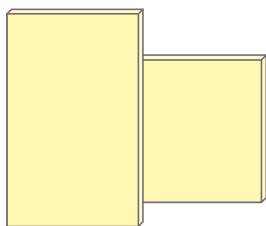


FilePreparationGuidelines

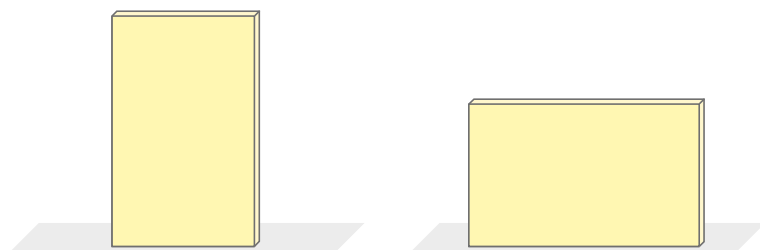


Art.Nr.: 1712

Canvas print with stretcher frame inclusive (400x600mm) 350g
 4/0-colours, solvent print, silk-shiny canvas-fabric, restretchable wooden frame
ready for use with 1-2 hooks

Size of print file	: 500mm x 700mm
Final format	: 400mm x 600mm
Bleed/trim allowance	: 50mm
accepted file formats	: PDF, JPG
Colour space	: cmyk / RGB
ICC-colour profile	: Adobe RGB o. ISO Coated v2
Resolution	: 150dpi

Orientation



product description

High quality print on canvas fabric (350g/m²) tightened on a wooden stretcher frame. UV-stable special-colours on canvas with a silky shine ensure a unique image experience. Your artwork (print data) will be delivered ready to use tightened on a wooden stretcher frame with a suspension hook. Due to wedges at the back an effortless re-tightening of the frame is possible when needed. Canvas prints are suitable for indoor use. Fields of application: various ones, e.g. product presentation, presentation of artworks, as a personal gift.

colour recommendation

Superior results are achieved by utilizing AdobeRGB or ISO_Coated_v2. Those profiles have to be embedded. In case none is embedded we will process your data corresponding to ISO-Coated_V2.

Resolution

The resolution of 150dpi is the maximum value for this product. Lower resolutions can be printed. Print out your data in order to check whether the resolution is sufficient. Mind the viewing distance for the product. Large format prints are viewed generally from a distance so that blurrings in details are not recognized.

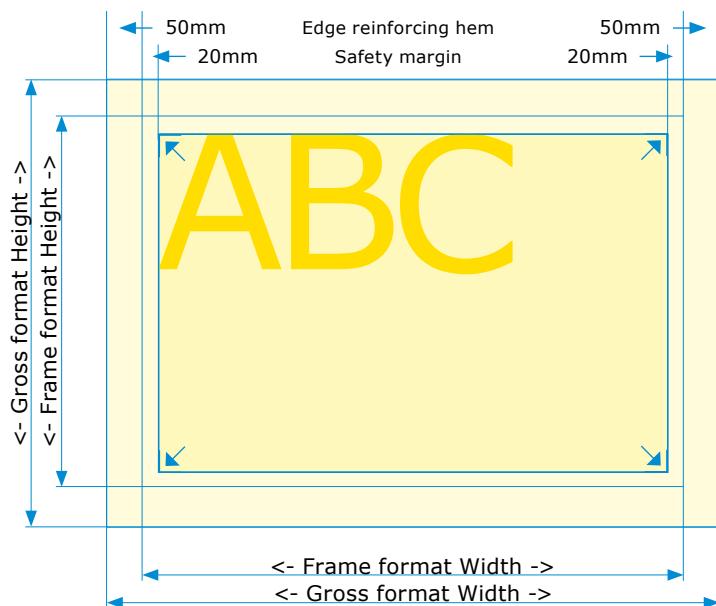
detail images



Attention: Draft is not true to scale! Lines have signifying reasons and do not belong to the layout.

dimensions

stretcher frame



<- Frame format Width ->



File size The minimum size of your file contains the final format plus the bleed. The document size of the generated PDF can be extended by cutting marks in case your program supports this functionality. Marks, test charts etc. have to be placed outside the bleed area. The final format has to be centered.

