THIS IS WHAT WE DO WITH YOUR DATA

General data check
We carry out the following tests:

Is the resolution right?
If your print data contains elements with insufficient resolution (between 269 ppi and 299 ppi), you will receive a message quickly. If your print data contains elements with a resolution under 269 ppi, you will receive a message immediately. This is also the case with line drawings with a resolution under 1200 ppi.

Are the colours specified correctly?
If you supply data in the colour space RGB, it will automatically be converted to CMYK. All items ordered in 4-c digtal printing and containing special colours will also be converted to CMYK. Please note that converting colours can lead to colour deviations.

Are all the fonts embedded?
If they are not, your fonts will be displayed incorrectly in a standard font and we will contact you to ask you to revise your data. Embedded font sizes are checked for minimum font size to guarantee average legibility (this does not apply to all fonts except e.g. scripts, fine fonts etc.). Fonts that were converted to paths cannot be automatically tested for the minimum size.

If required, and to be more sure of the result, you can opt for the extended data check (subject to a fee) when ordering. If this check results in errors, you will be notified by email asking you to send us a new print file.

We also check the following:
- Does the document size suit the article ordered?
- Has the image trim been created in compliance with the specifications and is there any bleeding of texts/elements?
- Are folds, perforations, cutting lines etc. coordinated with the layout?
- Each product and the relevant printing method is taken into individual consideration (e.g. screen definition in pad printing)
- Visibility of individual elements on the relevant product colour is checked (e.g. white lettering on a white box)

We do not check:
Spelling, image definition and image quality (some images are blurred in spite of 300 ppi), quality of design.

Printing and quality
High-quality standards are a matter of course for us. Because the very best quality is the basic requirement for the top-quality production of packaging.

With our state-of-the-art, technological equipment, we are capable of implementing your ideas at the highest level, whether on foil, paper, or metal. The best printing results require the very best equipment.

Four colours in one work process, finishing with constant quality control. As our products are mostly created in digital printing, there is a very slight decrease in quality in comparison to offset printing.

There are no register differences. The colours are always compiled from the 4-c process. Special colours in acc. with HKS, RAL, or Pantone can only be approximated. In the case of silver boxes, the colours are transparent and therefore often do not achieve the desired colour tone but can have a very elegant effect thanks to the show-through. Slight streaking may be visible with extensive colour designs. With bled-off prints, an ink mist may be visible at the sides and on any box hinges a product may have. Slight scratches and unevenness may appear due to the material. A white background or printing with white on silver boxes is not possible with digital printing.

After printing, the orders are then transferred for finishing. Most printing products are cut and punched on a modern flat-bed die-cutter. In large print runs, machine processing is standard, but some details require individual handcraft to ensure the desired quality. The quality policy comprises both the the expert command of all corporate processes and the provision of packaging and services that comply with the desired quality. Quality assurance involves in-process control over all production steps and compre-hensive pre-delivery inspection before dispatch.

What do 4/0, 4/1, 4/4 mean?
The first number indicates the number of possible colours on the front, the second number indicates the number of possible colours on the back.

- 4/0 means that the products are only printed on the front – in four colours (CMYK). The back is not printed.
- 4/1 means that the front is printed in four colours (CMYK) and the back in one.
- 4/4 means that both the front and the back are printed in four colours (CMYK).

DATA OUTPUT AS PDF

General information on creating PDFs:
- The PDF file should be compatible with Acrobat 4 (PDF 1.3)
- All fonts must be embedded in the file or converted to paths
- The PDF can only contain grey levels, CMYK, or special colours
- The trim has to be defined
- Please ensure there is no colour conversion
- The PDF must not contain any external cutting marks, register marks, folding marks, colour patches
- The PDF must not be protected with a password

From InDesign:

AA PDF file can be generated from InDesign from Version CS2. To generate a PDF file, click "File" – "Export". First specify the storage location for your document and then assign a file name. Select "Adobe PDF (Print)" and click "Save". Another dialog box appears: "Export Adobe PDF". In the "General" window, please select "Acrobat 4 (PDF 1.3)" under Compatibility. Other preferences have already been preset by InDesign. Do not change the "Compression" as prescribed by InDesign in the second dialog box. In the dialog box "Marks and Bleeds", we require a bleed of 2 mm each all round, but only with images/areas that are to be shown bled-off. "No colour conversion" should be set with "Output". Finally, set the transparency reduction to "High resolution" in "Advanced" if you are working with transparencies.

