

Data Requirements



General

- ▶ **Product Consulting / Printing Process:**
Upon request, we will advise and support you from the initial idea through to series production.
- ▶ **Quotations & Enquiries Including Feasibility Study:**
For analysis and quotations, please provide the print artwork and specify the printing process and required run length.
- ▶ **Design & Repro:**
We are happy to support you from the initial design concept through to final artwork and print-ready data preparation.
- ▶ **Illustration and Layout Software:**
Adobe Illustrator
Adobe InDesign



DON'TS

- ▶ Layouts created in Office applications such as Word, Excel or PowerPoint are not suitable for printing. Alternatively, please provide the data as a PDF file.
CorelDRAW: please export as an .eps file, including all text converted to outlines.



Data Setup

- ▶ Due to the possibility of flexographic prepress adjustments, please provide open files whenever possible, including all images and fonts used. In addition, please provide a reproduction-ready PDF.
- ▶ Data should preferably be created in the final format of the respective product.
- ▶ Print repeats and placeholders for barcodes, etc. must be clearly identifiable.
- ▶ Please do not apply trapping to the data.
Trapping requirements vary depending on the printing process and printing company.
- ▶ Where possible, please do not place text within image files. Text should instead be created in the respective layout application.

Data Requirements



Colors

- ▶ **Color Designation:**
Colors should be designated as precisely as possible – not simply as “green”, “blue”, etc. Please use the exact color designation according to CMYK, Pantone or HKS. This applies particularly to line artwork and logos.



Image Data

- ▶ **Continuous-Tone Images (Color and Grayscale):**
Resolution: min. 300 dpi, Scaling in layout: max. 130 %.
- ▶ **Black-and-White Bitmaps:**
Resolution: min. 2100 dpi, Line artwork and logos should preferably be supplied as vector files.
- ▶ **Color Spaces:**
Black-and-white bitmap, Grayscale, CMYK or Multichannel.
Please do not use RGB, as RGB data is not print-ready.
- ▶ Please provide all images used as separate files rather than embedding them in the layout.
- ▶ **Color Profile: ISO Coated V2 (ECI)**
If this profile is not available, please do not embed a color profile.



Shadows, Drop Shadows

- ▶ Grey shadows should be created using black only.



Screens and Gradients in Flexographic Printing

- ▶ **Minimum tonal value for screens and gradients: 4 %.**
The smallest stable dot on the printing plate is 4%. Therefore, gradients should not fade out to 0%. Exceptions are possible by prior agreement.
- ▶ **Gradients consisting of multiple colors should be created without visible breaks or banding.**
All colors used should run through the first tonal value at 4%. Exceptions are possible by prior agreement.

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Fonts

- ▶ Please always provide **all** fonts used.
This also applies to fonts contained in integrated EPS or PDF files.
- ▶ This is particularly important when foreign-language fonts are used (e.g. Cyrillic or Eastern European fonts).
If PostScript fonts are used, please provide both the screen and printer fonts.
TrueType fonts are also possible, preferably OpenType fonts.
- ▶ Alternatively, all fonts can be converted to outlines within the respective layout application.
Please note, however, that subsequent text corrections will then be more difficult or may no longer be possible.
- ▶ When selecting fonts, avoid fine serif fonts and script fonts in body text, as fine details may disappear during the printing process.

Font Sizes and Line Weights

- ▶ Positive text: min. 6 Pt.
Reverse text: min. 8 Pt.
- ▶ Positive line weight: min. 0,2mm.
Reverse line weight: min. 0,3mm.



Separation of Line and Screen Elements

- ▶ For some designs, it is advisable in flexographic printing to separate line-art and screen elements of the same color during the printing process. This allows a CMYK print file containing images, logos and text to subsequently be produced as a 5-, 6-, 7- or 8-color print job.



