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Basic settings

Here you can find some help for creating and saving your printing templates. All important file and export settings are described in detail in the following pages. You can find empty templates for all available products in the download area on our homepage.

All our documents are designed with a 3 mm bleed (for stretched canvas prints 30 mm!)

All pictures and graphics must be already converted to the correct colour space.

Please consider the correct page orientation. You have to ensure that both sides of your layout are readable on your screen.

Attention!!

The ICC profile must be loaded before you create a new file (this has already been done in our downloads). A subsequent profile allocation or profile conversion can lead to colour deviations and colour changes which can have a negative effect on the printing results! Please, therefore, check your colour values again before you export the file!

Summary ICC profiles:

ICC uncoated:	Letter paper, pads, carbon copy sets, envelopes, place mats
ICC digital print:	Presentation systems, stretched canvas prints, banners, mesh, digital posters
ICC coated:	Flyers, leaflets, calendars, brochures, offset posters, multimedia, postcards, presentation folders, business cards, stickers, tickets, menus

Basic settings

Bleed and background

All modern cutting machines work with a certain tolerance. In order to avoid incorrect printing and to compensate for this tolerance, you must allow a 3 mm "trimming edge" on all sides.

This area (bleed) is required to balance the tolerances during printing and finishing. Normally the bleed area will be completely trimmed.

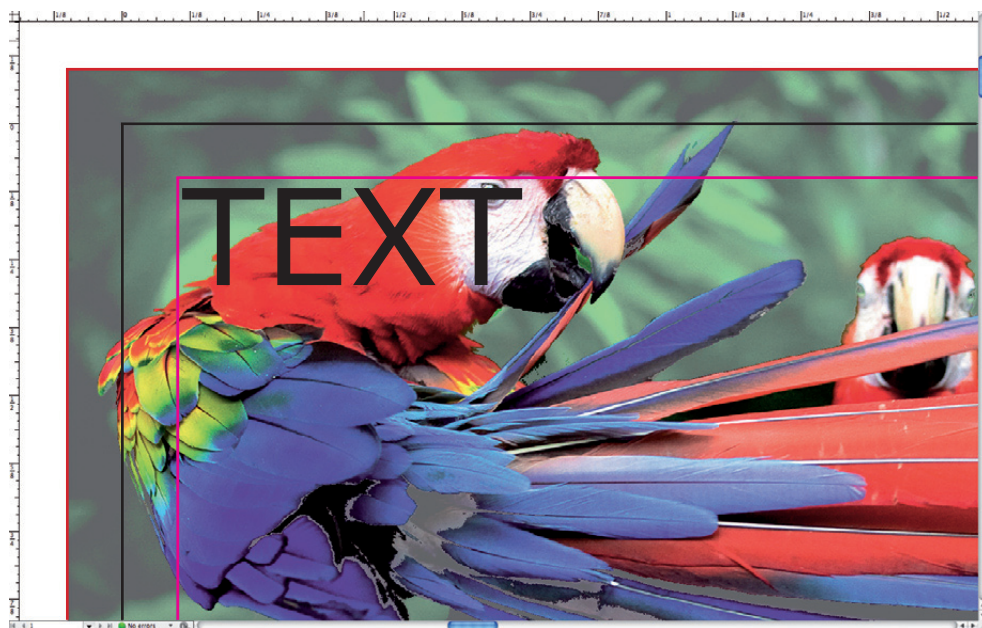
Graphic elements which are to extend to the very edge of the page in the finished product must reach into the trimming margin. It is thus ensured that there will not be a thin white line between your graphical element and the edge of the paper after we have removed the 3 mm bleed.

Each format must therefore be 6 mm larger in height and in width than the final size of the document. For example, an A4 product is to have a trimmed final size of 210 x 297 mm. The file you supply includes the bleed and must, therefore, measure 216 x 303 mm.