Final format The size of the finished product.

Bleed and trim allowance While producing print products there might occur cutting tolerances. Colour areas, pictures and graphics, which expand to the margin of the page, have to be placed with a trim allowance. The trim allowance has to exceed the open format by 20mm. Otherwise your print result might be unsatisfying.

Safety margin Due to adding a safety margin you can prevent unwanted results. Please make sure to layout text, pictures, logos or other important elements in a distance of 3 mm from the edge.

Applicable professional knowledge for your chosen product

In order to get information regarding the specific procedures of the graphic programm you are using we are referring to the help function of your specific layout programm. Those are normally documented and structured so that you are getting the information needed.

Data format The possible data formats for the wished product are illustrated on page 1. Deviating other formats cannot be accepted due to technical reasons. Please note: print PDF's with transparencies for the event-products are not further processed by flyerwire and are classified as „incorrect“.

Colour space cmyk
The printing method for event-products more colour reproduction possibilities than the cmyk-modus. That is why you can as well deliver print data in rgb-modus (please note that you have to deliver a jpeg with an embedded colour profile as a prerequisite). The available higher colour causes the effect of a reduced colour reliability. Please note: for colour-shifts due to incorrect profiles in the incoming print data we do not assume any liability.

Colour profile A colour precision cannot be granted due to the printing substrate and the employed special ink. The reproduction (colour conversion) is executed perceptually (photographic). Use the following cmyk colour profile for the conversion: the norm profile „ISO coated v2“. The profile can be downloaded at the website www.eci.org in the category offset profiles. In case of RGB print data we recommend AdobeRGB or sRGB.

Resolution of images in your layout The resolution has to be 150 dpi! (higher values are not allowed). Please note, that apart from the resolution also other factors, e.g. the chosen JPG-compression can cause negative influences regarding the quality.

black Apart from the offset papers a print in pure black is visually more dark grey/anthracite. Better outcomes are achieved with black which is additionally built up with cmy.

deep black Colour blend deep black: cyan 40%, magenta 40%, yellow 40% and black 100%. Fonts (until the size of 14 Pt) have to be created with pure black due to the fact that otherwise the colours cmy might produce flashes at the edge. Please set up the overprinting mode for pure black fonts and lines.

Gray-balance Tones of the greyscale, which are mixed up by the colours cmyk tend to produce colour casts. Please set up gray areas with pure black (e.g. cmyk=0,0,0,50).

Overprinting The overprinting settings for individual colour areas defined in the PDF by the customer file are applied. An exception is black text, which always will be set for overprinting status in order to avoid white flashes along the edges. Attention: in case you are transforming black text into curves please make sure that you are checking the overprinting settings afterwards! Generally they get lost in the illustrated case. Mind that -black =set overprinting!!!

Adding trap/Trapping In order to avoid white flashes when colours touch or overlap the trapping will be executed (colours slightly overlap). The size of the trapping is dependent of the paper and the further processing and will be generated automatically by us. Pixel-files (JPG, TIF) cannot be trapped itself.

Transparency Transparencies generally have to be reduced/flattened before printing. This process makes a visual control unavoidable. Please execute this while generating the PDF and with the Acrobat/Reader with enabled overprinting preview. Please make sure that you are executing the the transparencies with a high resolution (see the help funktion) and check the results with the Acrobat / Reader.

Fonts Fonts have to be embedded completely in the PDF file. Some fonts producers don't allow embedding fonts due to licence reasons. Transform in such cases all fonts into curves.

Create a printable PDF

PDF-files are created with the PDF/X-1a Standard (cmyk).

The standard guarantess that all Fonts in the PDF file are embedded, neither transparencies nor RGB data is in place and not printable elements (form fields, interactive data..) are avoided.

