

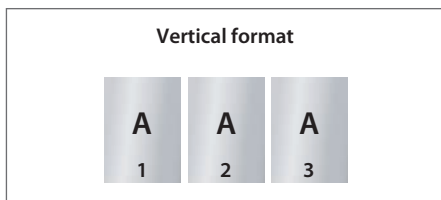
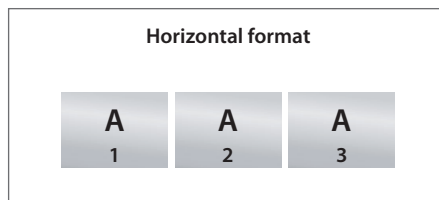
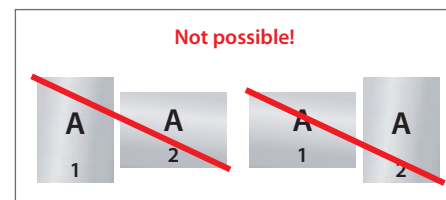
Information

This information will help you create a perfect print file.

Further information can be found on our website under “Artwork creation”.

› Alignment

- All files (1, 2, 3 etc.) should have identical format alignment: vertical or horizontal
- A combination of vertical and horizontal formats is not possible
- The format alignment must be selected as early as in your graphic programme - do not create any rotation in pages with pdf print files
- The format alignment must correspond to the artwork reading direction



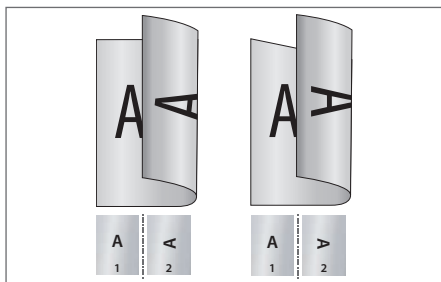
› Order of artwork pages

Please create artwork pages in chronological order, starting with page no. 1 / title.

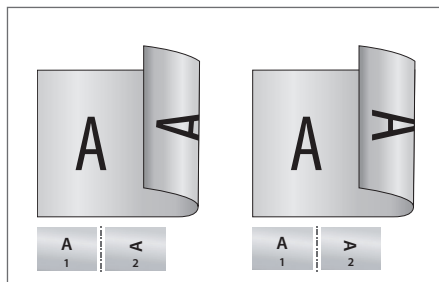
› Various reading directions in double-sided print products

Please note: When uploading artwork in various reading directions (A) for a double-sided print, the printing sheet is rotated by 180 degrees along the vertical axis. Please lay out your artwork and the format alignment accordingly.

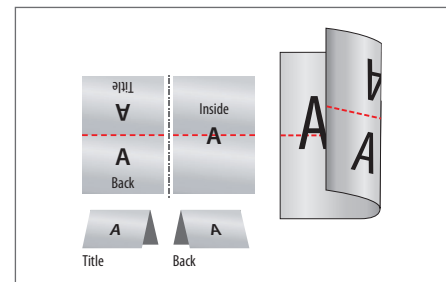
Examples:



Vertical format



Horizontal format



Horizontal format single fold

Explanations

-  **Artwork format:** format / size of the artwork
-  **Finished format:** format / size of the finished product
-  Background area (colours / photos / graphics / texts) should bleed over the edge of the finished format in order to avoid white lines in the finished format.
-  **Neutral area:** Please leave this area blank!
-  **Not visible area:** Please do not place any important elements along this area!
However, please do place background elements within this area in order to avoid white lines.
-  **Bleed:** Area that is cut off in further processing
-  **Seam allowance:** Area for the seam
-  **Safety distance to artwork format:** Distance between text / elements and the edge of the artwork format
-  **Safety distance to finished format:** Distance between text / elements and the edge of the finished format
-  **Fold / groove / crease:** Here the product is folded / grooved / creased
-  **Perforation:** Here the product is perforated
-  **Seam:** Here the seam is applied

› Support

Find helpful information and advice about our products on our website. Or alternatively, contact our hotline. We are happy to help.