Basic settings

Bleed and background

Placing fonts very close to the final format is a nice design element but can cause problems during finishing. During die cutting 15 cm high paper stacks are finished in one operation. Tolerances of up to ± 2 mm can be expected. As a result of these tolerances parts of your text might be trimmed and the text missing on the printed product. Therefore all text elements should be placed at least 2 mm away from the final format, 5 mm including bleed.



In this screenshot you can see a background image. The black frame shows you the final format. The red-colored frame shows the bleed. Your text etc. should be placed at least 0.1 inch away from the black frame, as shown here within the magenta-coloured frame.

Resolution

The resolution of your files should be set to a minimum of 300 dpi. You will get the best possible result with 356 dpi.

Basic settings

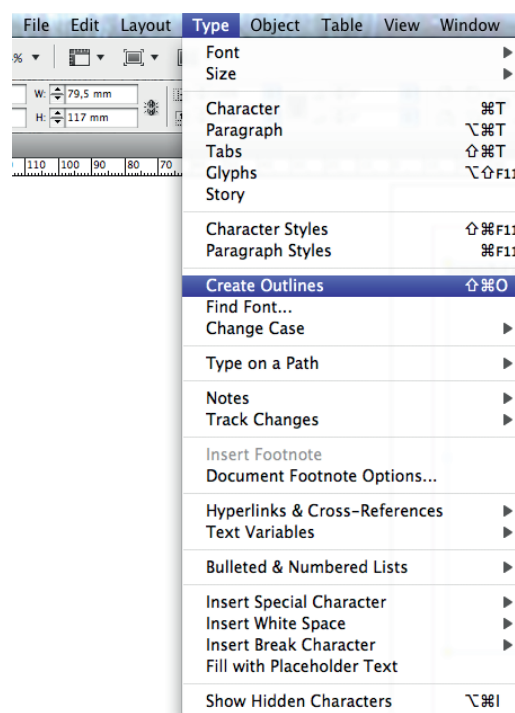
Fonts Avoiding the font problem

Some fonts can cause problems during EPS and PDF export from your layout programme. As these fonts are installed on your PC/Mac, EPS and PDF will be correctly displayed. If the same file is opened at a desktop where the font has not been installed, it will be replaced by a standard one. This particularly applies to free fonts available for download from the internet.

TrueType fonts are the main cause of this problem. Type 0 fonts can also cause problems and should, therefore, also be converted to outlines.

All professional graphical or layout programmes have such a facility. This merely means that the fonts and texts in your document will be converted to outlines (vectors). As a result the font as a file is no longer necessary for viewing on another computer or with another system.

Before converting fonts to outlines you should save your file under a new file name. Converted fonts cannot be edited later.



Basic settings

Ink application Fonts should always be set with a maximum of two colours (CMYK). For a black or grey colour please use K (K=key=black) only. If your fonts use three or more colours shadows can appear on the printed product.
In general the maximum ink application should not be above 300% (C+M+Y+K). If the inking is higher it will cause a faulty result. Such a high ink application does not dry properly and it can occur that your prints stick together and tear on separation. To obtain deep black, 40% cyan and 100% black are adequate (40/0/0/100). Alternatively you can use CMYK 30/30/30/100.

Basics for saving / exporting In general it is not necessary to add crop or bleed marks, the colour control strip or the file name. All relevant marks are added through our system automatically. Manually added crop marks must be avoided as these might be interpreted incorrectly by our automatic data control.

Suitable formats We prefer a multipage PDF without editing function (Illustrator). Alternatively you can send us your files as EPS, JPEG or TIFF. If you are using Photoshop to create your files please save them as JPEG or TIFF. Photoshop PDF can cause unintended printing results.

Which format can be used? With InDesign, Illustrator, Quark or Freehand you will get the best printing results from a PDF. Files created with an image processor, such as Photoshop, should always be saved as a high-resolution bitmap (EPS, JPEG, TIFF).

