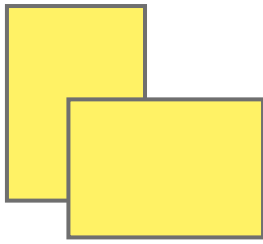


## Data Preparation Guidelines



### Business card Velvet Reflex shell

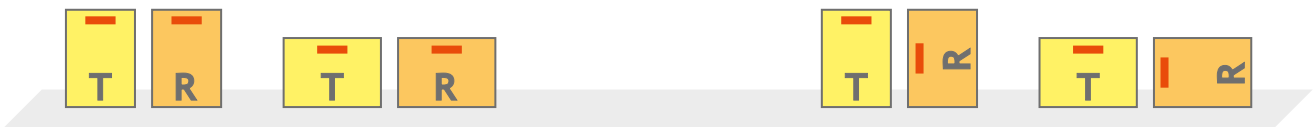
A-side pearl-metallic, strongly reflective micro-rills, reverse side white

Size of print file	: <b>88 mm x 58 mm</b>
Final format, open	: <b>85 mm x 55 mm</b>
Final format (folded)	:
Bleed/trim allowance	: <b>1,5 mm</b>
Safety margin	: <b>3 mm</b>
accepted file formats	: <b>JPG, PDF</b>
printed pages	: <b>4/4</b>
paper type	: <b>Velvet Reflex shell 310</b>

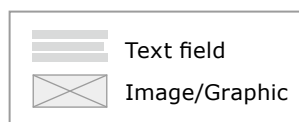
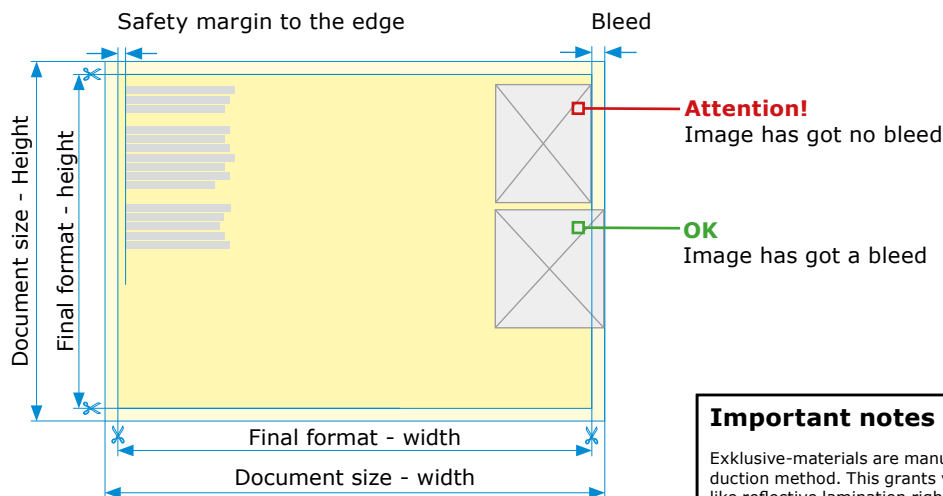
Art. 256

### Orientation

The stated Nr. of pages are gratuitous and represent a guideline.



### Dimensions



### Important notes

Exklusive-materials are manufactured with a complex production method. This grants you excellent product features like reflective lamination right up to a special structure and colouration. The material of the exclusive products therefore differs tremendously from the standard offset-papers. As a consequence they are just conditionally suitable to reproduce colours in a binding way. We recommend to order free samples because words cannot express the haptic feel!

Exclusiv-products are produced with high end digital print technology. Special requirements regarding the data preparation. Please take notice of the technical guidelines on page 2 of this document. We are not assuming liability for print-errors which are attributable to the violation of our technical guidelines.

**Data size** The gross format is the sum of the height x the width of the document .

Open format + bleed = gross format.

Important: open format (layout) must be horizontally and vertically centered.

**Open final format** cut, unfolded size of the printing product. Dimensions always defined as width x height.

**Bleed/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 1,5 mm. Otherwise your print result might be dissatisfactory.

**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 at a distance of **3 mm** from the edge.

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

**Applicable professional knowledge for your chosen product**

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

- Data format** PDF, JPG (600 dpi)
- Colour space** **cmYk (no RGB and no spot colours!).** For the transformation/shift of colours due to a necessary conversion to CMYK done by us we are not taking liability.
- Colour profile** Due to a very distinctive structure and colouration of the materials color profiles are not binding. A binding reproduction of your colours cannot be guaranteed.
- Colour areas/ background** **Avoid extensive large colour backgrounds.** Due to the fact that the exclusive-products are characterized by a special structure and lamination large colour backgrounds might appear not 100% homogenous. Furthermore due to the rigidity of the material extensive colour areas might break out at the cutting marks at the edges. The haptic of the paper is its main distinguishing mark. Extensive colour areas reduce the effect of reflexion.
- Tone values (brightest and darkest tone values)** Tone values under 5% and above 96% can be dropped.
- Resolution of images** **Generally adjust images in 300dpi. JPG-business cards incl. fonts: 300 dpi, 600dpi**  
**Please note:** a projection of the resolution (e.g. from 72dpi to 300dpi) is not enhancing the print quality. The same applies for subsequent scaling of images with your layout program. Saving images in a too high resolution or too often in JPEG format are diminishing the quality many times over.
- Black/deep black** Contrary to the usual guidelines for offset printing you have to apply colour values for black which are as high as possible = 400%. Pure black (100%) results to dark gray.
- 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.
- Transparencies** 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 transparencies with a high resolution (see the help funktion) and check the results with the Acrobat / Reader.
- Fonts** Fonts smaller than 6pt can break apart due to the surface-structure of the paper. Fonts have to be completely embedded in the PDF file. Some fonts producers don't allow embedding fonts due to licence reasons. Transform in such cases all fonts into curves (Attention: see category overprinting).
- Frames** The mechanical cutting process can produce small tolerances (until approx. 1mm). Possible frames near the edge can appear displayed due to this tolerances. Do not use such design elements!

**Create a printable PDF!**

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

The standard guarantees 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](http://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 lead 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 choosen 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 bleed 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 ypour 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 orded printing product. This includes notably as well the ortography as well as as the cmyk color code composition of black and gray areas (except area coverings > 300% ).