

Information for correctly creating print files for labels and stickers in digital printing, letterpress and flexo printing

You will obtain the best printing results when you observe the following typographical conditions:

1. DATA FORMAT

Our systems process exclusively printable PDF files (PDF X3 or PDF X4) and open data (including contained images and fonts). We accept data files from the following programmes: Adobe InDesign (up to version CC), Adobe Illustrator (up to version CC) and Adobe Photoshop (up to version CC). Convert the type fonts included into paths.

DATA TRANSMISSION

By Email to druckvorstufe@durodruck.de ftp server CD ROM DVD

2. PRINT SPECIFICATIONS

COLOURS

Colours may show slight deviations, depending on the substrate. This is determined by the physical composition of the materials.

All files should be created in CMYK (Cyan, Magenta, Yellow, Key-black) and with the colour profile ISO coated v2.

IN GENERAL

Image data are to be created with a resolution of 300 dpi (dots per inch), line data with a resolution of 1200 dpi. Both elements are to be inserted, not enlarged, in the layout file. Special colours must always be set as Pantone or HKS. EAN codes are to be assigned only ONE colour with 100%.

LETTERPRESS AND FLEXOGRAPHIC PRINTING

During the printing process misregistrations of ca. 0.15 mm may occur. This is due to machine technology reasons, the printing plates, the substrate (paper or foil) and the environment variables such as e.g. temperature, atmospheric humidity etc.

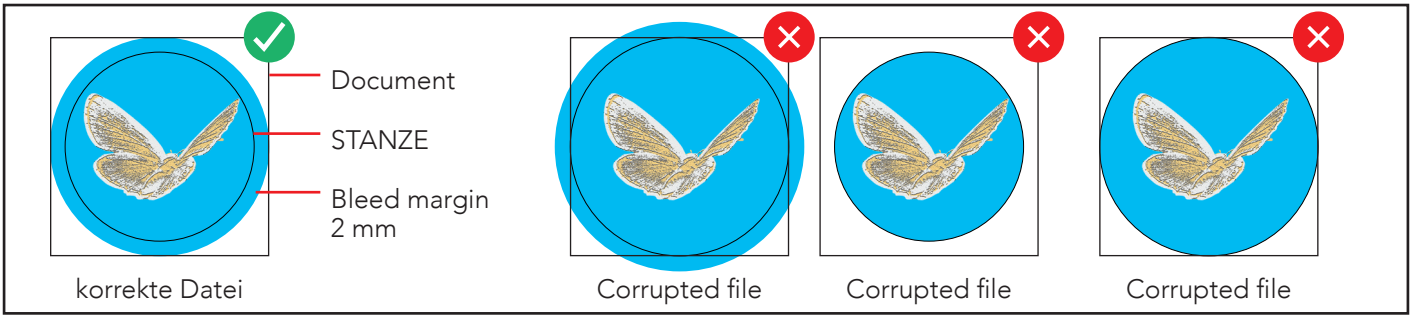
- Elements which are placed on a background of a different colour may change their colour, in the event that a gap or trapping is not possible. Furthermore, it must be ensured that the trapping forms an optical outline. The result of e.g. a blue font on a yellow background is a green outline.
- Negative elements and texts with a narrow line width which are placed on a multicoloured element have to be laid out with a trap, otherwise they might be difficult to read. In order to counteract misregistrations you can create a black outline.
- Elements such as e.g. texts, pictograms, logos etc. which are laid out with a line width less than 1.0 mm, must be single colour.
- Lay out black spaces only in 100% black.
- With letterpress the element to be printed has to attain a defined thickness on the printing plate, so that the adhesion of the halftone dots to the roller is guaranteed. For linear elements this value is 0.15 mm. Colour elements / illustrations should begin with a two per cent halftone, otherwise outlines occur. Smallest font size: positive 4 point, negative 5 point.

DIGITAL PRINTING

In contrast with letterpress and flexo printing, black spaces can be back filled with 40% Cyan.