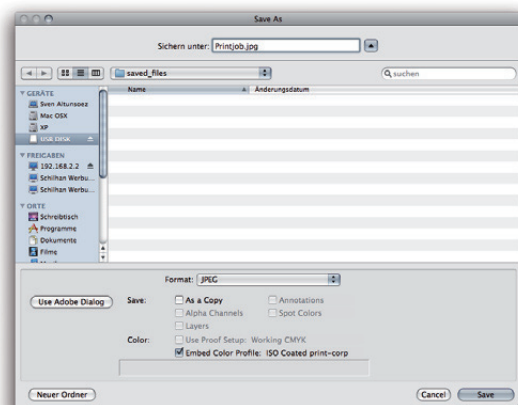
Basic setting for saving / exporting

Corel Draw If you wish to use this programme to create your files it is essential that all fonts are converted to outlines (vectors). This programme sometimes does not embed all fonts correctly. When saving your file (PDF) please ensure that no ICC profile is embedded or added. CorelDraw ICC profiles are interpreted incorrectly from our automatic data control and a white page may be the result.

MS Office and OpenOffice MS Office or Open Office software are not suitable for creating printing templates for offset (litho) printing. If you have no other programme for creating your files, it is essential that you add our office conversion service to your shopping cart. Office PDF files are saved with incorrect colour settings and fonts are not embedded.

Photoshop There is little to observe when saving as a JPG or TIFF file. You must only ensure that the Colour Profile box has been ticked. For letter paper and flyers the quality level should be set to 12. For large format prints such as A1 posters or banners a quality level of 8 is adequate. The file size becomes considerably smaller and the file can be transmitted faster.

Save as JPEG

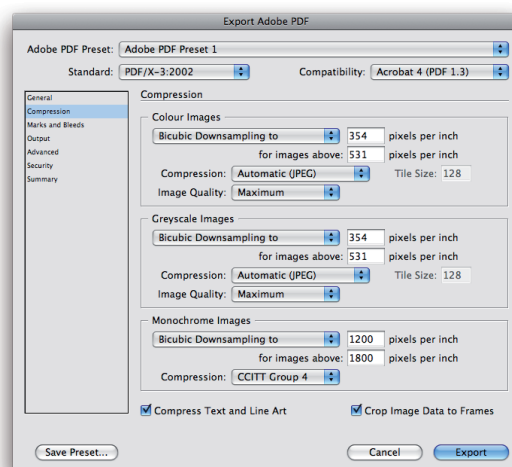
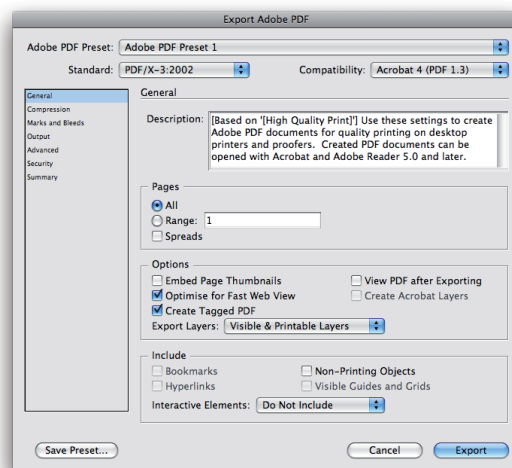


Please check your saved / exported files again to avoid errors!!!!

