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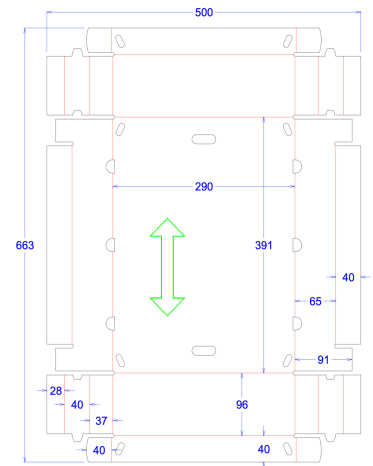
Technical specs Offset

01. Creating your artwork

- Our preferred platform is Mac OS, but Windows files are also supported.
- Create your final artwork in Adobe Indesign and not in Adobe Illustrator or Photoshop.
- Images should be prepared in Photoshop and vector drawings should be made in Illustrator.
- Text, images and vector drawing should be assembled in your layout application on the correct drawing

01.1 Template

Contact you sales representative to receive the correct drawings of the packaging. Creating your artwork immediately on our CAD-drawing is the easy way to work.

01.2 Images

Images should be prepared in Adobe Photoshop.

- psd, .pdf or .tiff images can be used. Do not use .jpg, .png or .GIF files.
- The resolution should be at least 300 dpi, line-art saved as an image should be at least 1200 dpi.
- Do not place RGB images in your layout application. Convert RGB images into CMYK befor using them. • Do not use text in photoshop. This can compromise the quality of the finished product.
- Don't use Photoshop as a layout application. This can result in extra prepress work and costs

01.3 Vector drawings

Vector drawings like logo's, should be made in Adobe Illustrator.

- Text placed in Illustrator should be vectorised. But even if the text is vectorized, don't forget to deliver us the used fonts in case of unexpected text corrections.
- Save your files as .ai or .pdf. Do not use .eps.

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01.4 Layout

Images, logo's and text should be combined in a layout application like Adobe Indesign. Make a new file for each artwork you create and give it a logical name. Use the correct packaging drawing to design your artwork.

- **Safe zone**
  - Important elements and text need to be at least 5 mm away from cut- and crease lines
  - Add 3 mm bleed arround your artwork when it is bleeding off
  - Please respect the hidden area's and glue area's

- **Colours**
  - Only use CMYK and Spotcolours.
  - Technical colours like Cut and Crease need to be in overprint on top of your artwork. They will be deleted from in our workflow.
  - Use the Uncoated colour range when printing on PE or Bleached board. MC board will be printed with the Coated colour range.
  - Inkcoverage may not exeed 270%

- **Minimum - maximum**
  - Do not scale placed images too much: min. 20% and max. 130% of the original size.
  - Minimum stroke weight for positive strokes is 0,1 mm, for negative strokes it is 0,3 mm and 0,5 mm when 2 or more colours are used.
  - Textheight need to be minimum 5 pt (1 colour) and 8 pt (2 or more colours)
  - Barcodes can be enlarged of reduced maximun 20% of its original size.

- **Preflight**
  - Check (preflight) your artwork before sending it over.
  - Make a high-res pdf file from your work.
  - Do not add remarks or other additional info arround your artwork.
  - Create a package within your layout application so all used components will be gathered nicely.

02. Delivering graphical material

- **Pdf**
  - We prefer pdf-files because our workflow is pdf based.
  - Our workflow supports transparancies and therefore we would like to receive pdf version 1.6 or higher.

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- **Native files**

We ask to send us the original (native) files as well (images, fonts and design) in case we need to adjust your artwork. To collect all this native material, you need to use the 'Package...' tool in your layout application.

- **Colour proofs**

There is no need to send us colour proofs, unless there is a specific colour.
The colour proofs will be used as an indication, not as a reference.

- **Sending the files**
  - Do not use special symbols, such as /, \, *, I, <, >, ô, ë, [or], to name the delivered files.
  - Keep filenames short but clear and always add the extention of the file.
  - Compress your files before sending them to us. Then you can be sure the files will not be damaged during transfer. Use a reliable transfer-tool like We-Transfer, Dropbox or your mail software.