



Advice for data attachment

In order to achieve an on-time processing and an optimum print result you will find below some advice to create your graphic data. In combination with our general specifications you will be well prepared to create proper data. But don't worry: we check your data again before the printing.

Dimensioning, Trimming, Trim Marks

First of all, you define the page format in the graphic program corresponding to the print format mentioned in the product specifications.

Due to production tolerances an additional trimming is always presupposed. Therefore you generate the file with a trimming of additional 3mm.

All motifs that are used in full surface or get near the margin of the print range (print matters as well as cardboard packagings) should fit into the trim box. The rest is cut away later. The trimming helps to avoid that the print result shows white margins.

Everything mentioned above also applies for texts. They should also be placed with 3mm distance to the trim box. If the background printed in full surface fills in the whole page, white margins are expected due to cutting tolerances.

Please don't create crop or trim marks – they will be automatically generated for the printing process if pre-adjusted in the program. Please take care of not drawing any line along the cutting, folding or stamp lines as they will be also printed.

Print Colors

All colored data are printed by default in offset in CMYK-mode. The corresponding print color mode should be pre-adjusted in FOGRA 27.

One-color, black data have to be provided in grey scale mode.

Should you use spot colors, all colors of the Pantone C range, as well as the HKS-K Scale can be printed.

RGB-colors are invalid colors for offset or screen printing. Please note that a transfer from these color ranges into the CMYK color scale can produce aberrances to the original motif.

The color application should ideally not exceed 300% (Cyan + Magenta + Yellow + Key = 300%). More than 300% could produce smearing in the print result.



Labelprint (CD, DVD, Blu-ray)

In comparison to offset printing, screen printing is a printing method which is more suitable for the printing of texts, lines and coated surfaces due to the high color application. The use of true colors like Pantone colors produces a saturated and shining print result.

Offset printing is most suitable for half tone printing with photo-realistic images due to the high resolution. The lower color application makes the details appear subtle and color processes more consistent. However, the colors printed in offset appear more matted instead of the intense result in screen printing.

The color application should ideally not exceed 300% (Cyan + Magenta + Yellow + Key = 300%). More than 300% could produce smearing and white gaps in the print result.

This should be taken into account most of all if white text is used on a colored surface.

The monitor of your computer should not be the criterion of your color choice as the chosen colors often differ a lot from the print result.

Images, Logos, Texts

The optimal image resolution for line drawings should be of 1200 dpi, for photo /image files 300 DPI as a useable size.

Texts in image data don't possess the same quality as in vectorized data.

When generating continuous motifs over 2 pages a slight displacement during stapling has to be taken into account.

Logos (GEMA, label code, compact disc logo, etc.) will only be introduced on your request in written form.