Information

General information about graphic programmes

You need a graphic program which allows you to create special colours as colour mode (e.g. InDesign, Illustrator, QuarkXPress, CorelDraw etc.) Office programmes and image editing programmes are not suitable for the creation of this product!

Partial UV varnish (transparent)

The print product is finished with the transparent UV varnish to emphasize single graphic elements or areas and achieve creative effects. Thereby a glossy impression will be achieved.

The finished graphic elements or areas are printed in the CMYK colour space. They are located under the transparent varnish layer, which is translucent.

The varnish layer is produced by a **full-tone colour** – a fifth colour besides CMYK.

How to use a full-tone colour

Double-sided products: the full-tone colour can only be used **at the first page** (front page or title) of the print product.

Single fold products: the full-tone colour can only be used **at the outside** (title and backside) of the print product.

Multiple fold products: the full-tone colour can only be used **at the outside** (page with title) of the print product.

Bound products: the full-tone colour can only be used **as a single-sided print at the outside** of the cover (title and backside). Please send us three artwork files: 1x cover/title incl. varnish (page 1), 1x inner sides (from page 2), 1x cover/backside incl. varnish (last page).

- Please create a full-tone colour **at the first layer** in addition to the CMYK layers.
- **Name the full-tone colour „varnish“.**
- Your artwork file can only contain **one** full-tone colour.
- The full-tone colour has a tone value of 100% do not use colour screens or half-tone values.
- Do not use graphic effects such as gradients, shadows or transparencies etc. for the full-tone colour.
- Folded products: the safety distance of the full-tone colour to the fold is 2 mm.

Graphic elements or areas with full-tone colour have to be set to „Overprint“.

“Overprinting” means printing one colour layer on top of another colour layer. In case of partial UV varnishing, the varnish is set upon a colour layer.

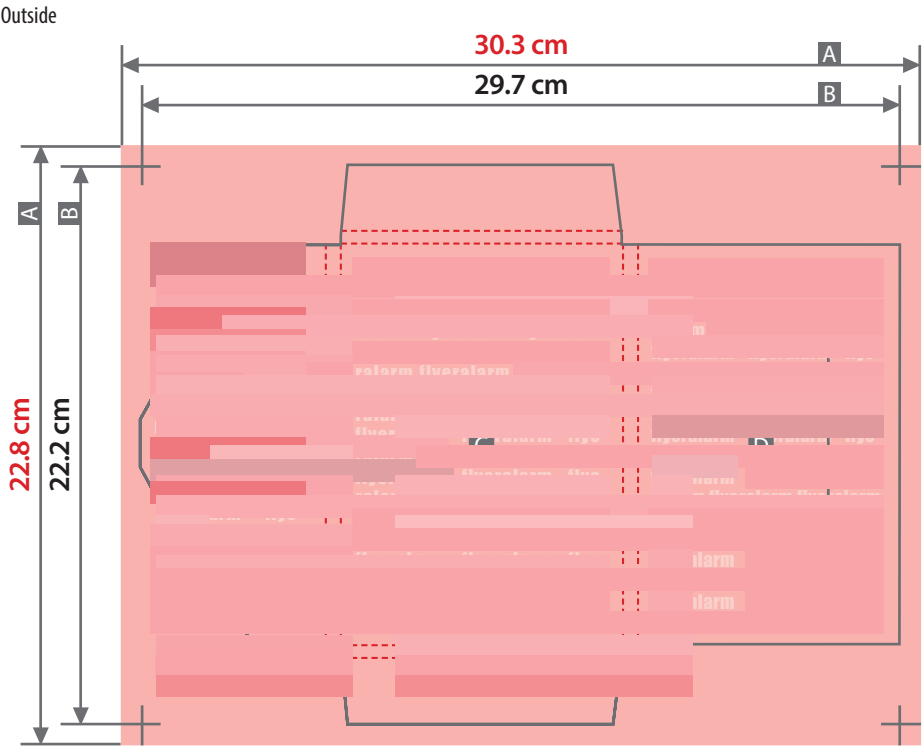
Please note: If the overprinted areas are set to be left blank (this function is often preset by default), the requested result cannot be achieved. That means that the bottom layer would be left blank, and would not be printed, the top varnish layer would directly be printed on the white paper or the material directly.

