

PDF standard and line width

- PDF/X-4 (recommended) or older
- The line thickness should be at least 0.1 mm.

Design editors

- Adobe Illustrator
- Adobe Indesign

Fonts

- Used fonts must be fully embedded. Alternatively, convert fonts to paths.
- The font size should not be less than 5pt

Bleed

Always create your design with sufficient bleed, i.e. coloured areas, gradients, lines, images that extend to the cutting line (red) must always be extended beyond the cutting line to the bleed line (blue) to compensate for tolerances in the cutting process and to avoid white cardboard flashes at the cutting edges. Important design elements, such as texts, require a safety distance of 2mm from the cutting line.

QR-Code

For better traceability, we automatically place a small 7x7mm QR code on each package in an inconspicuous place, such as a dust flap, as standard.

Colours

You can use the following colours for texts and graphics (lines, areas and colour gradients) in your design:

- CMYK-Colours
- Spot colours from the PANTONE or PANTONE PLUS library for coated papers. (The colour/separation name must match the name from the library).
- PANTONE spot colours are printed/simulated in CMYK or CMYKOVG with the highest possible match. **Attention: PANTONE metallic or fluorescent colours cannot be printed and must not be used for the design.**
- Spot colours with proper names unknown to us, such as "sun yellow", are printed according to the CMYK values stored in the spot colour.

Colour transformation

Elements in the design (images, lines, areas and colour gradients) that are created in RGB colours are automatically converted to CMYK by us. We therefore recommend that you deliver the design directly in CMYK to avoid possible unwanted colour changes during the conversion.

Special features

All packaging can only be ordered directly WITHOUT finishing. These standard products are available in matt or glossy lacquer.

Images

Use high-resolution images with min. 300dpi and max. 1400dpi in the following colour spaces:

- CMYK-Images
- RGB images (are automatically converted to CMYK by us - see "Colour transformation")

Finishes, e.g. gold foil stamping, must be designated in the PDF as special colour "Sco-dix", in 100% magenta and overprinted. Design elements that are to be printed in opaque white (only useful e.g. when printing on brown material) must be designated as special colour "White", in 20% cyan and overprinted.

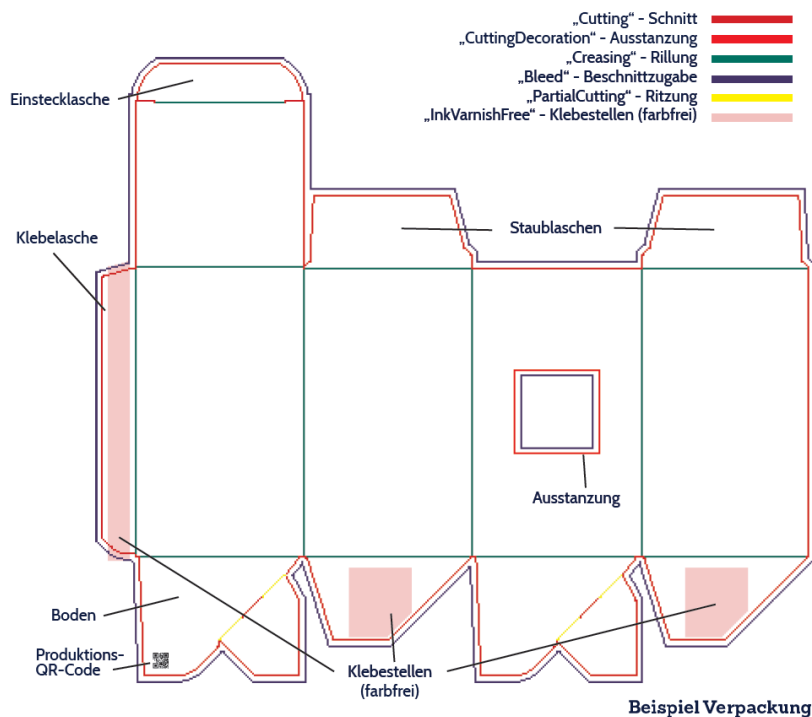
Back print

If the layout template consists of a two-page PDF, the first PDF page is the outside of the package. The second PDF page is the inside of the packaging. The layout template for the reverse side has already been mirrored by us on a vertical axis, so **no mirroring is necessary**. The print file must also be supplied as a two-page PDF.

Layout template

In our layout template you will find different line colours with different meanings:

- Adhesive areas are defined by pink "InkVarnishFree" fields. We do not print any ink in these areas, even if there is ink in your print file. These areas are glued to your finished packaging and are no longer visible.
- Your design should always extend to the bleed to avoid white cardboard flashes.
- For traceability, a 7x7mm QR code is automatically placed after the order is received. This will no longer be visible on the finished packaging.
- Keep a safety distance of 2mm to the cutting and creasing lines with texts.



Open layout template

Open with Illustrator:

Open your PDF preferably with the latest version of Adobe Illustrator.

Open with Indesign:

- Create a new document with the same page format as our layout template.
- Place the layout template in its original size centred on the document page (select crop to bleed import options).