Note: Please check before output that you are using no special colours in connection with transparencies. Now you can export your PDF file.

From Illustrator:

Please first ensure that your document is created in the CMYK colour mode under "File" – "Document Color Mode". A PDF file can also be generated in Illustrator from Version CS2. To generate a PDF file, click "File" – "Save As". First specify the storage location for your document and then assign a file name. In "Format", select the format "Adobe PDF (pdf)" and click "Save". In the "General" dialog box, select "Top-quality print" for Adobe PDF specification and "Acrobat 4 (PDF 1.3)" for compatibility. Please do not change the setting of "Compression" in the second dialog box either. In the dialog box "Marks and Bleeds", we require a bleed of 2 mm each all round, but only with images/areas that are to be shown bled-off. "No conversion" should be set for colour conversion in the "Output" dialog box. Please do not change any other settings and save your file as a PDF.

COLOUR SPACE/MODE

CMYK:

The letters CMY refer to the basic colours of subtractive colour synthesis cyan, magenta, and yellow. These three basic colours mixed together result in black.

In four-colour printing, black (or Key) is printed to support contrasts. This colour space is used in all print products.

RGB:

Red, green, and blue (RGB) are the additive basic colours. If you mix these three colours, you obtain white. This colour space is used for TVs, monitors, cameras, scanners … As the RGB colour space is much more extensive than the CMYK colour space, documents created in RGB have to be reduced in their colour space. This results in a change of colour for which we cannot be held responsible/made liable.

BLEED AND TRIM EDGE

The end format (magenta base line) of the product is lengthened by an additional 3 mm.

Example: End format: 70 x 45 mm = plus trim 76 x 51 mm.

All bled-off objects have to be extended into the trim area to avoid unattractive blank streaks. In further processing, the trim of 3 mm is removed and the end format output. However, please position writing and logos at a secure distance of at least 3 mm from the trimming edge.


Trim edge

Area with 3 mm bleed

45 mm

70 mm
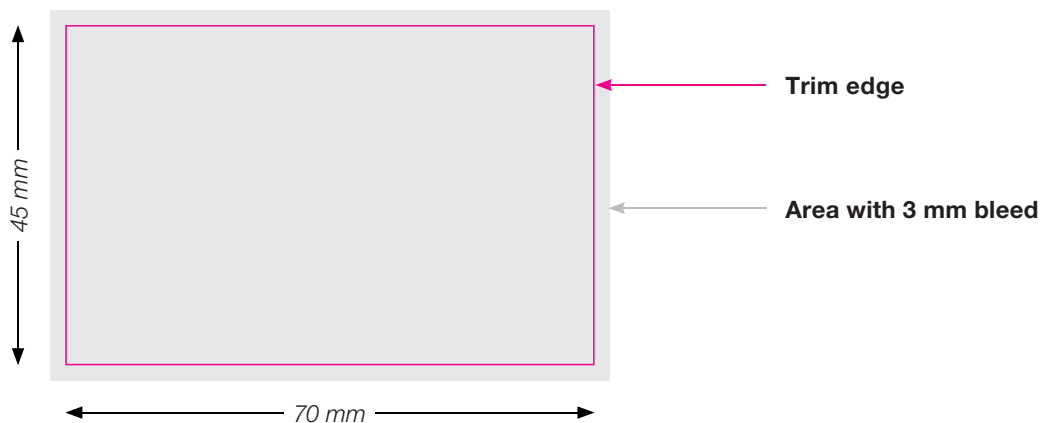
IMAGE RESOLUTION

ppi (pixel per inch) is the unit used to denote the resolution of pixel images. An image resolution of at least 300 ppi is recommended for printing. With a lower resolution, images can be blurred or pixelated.

