graphic, not a pixel graphic.
- Minimum line weight: positive lines have to be 0,1 mm and negative lines 0,15mm.
- When underlaying white in your design, create a layer in 'white' and set it as overprint. If the colour white is part of the picture, please use a full ink channel.
- Use a full ink channel (without vowel mutation) for foil embossing in gold or silver, or blind embossing.
- Bar codes: white area = 32 mm, minimum amount of lines = 6 mm (otherwise there is no guarantee of readability).
- Please delete all colors, layers, objects, and text frames which are not part of the design.

Pictures

- Colour mode CMYK and ISO Coated V2
- To achieve best print quality, please provide images with a minimum resolution of **300 dpi**, and line art in **1200 dpi**. The image may be blurred if the resolution is too low.



✗ 72 dpi



✓ 300 dpi

Fonts

- Always enclose the original fonts with open data (Illustrator, XPress, InDesign, etc.) or convert the text to outlines (vector graphics).
- Create black text only in black (C:0, M:0, Y:0, K:100) and set light backgrounds as overprint to avoid text being out of register.



Guideline for data preparation



Druck- und
Verpackungslösungen

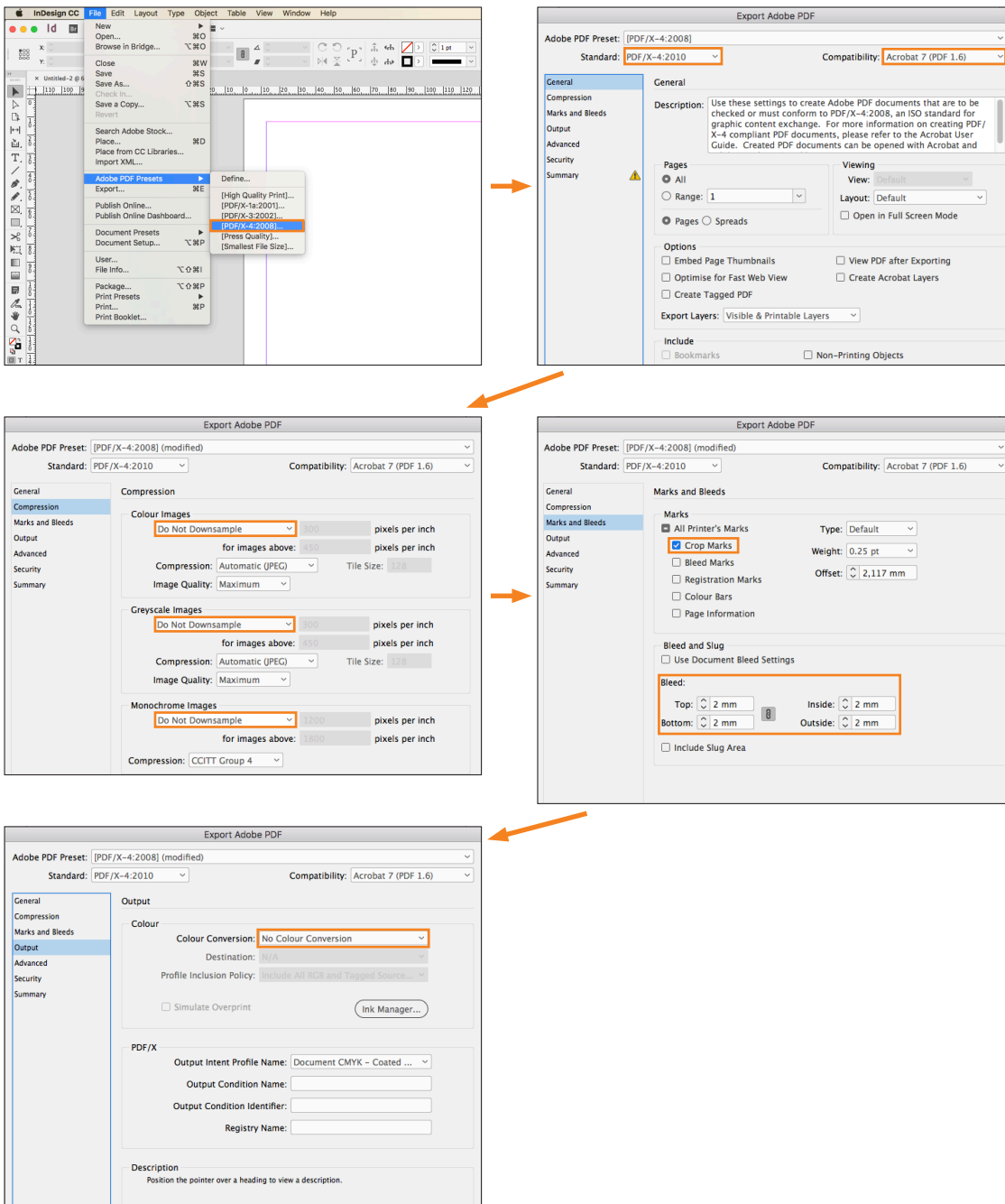
Programs

- **Illustrator, InDesign, Photoshop, Acrobat, ArtPro, QuarkXPress,** If using other programs or file formats, please inquire first.



