

Checklist for data preparation - Important advices!

General set up

Please, supply your data as specified in your order confirmation to avoid additional costs caused by subsequent corrections.

Printing

We use 4C-digital printing or offset printing. We choose the printing technique depending on product and print runs and use the colour profile FOGRA39. In case your data shows different colour profiles, it will be deleted and convert into our profile FOGRA39. Please bear in mind that monitors and desktop printers do not produce accurate representations of the press printed colour.

Templates

In each year and season we will publish new and improved templates. Please, always ask for our latest template to avoid subsequent corrections.

Important advices

Your data should match the following terms:

- The colour „PANTONE Rubine Red C“, as well as size and position of the template lines must not be changed.
- Do not change the Document Setup and Document Size.
- Invest trapping of at least 3mm around the outer edges. (Do not invest trapping on the canvas)
- Invest bleeding of 0,3mm above the template lines.
- Colour space of all data (Except the template lines) has to be created in CMYK.
- Spot colours are charged with additional costs per colour.
- Pictures and fonts have to be embedded in the print file or convert into outlines. Please make sure your images are at least 300dpi. Images and logos saved from websites are mostly between 72-96dpi and are therefore unsuitable for printing. If you upscale or add resolutions to images in your image editing software, this will not increase the quality of the image and may result in blurry or bit-mapped images. For example, a 300dpi image scaled to 400% when placed is only 75dpi!
- Advent calendar: Distribute figures 1 to 24 on the doors
- Create a Press Ready-PDF **without** crop marks, colour control stripes and registration marks.
- Sending a "PDF/X4" file will grant us more tweaking options for minor corrections afterwards.

Print setting

All template lines were created using the spot colour „PANTONE Rubine Red C“ which is set to overprint. When printing the final product the lines will be faded out as long as this specifications remain untouched.

Important information for an optimal print result

Please, follow the correct settings for overprinting and recesses. If a white object like a logo, font, etc. is set to overprint it may disappear on a print despite it was visible on screen. We do not take responsibility for bad printing results regarding wrong use of overprinting. Plenty applications offer an output preview to check your print file for overprinting issues.

File format

We process the following file formats: Creative Suite up to CC, Illustrator CC, Indesign CC and PDF/X3 and X4.

Mandatory details

All mandatory details as for example tables of contents and weight are already implemented on the template and must not be changed. If your company wants to be named as distributor please change the supplier details by adding a name and adress capable of dispatch or provide these information via e-mail.

Data transfer

- via email (up to 10MB)
- Send bigger data by using wetransfer (www.wetransfer.com)