In case a CMYK area is placed upon a varnish layer (object in foreground), this area will not be finished with UV varnish, but printed with the CMYK area.

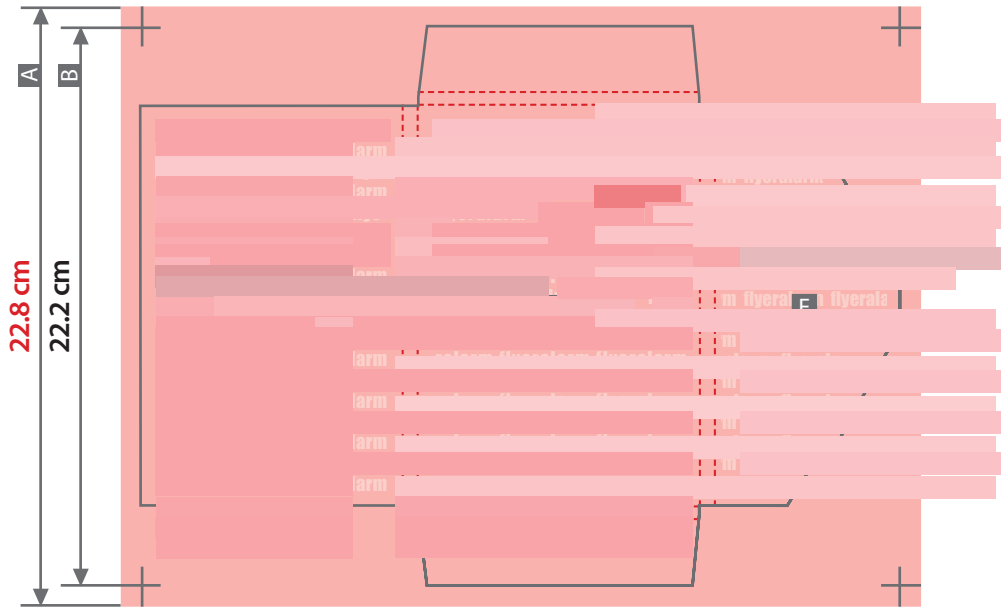
Further requirements

- Font size at least 12 pt
- Font weight and typographical lines must be at least 2 pt (0.7mm) thick
- Positive lines (lines in full-colour) at least 2 pt (0.7 mm)
- Negative lines (area around the lines in full-tone colour) at least 3 pt (1 mm)

Presentation folder
A6, vertical format, with closure flap



Inside (not required in case of single sided print)



