DELIVERY SPECIFICATIONS DIGITAL ARTWORK PRINT FILES

FILE FORMATS

PDF
We preferably process your files as pdf (1.4 of higher). Please always try to provide us with a Hires PDF.
Ø No overprint
Ø Formats on a scale of 10%
Ø Convert fonts to outlines or embed completely
Ø Net format in de trimbox
Ø Overlap in the bleedbox
Ø Do not convert PMS colours to CMYK
Ø Transparency does not need to be smoothed
Ø Supply every item to be printed in a separate file

ADOBE PHOTOSHOP CS6 OF LAGER
Ø .tiff, .eps of .jpg file
Ø RGB or CMYK colour codes (no PMS references)
Ø Formats on a scale of 10%
Ø No layers (Flattened)
Ø Supply every item to be printed in a separate file

ADOBE ILLUSTRATOR CS6 OF LAGER
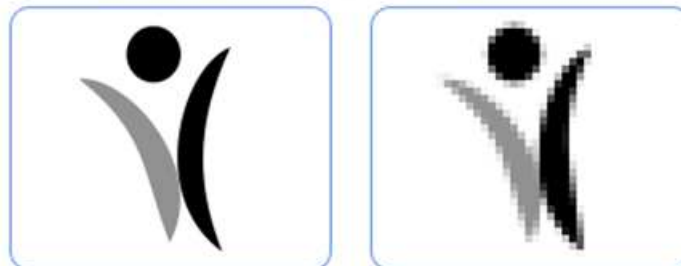Ø .eps or .ai file
Ø CMYK colour code (do not convert to PMS references)
Ø Formats on a scale of 10%
Ø Supply all imported files or insert them completely
Ø Supply every item to be printed in a separate file

Files made in software that is not mentioned above only to be supplied after consultation with us.
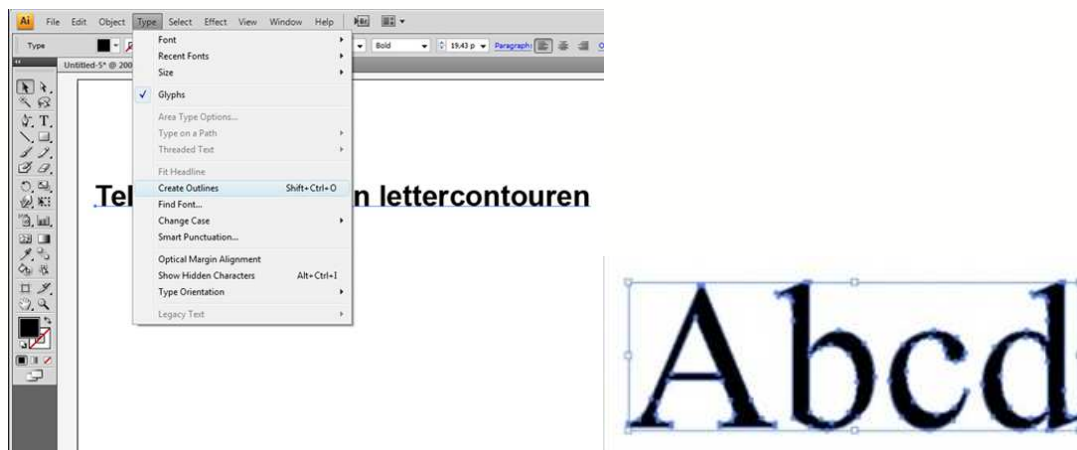
GENERAL INSTRUCTIONS FOR LAYOUT

IMAGE
Please make use of vector orientated files. These image files are different than pictures, since they use mathematical formulas to define each component of an image. As a result, a high quality of the image on any desired format is guaranteed.

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TEXT

Text needs to be converted to outlines(or: paths, curves, contours) in the graphical program used. In Illustrator this can be done by selecting the type of font and then use the 'create outlines command' (Shift+Control+O). This guarantees that fonts will be sharp and clearly produced at any requested size.

LOGO'S

Also when only a logo needs to be produced, the delivery of a vector orientated file is necessary. A .jpg (or other extension) file is made from pixels, which results in a non-optimum result when printed. On the site

http://vectormagic.com/home

a .jpg file can be converted into a vectorised (eps) file. For 2 files/ logo's the use is free. If you want to make more use of it, the service needs to be paid.

COLOURS

USE

You can deliver in both CMYK (Europe ISO Coated FOGRA39) and RGB (Adobe RGB 1998). All our printers operate according to the CMYK principle. This means that PMS colour references also have to be build up using these colours and are matched as close as possible. Please take into account that some colours are difficult to match with CMYK.

It is not recommended to use transparencies or overprint to prevent unexpected and undesired effects.

BLACK

Black is build separately in CMYK. When supplying 100%K, the ink quantity of every colour is determined by our advanced colour management. Please take into account that when you supply a 'built black', we will keep the CMYK values intact.

GRADIENTS OF COLOUR

Gradients of colour are build in the file from a maximum of 256 shades. Elongated gradients will lead to banding in the print. This is not a printer error, but the building structure of the gradient. With some colours this effect will appear stronger than with other colours. The best results are achieved by providing the gradient in vectors.

REFERENCES

Only a matchprint or Irisproof can be used as colour reference. In all other cases the colours may deviate, for example as a result of your local settings. We will do the best effort to match the delivered reference as close as possible. However, the colours may deviate slightly due to the possibilities and/ or limits within the colour spaces.

RESOLUTION

The required resolution of photos or artwork depends on the application and the kind of image:

Outdoor applications viewed from a closer look   : 70 - 100 DPI
Outdoor applications viewed from further away   : 30 - 70 DPI

Indoor applications viewed from a closer look   : 100 - 150 DPI
Indoor applications viewed from further away   : 70 - 100 DPI

Please take into account that these values apply to the final size. For example a file that is formatted at 10%, the above figures should be multiplied by 10.

MEASUREMENTS

We work with width X height in centimeters. The ordered size will be the size of delivery. Files that do not correspond with the requested size, but are received with the correct proportions or with a slight deviation, will automatically be scaled to the correct size by us. When this is not desired, please state this separately with the order. If measurements deviations exceed around 2% the order will be put 'on hold' and we will contact you for consultation.

Please take into account that materials have a maximum print size (width). Your files will be split up when they exceed the maximum print width of the selected material. When this is not desired, please state this separately with the order.

DELIVERY

We look forward to receive your files by e-mail (max 5Mb). It is strongly preferred to receive files of a larger size through the (free) service of www.wetransfer.com