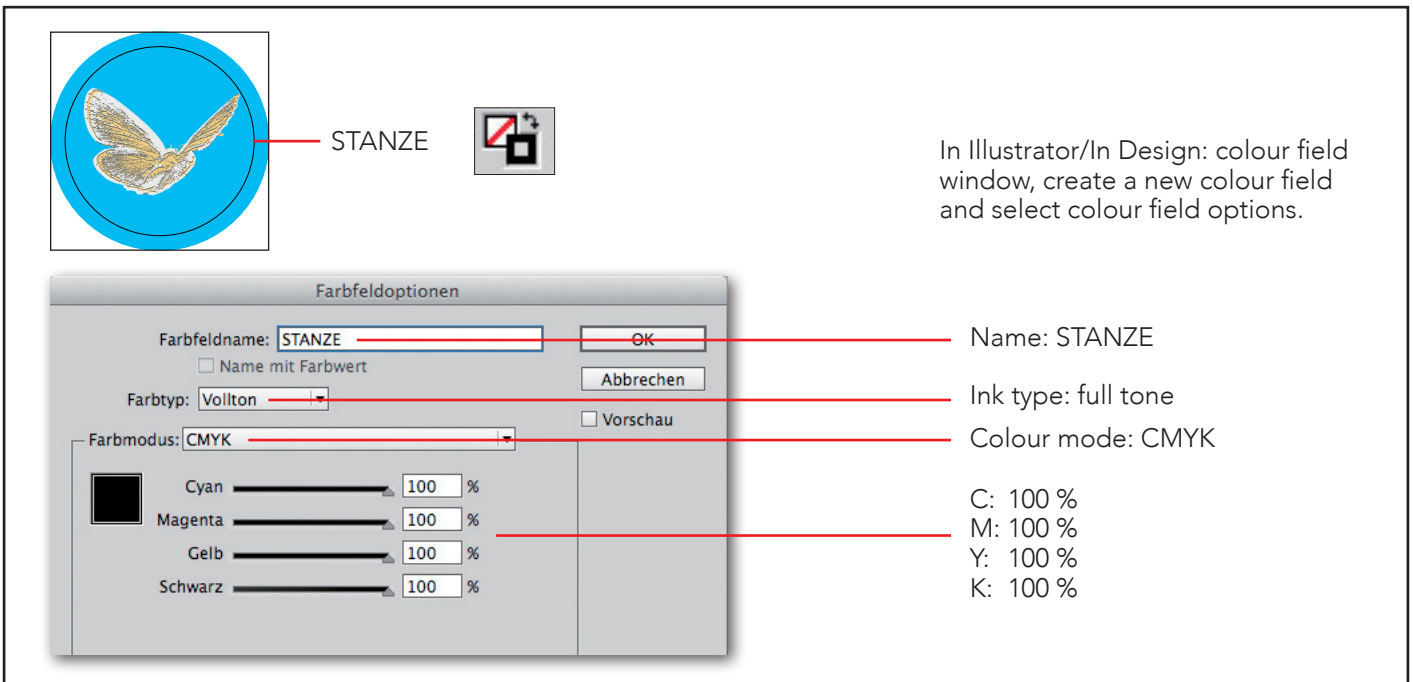
3. MARGINS AND TRIMMING

Labels and stickers require a file on the scale of 1:1 plus a 2 mm bleed margin on all sides.

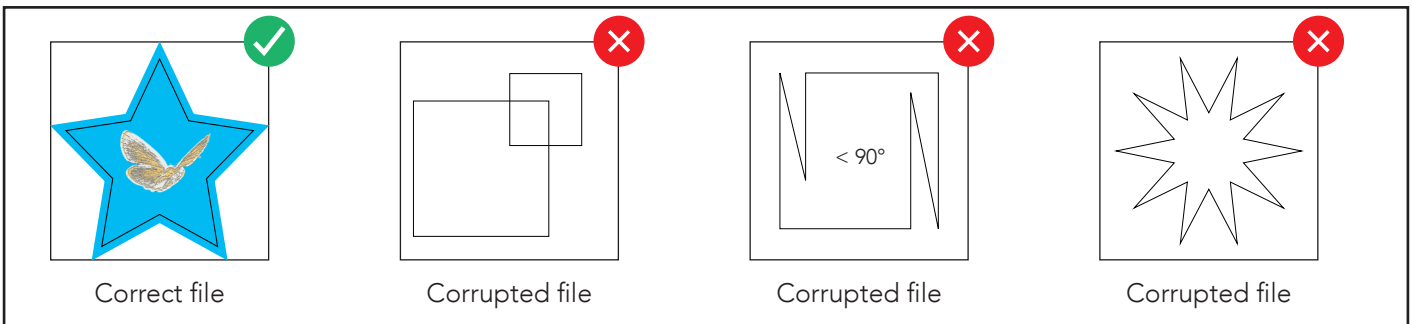


The file must always be saved in PDF format and besides the graphic must also include a 0.1 mm or 0.283 pt. die cutting contour (also with simple geometric shapes like rectangles or circles).