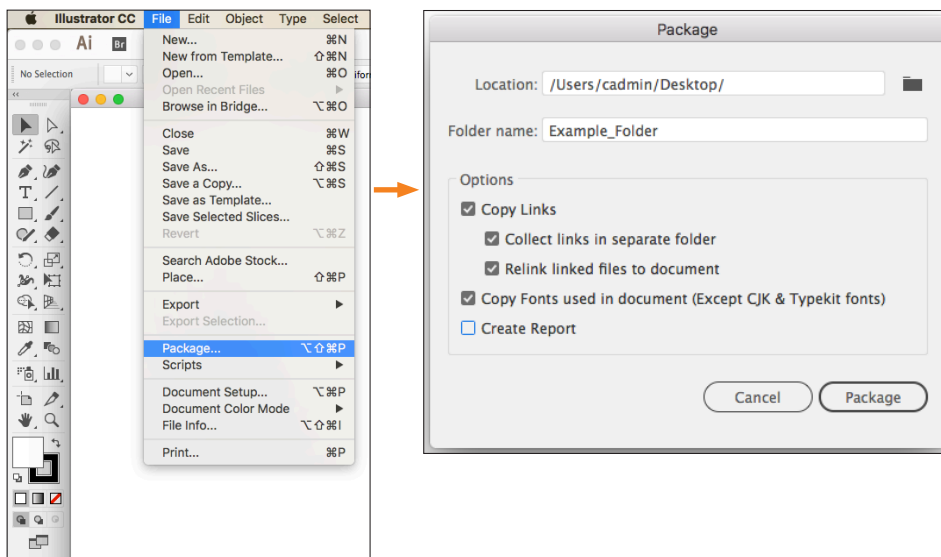
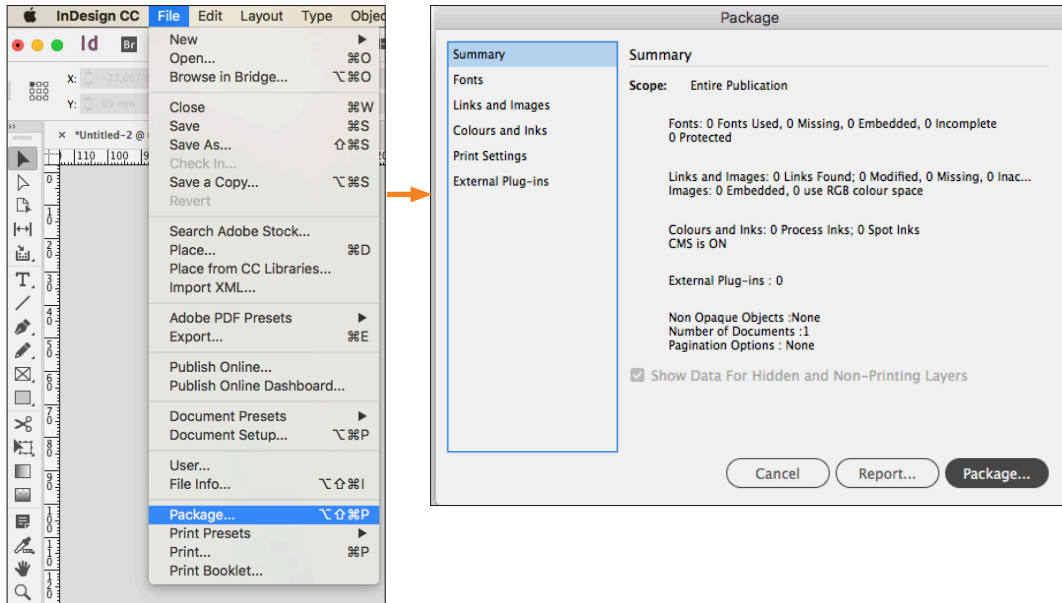
Creating PDF

- Use PDF-Export feature with **PDF X4 Standard** and **version 1.4 or higher**.
- No image compression and no color shift.
- Use crop marks and 2 mm bleed.



Data Transmission

- Activate packaging function in your layout program.



Vector graphics

- Please allow all text in edit feature or convert to outlines (vector graphics). Do not save text as image, it may result in blurred / pixelated text.