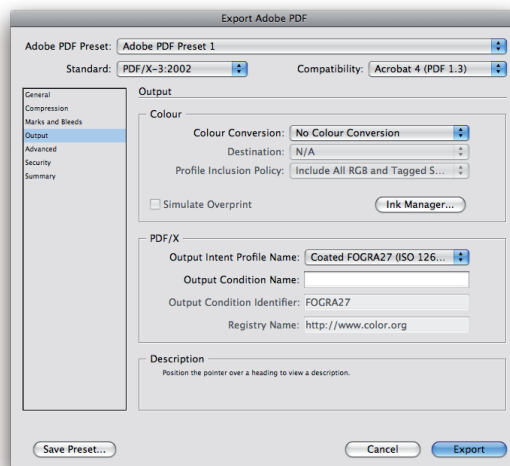
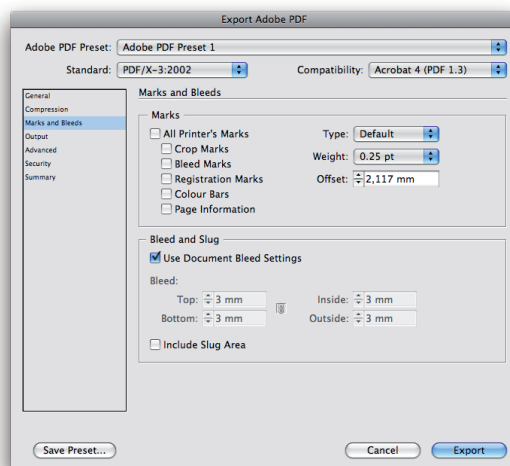
Basic setting for saving / exporting

InDesign and Illustrator

InDesign and Illustrator have identical PDF exporting settings. You can save the settings shown in screenshots as a file. If you use our files you can specify 0.1 inch for the trimming edge as this margin is included in our document. Under the heading "Extended" you will find "Embed ICC profiles". In all cases you should keep this feature activated as the correct profiles are saved in our files.



Basic setting for saving / exporting



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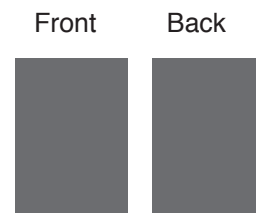
Alignment, page orientation - simply 1

Page orientation is extremely important. To avoid nasty surprises the pages of your delivered files must correctly orientated (aligned).

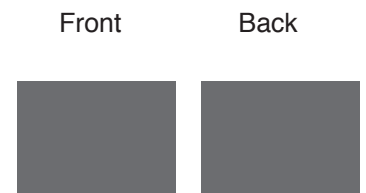
Following alignmetns are possible.



Please, not like this

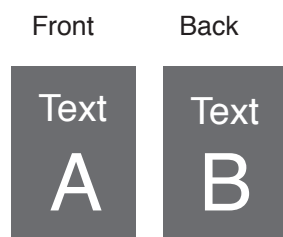


Portrait

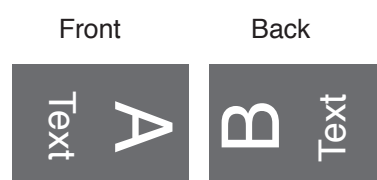
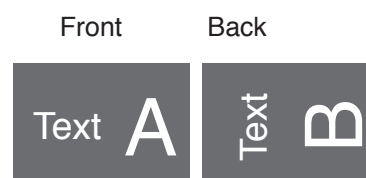
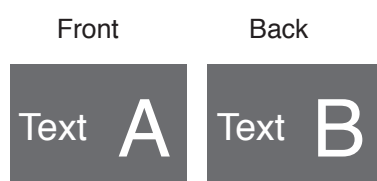