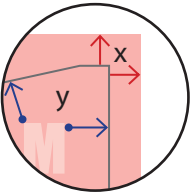
Sketches are not to scale

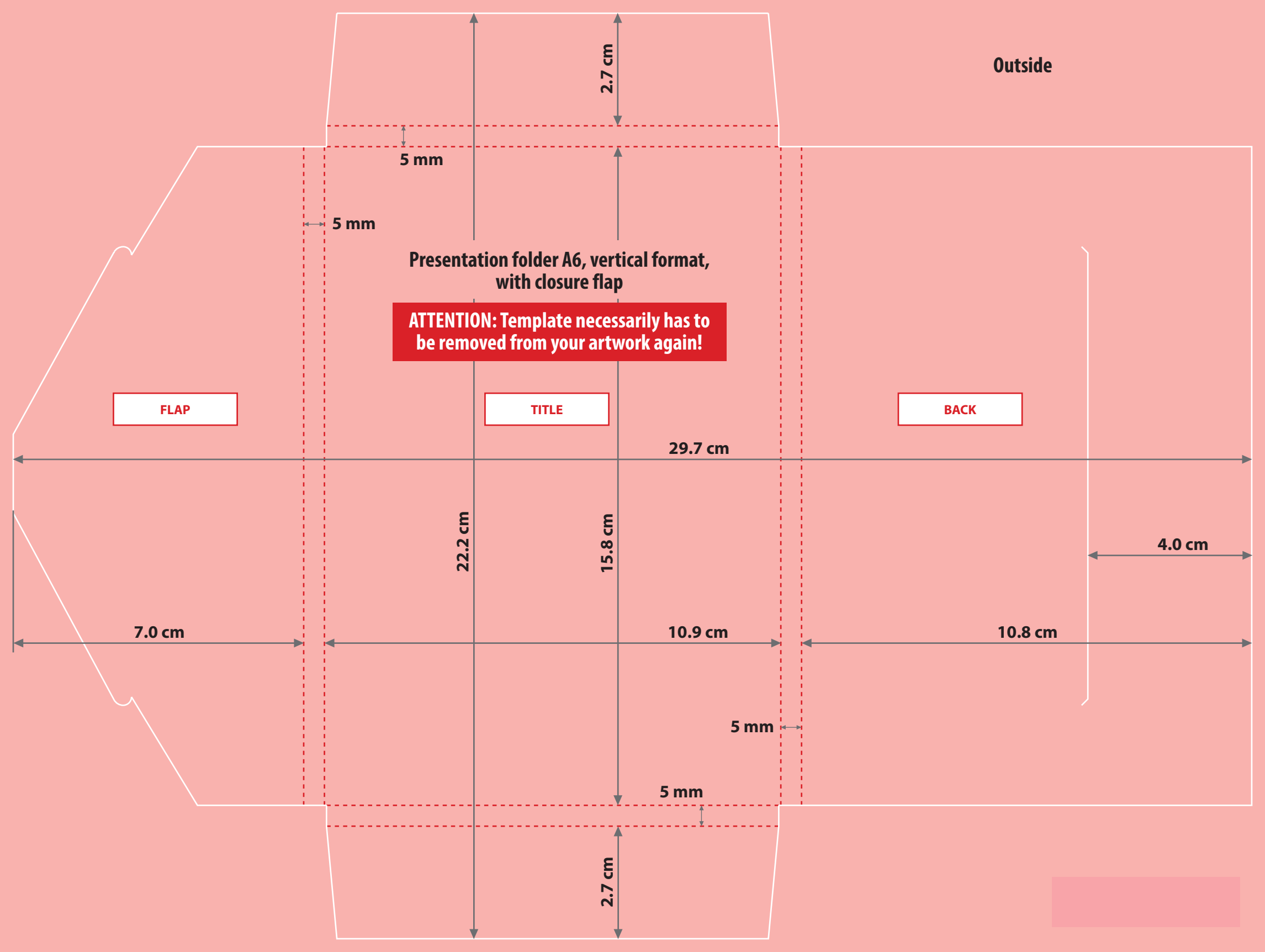
Folded finished format
10.9 cm x 15.8 cm

Bleed (x)
3 mm

Safety distance (y)
5 mm

A = Artwork format
B = Finished format
C = Title
D = Back
E = Flap
F = Inside





Outside

Presentation folder A6, vertical format,
with closure flap

ATTENTION: Template necessarily has to
be removed from your artwork again!