It is important in this case to create the data 1:1 as the resolution. Otherwise the quality of images decrease when images are enlarged.

Vector data is better suited for logos and other line elements (areas of colour, illustrations etc.). Vector data do not have any pixels, but only information about points, curves, filling, and other specifications, and can be enlarged and scaled down as necessary. As vector data are not converted into printer dots until they are at the printing machine, clear edges in printing are guaranteed, nothing can become blurred or pixelated. Vector data can be created in programmes such as Adobe Illustrator, QuarkXPress, and Corel-Draw.
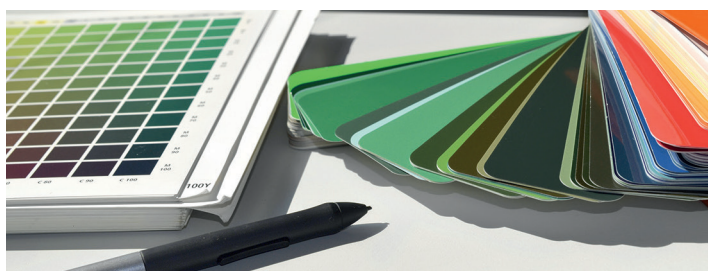
300 ppi

Vector file

72 ppi

Pixel file

DOCUMENT FORMATS

The following file formats can be processed:
• .pdf (Portable Document Format)
• .ai (Adobe Illustrator)
• .eps (Encapsulated PostScript)
• .indd and .idml (Adobe InDesign)

Our imposition layouts are available in the following formats:
• .pdf
• .eps

OVERPRINTING
AND SPACES LEFT WHITE

Printed sheets are pulled through printing machines at top speed. This can lead to a paper draft which in turn can lead to small blank streaks in the print.

Small streaks can also occur if the printing plates slip slightly in flexo, offset, or screen printing. Overprinting, leaving white spaces, and spreading are all used to avoid this effect when creating the repro copy. This can lead to slight dot fringes and colour changes with certain colours.

Note: Offset printing colours are transparent (translucent).

If, for example, a yellow circle is printed on a blue base, there are no blank streaks, but there is also no yellow circle as the mixed colour green is created. Overprinting thus does not work with coloured motifs; in most cases only black objects can overprint coloured backgrounds.

Please remember never to set white elements and fonts to overprint as these are otherwise not printed. Black fonts should be set to overprinting. This leads to a richer, more legible typeface, avoiding the blank streaks mentioned above at the edge of the characters. We make the specific spreading settings for the relevant printing methods

FONTS

Fonts always have to be embedded in your PDF. Unfortunately, if the fonts are missing, we cannot process your data. Normally, fonts are automatically embedded during the PDF export providing they are available on your system. If you send us open data, please always send the fonts too. In Adobe InDesign, for example, this is possible using the "Package" button. If you do not have this option, you can also convert the fonts to paths/vectors. It is also important to create black fonts with 100 % in the black channel. This helps avoid coloured streaks in the font.

LINE WEIGHTS

Various minimum line weights have to be taken into consideration depending on the printing method. Particularly with fine typefaces, lines often cannot be printed or are filled-in. You can determine the line weight easily on the bar of a lower case "e" as this is often the finest line in a font. This value should not be undercut even with negative lines and spaces.

We have included a list of the minimum line weights in the various printing methods:
• Pad printing: 0,18 mm/0,51 pt
• Flexo printing: 0,18 mm/0,51 pt
• Digital printing: 0,12 mm/0,34 pt
• Screen printing: 0,18 mm/0,51 pt
• Offset printing: 0,12 mm/0,34 pt