

# You want a high quality result? We also!

## General notes on print data creation

### Filename and formats:

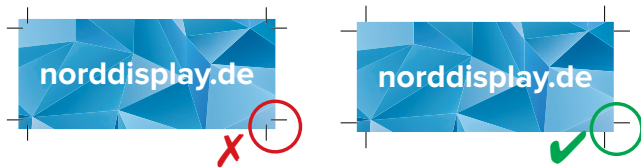
- Please do not use unnecessary contents, overlong names (max. 60 characters), special characters and umlauts for the file name
- Preferred file formats PDF/EPS  
alternatively high-resolution Jpeg, TIFF, PSD or the open data **with all used images, typefiles etc.**

### Color profile

- ISO Coated v2 300% (ECI)  
alternativ Coated FOGRA39 (ISO 12647-2:2004)

### Layout and trim

- please note a possible cutting tolerance from 2 to 3mm
- 10 mm extra on each side for the cut
- Only cutting marks needed, please refrain from everything else
- Create crop marks outside the crop (In the print menu - marks and bleed - the „offset“ with the „bleed value“ for example 10 mm, so the marks are outside the crop.)



### Freeform and plotts

We need a punch **unless** it is a rectangular format or a circle.

You can **either** place this as an overprinting special color (100% magenta, full tone) with the name „**Stanze**“ on an **extra level**,

**OR** send us 3 files:

1. View file with graphics AND punch
2. Print PDF with **ONLY** the graphic
3. Print PDF with **ONLY** the punch

**Please absolutely note the same position here!**

### Scale of the print file:

- Create print data in 1: 1, 1: 2 or 1:10, please specify the scale in the file name / when transmitting.
- If you do not create the print data on a 1: 1 scale, please note that image data require a higher resolution  
For example: scale 1:1 - 150 dpi,  
scale 1:2 - 300 dpi,  
scale 1:10 - 1500 dpi

### Image data & colors

- There may be color deviations in the various printing processes. This also applies to the comparison between proofs as well as a later reprint. Our color management system keeps the deviations as low as possible.  
**However, they cannot be completely avoided.**  
If you want an optimal color match, you have to print it on (**chargeable**) the final medium using the appropriate printing process.
- Please do not use RGB, no special colors like Pantone, HKS, RAL etc. otherwise these are converted to CMYK, which can result in color differences, except for the punch, of course.
- Total color application maximum 300%
- If possible, do not use compression, otherwise pay attention to the maximum quality of the images when compressed
- Image data create in min. 150 dpi
- Dark black: CMYK 30/30/30/100

### Gradients

- Always create gradients as a pixel file
- With vector gradients there is a risk of banding

### Fonts

- **all fonts embedded**
- use only PostScript fonts Type 1 and 3
- use only licensed fonts, other fonts are often incorrect or not at all printed

### General PDF guidelines:

- do not create a PDF file larger than 2 GB
- no OPI comments
- no transfer curve
- no comments and form fields
- no encryption
- do not use passwords

### Data Verification:

- If not otherwise requested, all delivered print data will be checked with the free standard data check for certain print criteria (not content / not optically). We will inform you if the data are incorrect and not printable - otherwise we will produce.