

# Print files

Instructions on how to prepare the print files

**To ensure optimal processing of your print files, we ask that you observe the following points:**

## File format

We prefer the files to be delivered in PDF format in accordance with the PDF/X4 standard. This helps us ensure the best possible reproduction. When transferring data (native files) to the production files, there is a risk that some elements (images, texts) will not be displayed and produced in the way you intend.

## Single pages / imposition

Please create the print files in single pages, i.e. no printer spreads in the editing program. Our programs do the work of preparing brochures (leaflets or booklets) and layout spreads. You do not need to generate them yourself. Please note that for brochures the total number of pages must be divisible by four.

## Line widths

Please avoid using hairlines or creating lines of width less than 0.25 pt.

## Transparencies

Please observe the program-specific instructions of the graphics and layout programs when working with transparencies or lens effects. Output of these effects may not be possible in all applications without causing some issues.

## Resolution

For small-format products, please create your greyscale and colour images with a minimum resolution of 300 ppi, but no higher than 400 ppi. For posters with a long viewing distance, 100 to 150 ppi are sufficient, for close viewing distance 150 to 200 ppi. Monochrome bitmaps should be created in 600 to 1200 ppi.

## Halftone areas / colour application

Rasterised areas (e.g. gradients) should be processed with an ink application of at least 4% and maximum 96%. This prevents the ink from overlapping or skipped dots causing a torn-off edge. The maximum ink application is 300%.



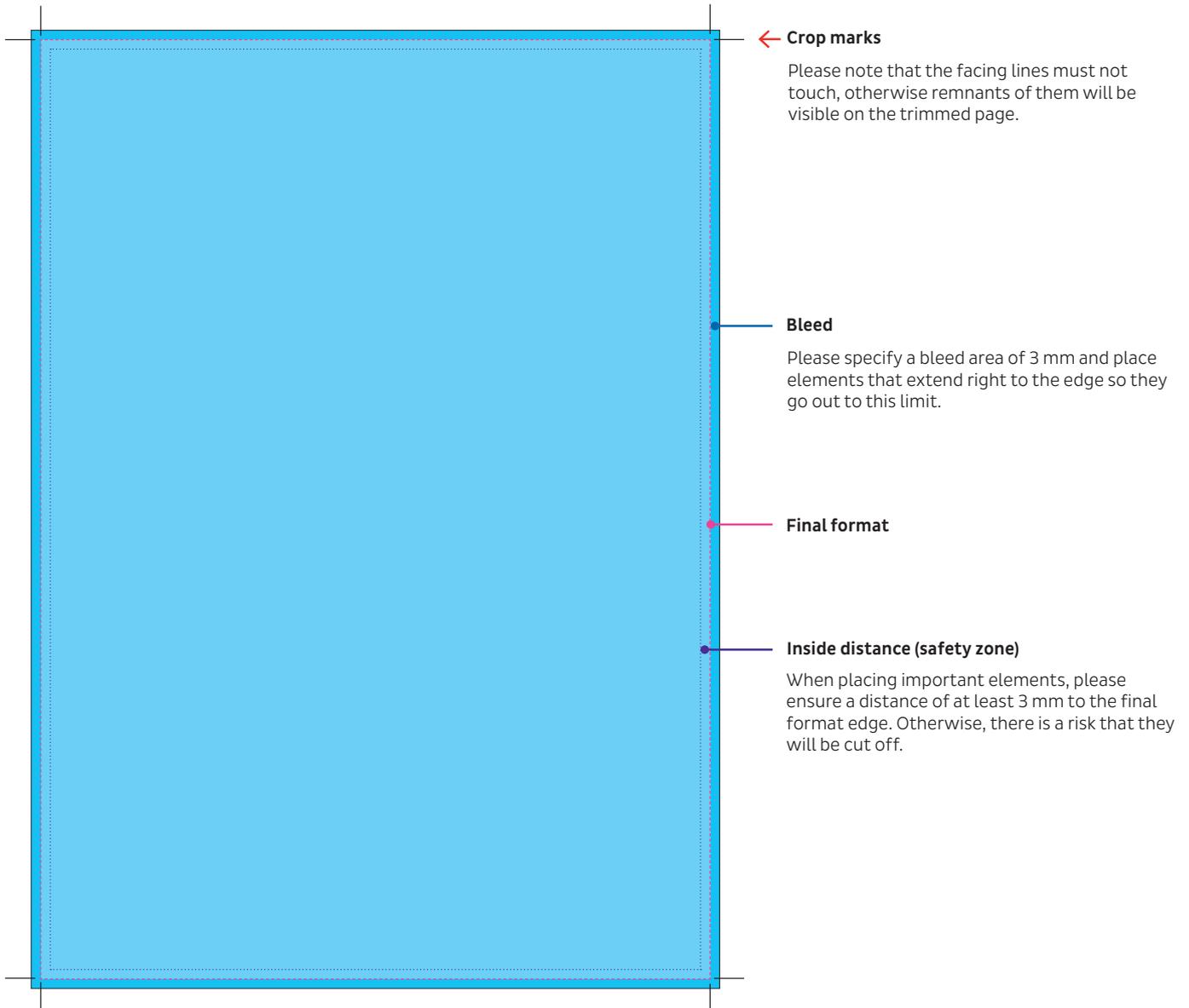
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## Crop marks and bleed



### What is meant by bleed?

Bleed refers to the extended format area necessary for processing, the area that extends beyond the actual final format of the printed product and is trimmed off. We require a bleed margin of 3 mm for our standard printed matter.