FLAP

TITLE

BACK

29.7 cm

4.0 cm

7.0 cm

10.9 cm

10.8 cm

22.2 cm

15.8 cm

5 mm

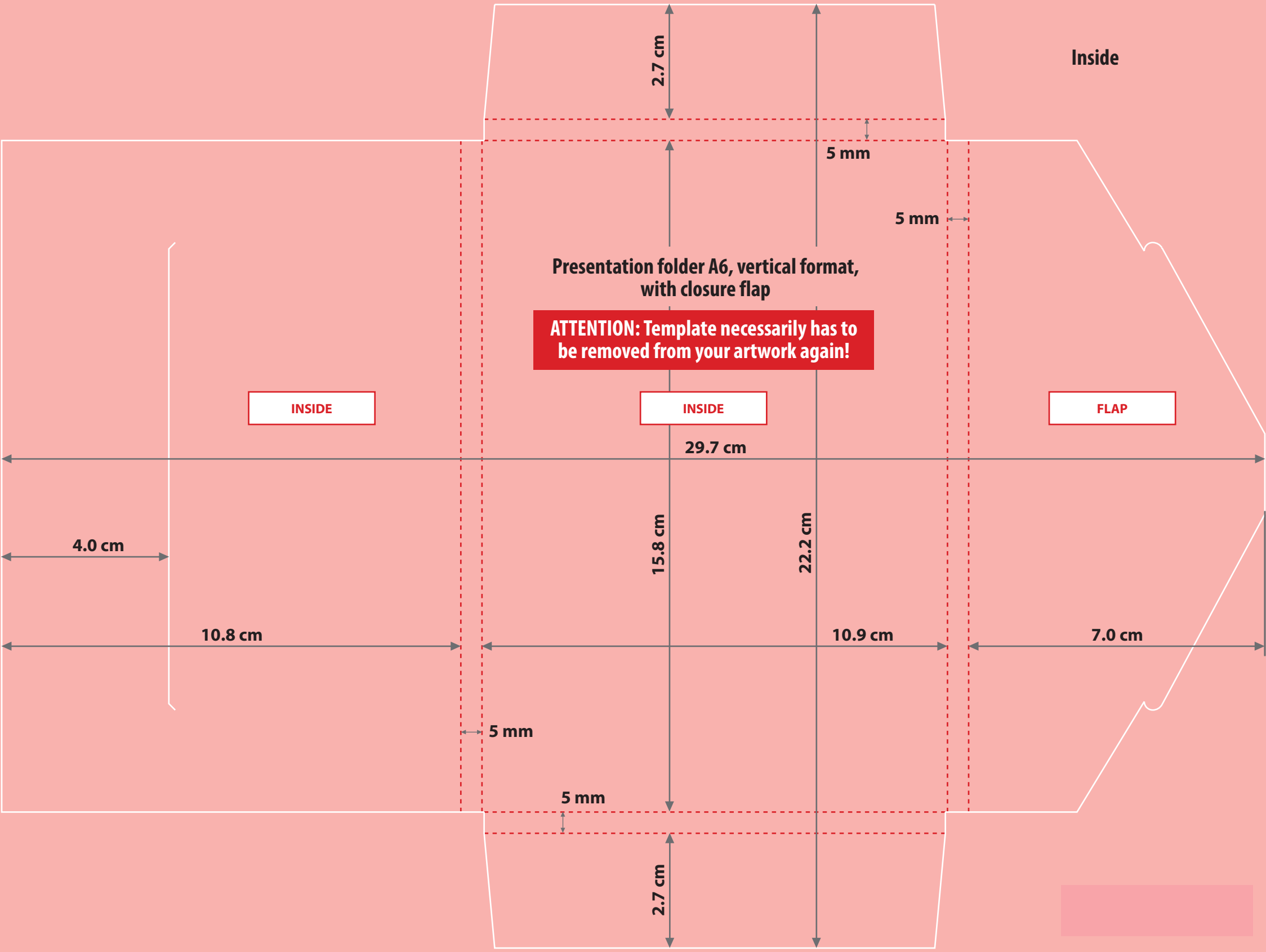
5 mm

2.7 cm

2.7 cm

5 mm

5 mm



Inside

Presentation folder A6, vertical format,
with closure flap

**ATTENTION: Template necessarily has to
be removed from your artwork again!**

INSIDE

INSIDE

FLAP

2.7 cm

5 mm

5 mm

15.8 cm

22.2 cm

29.7 cm

4.0 cm

10.8 cm

10.9 cm

7.0 cm

5 mm

5 mm

2.7 cm

