

## What is required when providing data for digital printing jobs

We would ask you to take note of particular issues when providing your data; this ensures that we can process enquiries and orders for products involving digital printing perfectly and within the appropriate time frame.

### File formats that can be used

You can send us files with images, symbols, logos etc. in the following file formats:

- EPS
- PDF
- TIFF
- JPG
- CDR (Corel Draw)
- AI (Adobe Illustrator)
- PSD (Adobe Photoshop)

Please contact us in advance about any other data formats or open files.

### Colors/special colors

- All the image data must be saved in CMYK mode.
- If you have RGB data, you must convert it to CMYK data before printing. This conversion process may cause color tolerances that create discrepancies with the original RGB mode colors.
- Color specifications using Pantone, HKS, RAL and other special colors are shown in CMYK color mode; as a result, it is only possible to roughly reproduce the colors.
- If you wish to use special colors, please mention this when making your enquiry. Please note that it is not possible to exactly reproduce colors in comparison to a color fan because of the conversion to the CMYK color mode.
- We will gladly provide color proof patterns for the colors that you want by arrangement.

### Picture resolution and scale

- Color and grayscale images (pixel files) should have at least 300 dpi resolution and a 100% image size in order to achieve high printing quality; line drawings should have 1200 dpi resolution.
- Please never compress the files before you send them.
- Graphics and logos should ideally be made available as vector data in order to have clear-cut contours.

### Lettering/characters

- Please convert the characters that you send us to curves or send us the font/typeface that you are using. If you want to make any adjustments to characters later, this reduces the work considerably.
- If possible, texts should never be sent as pixel files.

### Overlapping printed images

We do not check the image settings when individual colored objects are completely or partially overlapped (cascaded), as design considerations are the primary focus with these settings. We cannot assume any responsibility for non-desirable optical effects that result from this.

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### Spelling/sentence errors

If possible, we will check data sent to us to see whether it is factually plausible. However, we cannot assume any liability for spelling mistakes or other image errors.

### Printing approval using patterns

Patterns are not made available for printing approval until an order has been placed and confirmed in writing.

### Color tolerance ranges

Despite using the latest printing technology, it is possible that minor color discrepancies may occur between printing batches, as the printing results depend on many different factors. Some examples are:

- the material quality, depending on the manufacturer,
- the type and thickness of the material,
- the type of surface (matt or glossy finish)

Climate conditions like the temperature and humidity also affect the final results in printing processes. Color discrepancies for these kinds of reasons are therefore unavoidable and do not represent any reason for making complaints. Of course, we make every effort to exclude these factors as far as possible and keep any discrepancies as slight as possible.

### Other information

- Please always send us your print data in the original format, if possible.
- Full bleed elements must have 3 mm of bleed beyond the edge of the format.
- Please provide a suitable checking medium for your data (e.g. a paper image of the print job that you wish to have) so that we can compare the contents (plausibility check).
- Only patterns that we have printed can be agreed as reference patterns.
- If we do not have a reference pattern, we will produce it according to the color data created. Any complaints on the basis of color discrepancies (color tolerances) cannot then be accepted.

### Processing non-printable data

We are happy to treat any non-printable data so that it can be used for the digital printing process. Please contact our sales staff for the relevant information on prices.

### Size and weight of digital items being printed

- Dimensions (length x width): Up to 600 mm x 420 mm
- Weight: Ideally up to 4 kg, up to 7 kg possible in special cases

### Data transfer

- Up to 35 MB: by email
- On a CD, DVD or USB stick
- Uploading via the FTP server