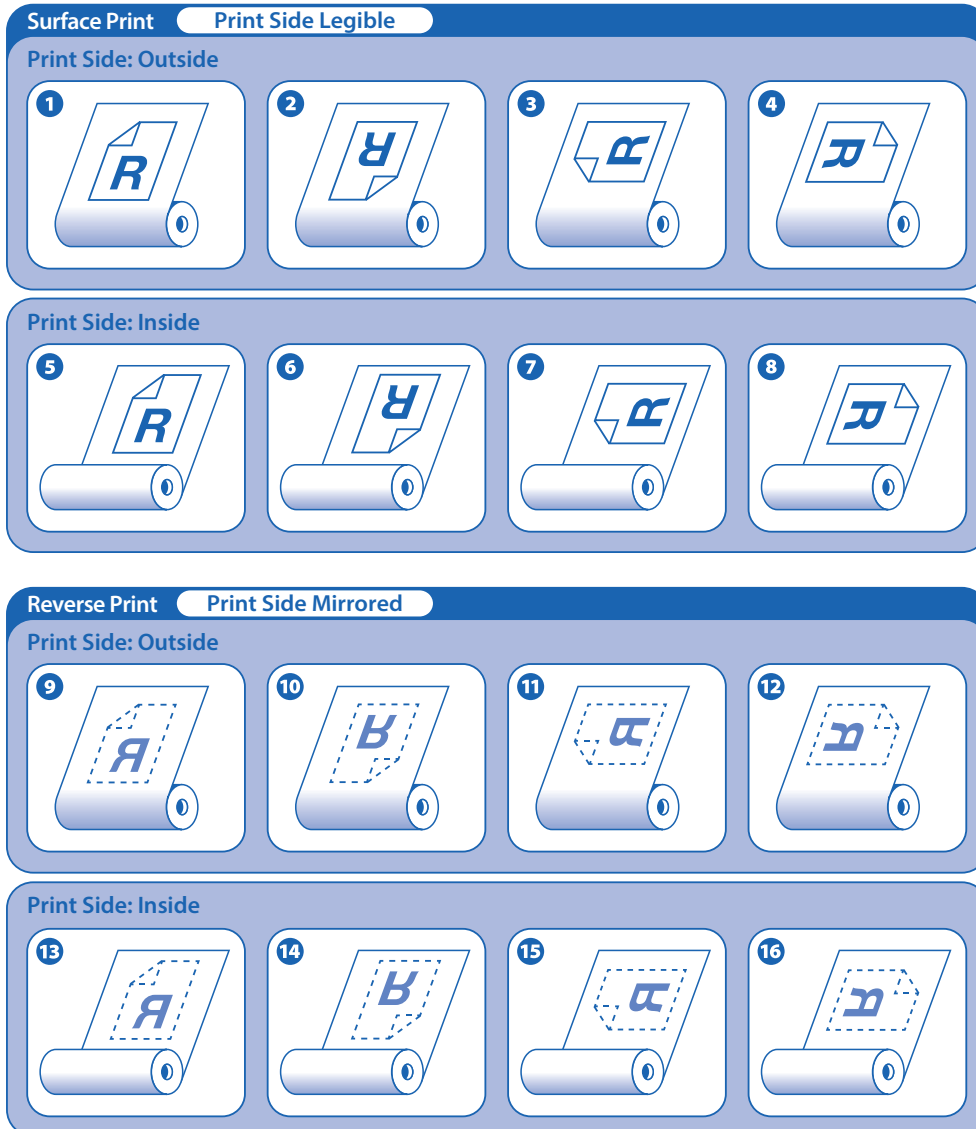
Barcodes

- ▶ Barcode Type and Size:
Please provide the numerical barcode data, the barcode type (EAN, Code 128, ITF, etc.), the required barcode size (e.g. SC 2).

Data Requirements



Winding Diagrams



IMPORTANT

- ▶ The more closely your data is prepared according to these guidelines, the more reliably an optimal result can be achieved.
If the data deviates from these specifications, this may result in: additional processing effort, longer processing times, higher costs and, in some cases, loss of quality.
- ▶ If you have any questions, we will of course be happy to assist you: :
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