Do not forget to assign this die cutting contour the full tone colour C=100 M=100 Y=100 K=100 and to designate it as „DIE CUTTER“, and set to overprint.

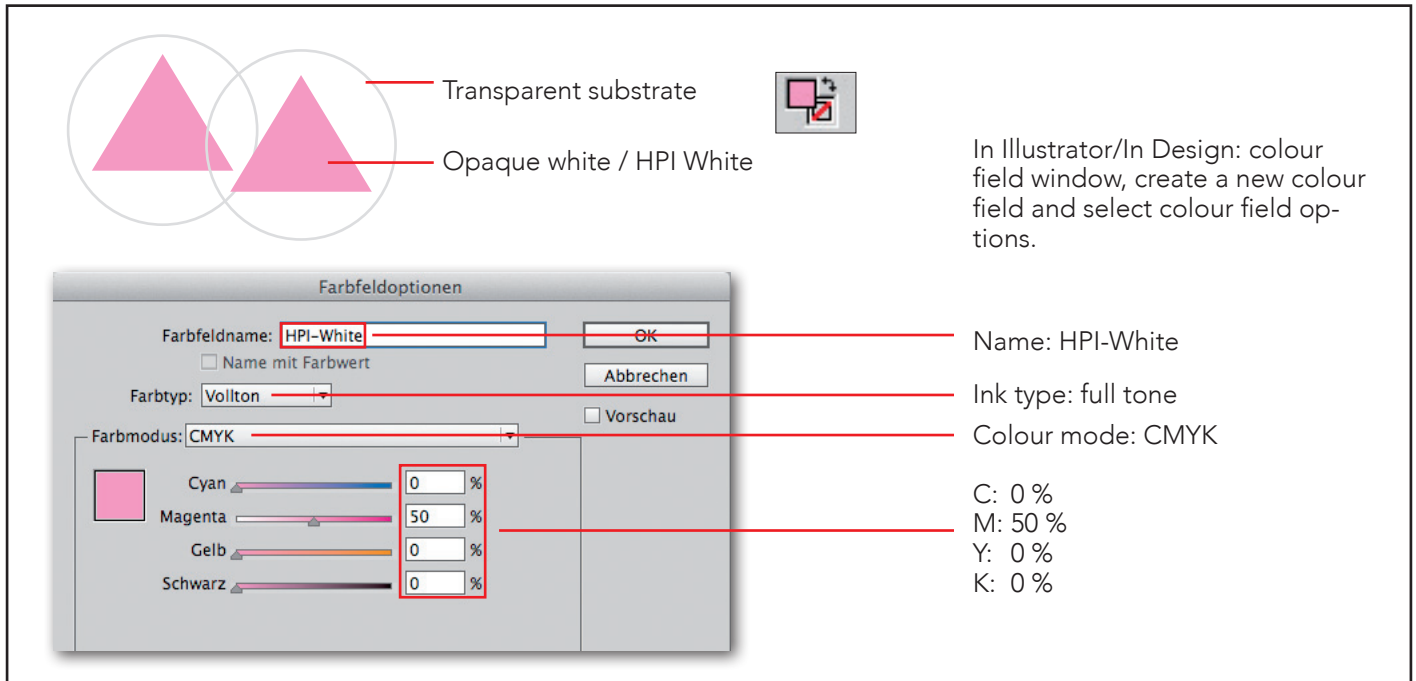


We recommend not to create a very complex cutting line, otherwise the cut may turn out inaccurate or uneven.



4. OPAQUE WHITE

If you wish to print „white“ onto a transparent or silver substrate, please remember to create a fill colour in the graphic in spot colour, with the name „HPI White“, and to set the so-called white form to overprint.



Transparent substrate

Opaque white / HPI White

In Illustrator/In Design: colour field window, create a new colour field and select colour field options.

Farbfeldname: **HPI-White**

Name mit Farbwert

Farbtyp: **Vollton** Vorschau

Farbmodus: **CMYK**

Cyan	0 %
Magenta	50 %
Gelb	0 %
Schwarz	0 %

Name: HPI-White

Ink type: full tone

Colour mode: CMYK

C: 0 %
M: 50 %
Y: 0 %
K: 0 %

5. QUALITY ASSURANCE

For this we require digital proofs according to Fogra standard ISO coated v2 for the final visual inspection. In the event that no certified digital proof is supplied with the order and the printing data was not created as described, we accept no liability for the colour reproduction. The printing will be carried out without consideration of the entered colour profile.

If you are able to take the preceding points into account, you will get a perfect printing result from us. Should any questions arise from these instructions, please do not hesitate to contact us, we are at your service!