### Why do you need a bleed margin?

The bleed is necessary to compensate for unavoidable minimum tolerances during cutting. Therefore all images / coloured areas / elements that extend to the edge of the printed matter require sufficient bleed. Without a bleed margin, unsightly white edges could appear after trimming to the final format. A bleed area is not necessary for layouts that do not extend right up to the edge.

### Why are the crop marks needed?

The bleed area is trimmed off using the crop marks. Since the marks have a gap and do not quite touch, no remnants of them will be visible after cutting.



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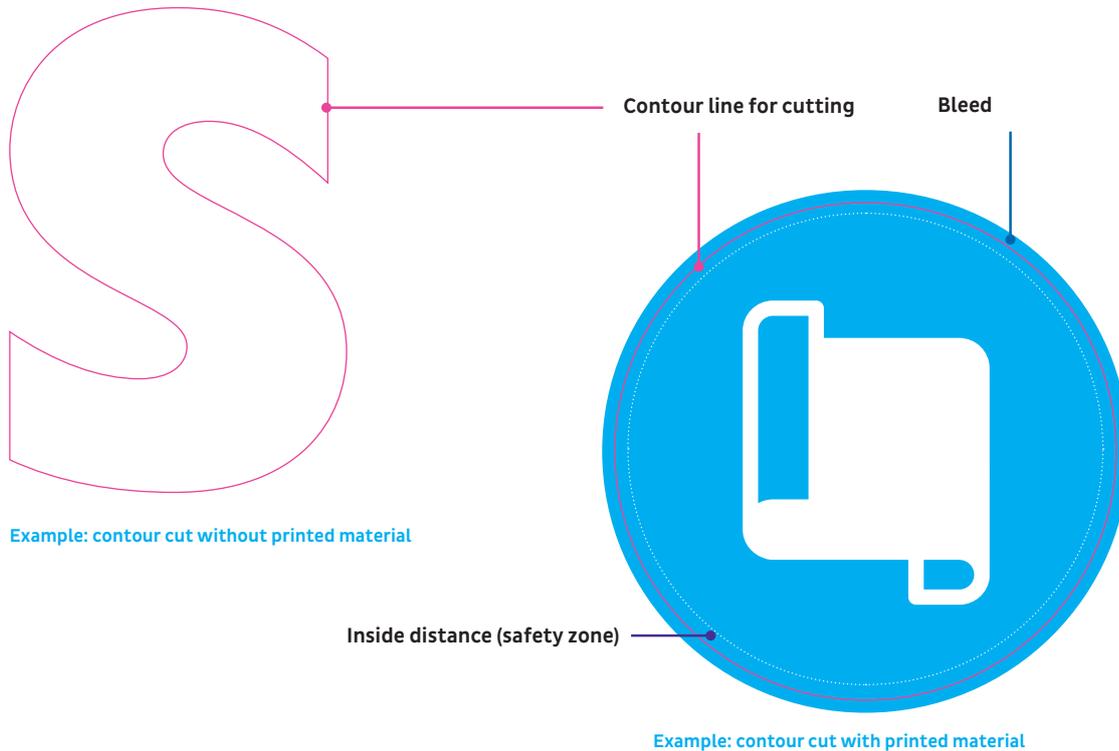


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## Cutting plotter: Contour cut



### Why is a contour cut required?

For a cutting plotter item (e.g. stickers or window lettering), the cutting plotter must be told where to cut the printed material. This information has to be supplied with the print files.

### Which parameters have to be specified?

If you work with one of the common graphics programs (e.g. Adobe InDesign or Illustrator), you can store the required information in the layout. The following parameters must be specified:

Name of colour field:	CutContour
Colour type:	Full tone
Colour mode:	CMYK
Colour values:	100% Magenta

Create a closed contour line (path) in the desired shape as cutting information with the following configuration:

Contour width:	0.5 pt
Opacity of the contour:	100%

Select the contour line and assign the colour field "CutContour" to the contour. Make sure that the contour line is on the top-most layer. The contour line must not be set to "Overprint".

Add a bleed area of 2 mm for printed material.

If you would like to obtain stickers laid out on an A4 or A5 sheet, please create a layout spread with the aforesaid specifications on an A4 or A5 sheet.

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