Scharfe
Textkante



✓ Text in vector graphics

Unscharfe
Textkante

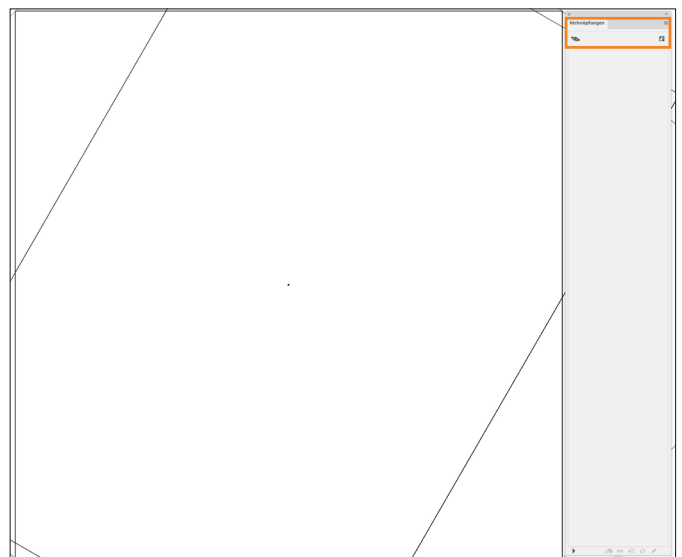
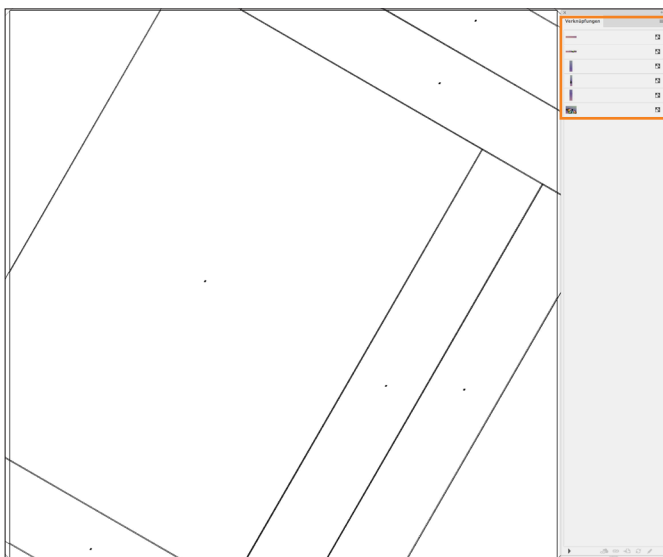
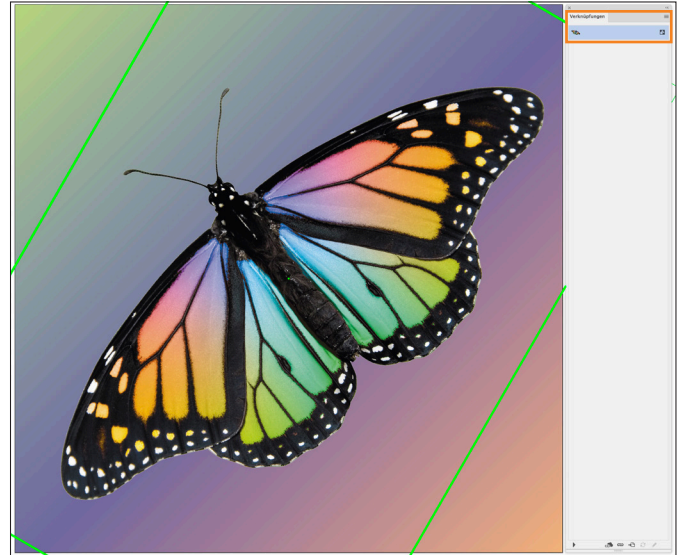
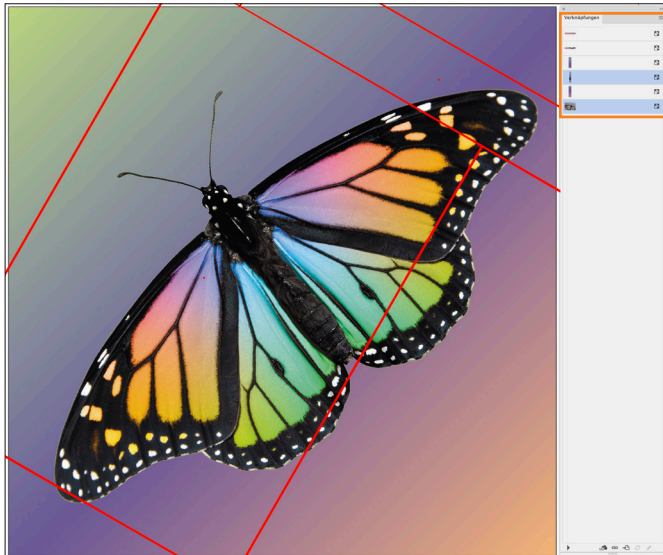


Pixels are not sharp

✗ Text as image

What happens when saving a PDF incorrectly?

- PDF X3 standard does not support transparent parts in images and gradients will be saved incorrectly. Following examples showcase the same document saved as PDF X3 and X4 standard:



✗ PDF saved incorrectly as X3 standard. The butterfly motive and gradient in the image are combined into one image and are broken up into several parts.

✓ PDF saved correctly as X4 standard. The butterfly motive and gradient in the image are separat items. The butterfly is recognised as an image as well as the gradient.