

**All the information in this printing guide are aiming at an ideal printing result!**

Therefore we recommend you to create your printing data in the way described below.

*We ask for your understanding that we cannot assume liability for the printing result in case of demonstrable disregard of these guidelines.*

**1. RESOLUTION**

To avoid quality loss, your data (except for the cases listed below) should have a minimum resolution of 300 dpi in the original size. Logos, text blocks and graphics that are integrated into the document must be embedded as a vector or as an image with **at least 300 dpi**, because they will otherwise appear grainy or unfocused. The interpolation („projection“) of images should be avoided, because it rarely results in better print results.

**2. DATA FORMAT**

The format that is needed is depending on the motif (Logo, Vector, Fullprint). We support **PDF-, JPG- or TIF-Format**. It's possible to send single files like e.g. logos in .eps or .ai format.

**PDF**

PDF files (Portable Document Format from Adobe) have become a worldwide standard for the exchange of printing data. If you want to process vector data we only accept PDF or .eps files. All fonts and graphics must be embedded in the PDF file!

Please use the following standards where possible when creating a PDF file:

- PDF/X-1a:2001
- PDF/X-4:2008

**JPG**

Please observe the output quality when exporting JPEG files. Select the highest possible quality level, or the lowest compression rate to yield a high-quality output of your data. Quick overview:

- Maximum quality
- Baseline (Standard)

**TIFF**

The „Tagged Image File Format“ (TIFF or TIF) is a file format for saving image files. Originally it was developed for scanned raster graphics for color separation. If you create your printing data as a TIFF file, please observe the following:

- **All layers must be reduced to the background layer.**
- Alpha channels are discarded.
- For a high-quality product, use a loss-free compression such as „LZW“.

### Proprietary Typesetting Files

Due to our workflow, we can only process PDF, TIFF, or JPEG files. You must convert proprietary typesetting files or files from Office programs into a file type (PDF, TIFF, JPEG) that we support.

Quick overview:

- **No non-proprietary typesetting files**
- No files generated by Office programs
- Please convert your files to one of the following formats: PDF, TIFF or JPEG

This Conversion prevents unwanted changes or fontexchanges while processing your printing files.

### 3. FONTS

In PDF files, all fonts must be embedded - completely or as a subgroup. Also standard fonts such as Arial, Courier, Helvetica, Times, Verdana must be embedded. Alternatively, fonts can be converted to curves/paths. When converting fonts to curves/paths, please ensure that space characters are also correctly converted. Based on our experience, the font types Multiple Master and Composite Fonts are susceptible to line break displacement or the absence of special characters and umlauts. On rare occasions, we reserve the right to convert embedded fonts into curves.

- Fonts must be embedded - completely or as a subgroup. Alternatively, fonts can be converted to curves/paths.
- Standard fonts (such as Arial, Courier, Helvetica, Times, Verdana) must also be completely embedded or converted to curves/paths. Black text should not be selected as a mixed color, but instead as 100 % black.

### 4. COLORMODE/COLOR RANGE

Your print data should be created in **CMYK** color mode. This mode is the technical basis for the modern 4-color-print. **Due to production reasons we work exclusively with PANTONE C (coated) colors!**

Keep that in mind when you're setting up your printing data. Furthermore, you should provide your print data with the corresponding **ICC profiles** for the standardised offset print. You can download these color profiles from the ECI (European Color Initiative) website free of charge.

- **ISO Coated V2 for coated materials (FOGRA39)**

#### Hint: Screendisplay

On a computer screen, the colors are displayed in RGB mode. Since each monitor has a different design and setting, the display of colors may vary between different monitors (as is the case for television screens). Several monitors tend to exhibit a certain color cast (e.g. yellow or blue). What is displayed on the monitor does therefore not necessarily reflect the subsequent print result.

In order to display colors correctly, the monitor must be calibrated and profiled by a specialist. We also urgently recommend using the ICC profiles mentioned above provided that they are compatible with the software you are using. These profiles simulate the offset print colors on your computer screen, and you can download them from the website of the European Color Initiative ([www.eci.org](http://www.eci.org)) at no cost.

**Hint: Material**

Furthermore, colors appear different in natural and artificial light. Eventually the color of the material influences the coloring of the final product.

**5. ORDERING COLOR-PROOFS AND PREPRINTS**

Basically we don't provide proofs or preprints. **Its available for Volumes greater than 3 identical tents.** This service takes place upon the customer's request only.

**6. DESIGNSERVICE**

If you have any need of support regarding the design of your printing materials we offer you our in-house **designservice**. We assume the complete processing from the first draft to the preparation of the printable file. This service will be charged separately.