In newer versions of Adobe® programs you can use an already existent joboption for the export to PDF/X-1a-files. Please make sure that the correct colour profiles for possible transformations of RGB to cmyk-data are used and that those are presetted in the PDF output settings. The necessary cmyk-ISO-colour profile for your chosen product is named on page 1. The ISO-colour profiles must be installed on your computer system. You can download them on the website www.eci.org for free.

We are not assuming liability for print-errors which are caused by PDF-files which are not in compliance with the PDF/X-1a standard. This especially applies for colour transformations with RGB and spot colours, as well as for transparencies within the PDF.

Before executing the upload we strongly recommend to check your PDF (e.g. with Adobe Acrobat or Adobe Reader®).

BasicCheck - automated check workflow (inclusive)

In principle all orders are passing a BasicCheck. In detail your print data is passing through automated and standardized Check- and Normalization procedures. Your print files will be checked if they are in compliance with our file preparation guidelines and if necessary corrected automatically. Included are modifications which are necessary in order to make your print data printable (necessary colour modifications, resizings ect.). Please keep in mind that an automated adjustment of your printing data doesn't lead in consequence always to an optimal printing result.

Note:

Please note that you are responsible for the creation of your print-data. We are in charge for the correct processing of the delivered print data. Regularly we are detecting errors within our ActiveCare check and service which would have led to unwanted printing results. In case we are modifying your data within the BasicCheck due to the non-compliance with our guidelines of the BasicCheck you are not entitled to exercise or complaints. Thanks for your understanding.

We recommend **ActiveCare**.

ActiveCare - QualityCheck and Service (optional)

With ActiveCare- our QualityCheck and Service you are playing save.

Please take notice of the data preparation guidelines for the chosen product!

With **ActiveCare** you are benefiting additionally from our know-how with individual support. We are granting you purposeful support in order to achieve the optimal printing result for your orders. Following list gives you a brief overview of the most important ActiveCare checks and our procedures.

Print format size	(e.g. your print file is smaller or larger than the desired product) In case a correction is possible, we are executing one and/or get in touch with you.
Print format Proportion	(e.g. width and height of your print file are having proportionate deviations). In case the deviations are smaller than 10% we are correcting them. Otherwise we get in touch with you.
Format corresponding to the product?	(e.g. print file (s) are not corresponding with the ordered product) We are adjusting your data and/or contact you.
Safety margin to edge	(Danger of the bleeed cutting out relevant text or graphics because they are placed near the edge) In case a correction is possible we are executing it. Otherwise we get in touch with you.
Bleed and trim	(e.g. products, which require a trim allowance are created without one in the final format) In case a correction is possible we are executing it. Otherwise we get in touch with you.
Orientation and revision	(e.g. pages are not placed correctly) The order status myfly offers you the possibility to inspect the orientation of your print file(s) and if needed spin them by yourself. In case we are detecting that the orientation might not be done on purpose, we are getting in touch with you.
Colour application	(the colour code cmyk-overall colour application is larger than 300%) A colour application above 300% is being modified according to the norms of offset printing. This might bring colour-changes.
Colour space	(e.g. the colour code RGB or spot colours instead of the colour code cmyk) RGB and spot colours are automatically converted according to the FOGRA-guidelines in cmyk colour code. This can have the effect of colour change effects.
Resolution of your file(s)	(e.g. the resolution is too low) In case a correction is possible without any perceptable quality losses, we are correcting the file(s). Otherwise we are getting in touch with you.
Tone value	(e.g. tone values below 5% can break of in the printing process) We are inspecting and checking the impacts for your product, correct the adjustments and/or get in touch with you.
Embedded Text	In case the text is not embedded in your PDFs we are embedding them for you or get in touch with you.
special questions (notice field)	In case you got questions regarding your print files or generally concerning your order you can leave us a note in the notice field during the order process.
File errors	(e.g. wrong marker, storage errors) We are correcting file errors which do have negative effects on the result or contact you.

Attention! We do not take and have responsibility on the design characteristics of your ordered printing product. This includes notably as well the orthography as well as the cmyk color code composition of black and gray areas (except area coverings > 300%).