Landscape

Portrait variations

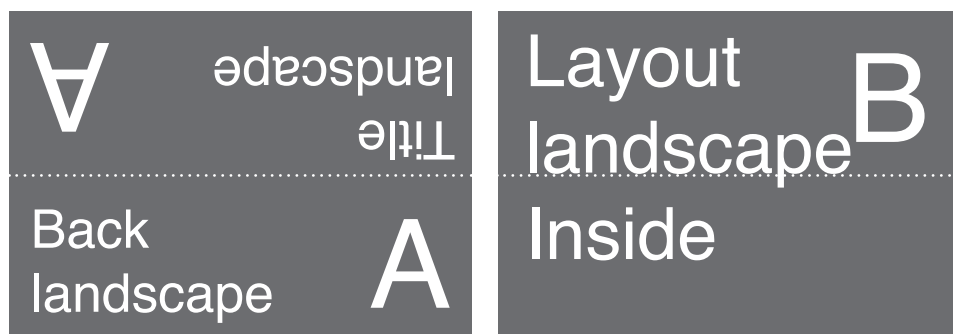


Landscape variations



Alignment, page orientation - simply 1

Attention! Layout for folded business cards, X-mas and greeting cards

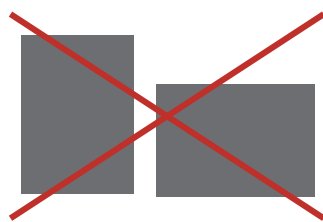


The correct page orientation (alignment) must already be correct in your layout programme. Subsequent editing of the page orientation in Acrobat only affects the screen view, not the printing template!

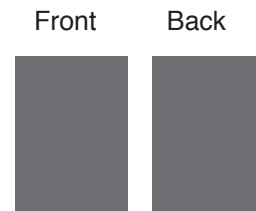
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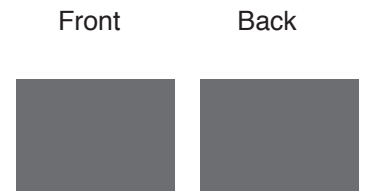
Following alignemtns are possible.



Please, not like this

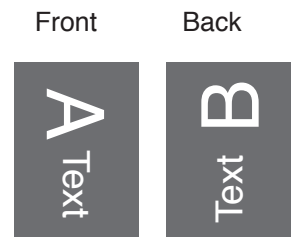
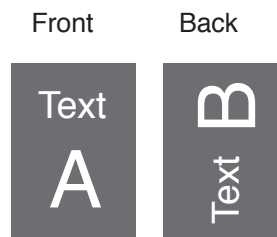
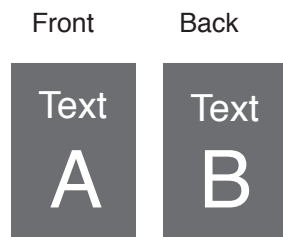


Portrait

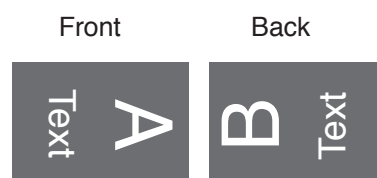
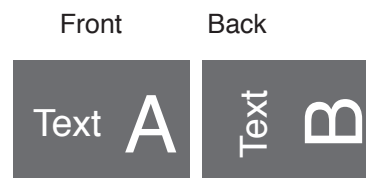
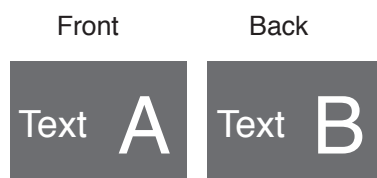


Landscape

Portrait variations

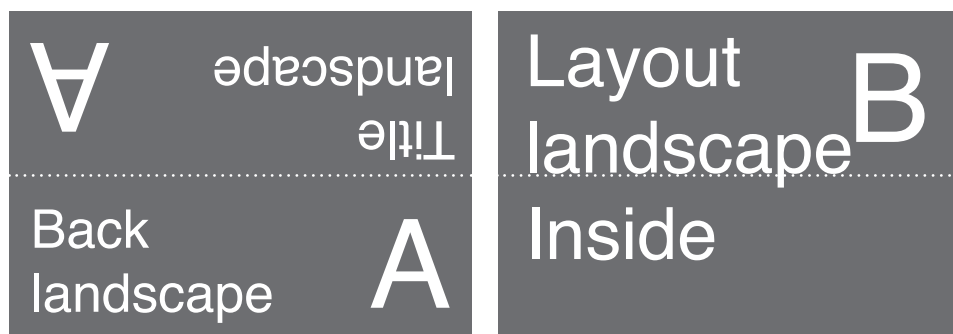


Landscape variations



Alignment, page orientation - simply 1

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