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Technical Specification
for data delivery

📄 Preface

Please make detailed job descriptions
- ▶ material, substrat
- ▶ core size and diameter
- ▶ front-/rearprint (see page 3)
- ▶ winding direction (see page 3)
- ▶ lamination matt/glossy
- ▶ print run - running meter / quantity

⌨ File formats

- ▶ Adobe Creative Suite CC
- ▶ Composite PDF/X-3, PDF/X-1a
  print ready, without non-printable elements such as dielines
  Please keep in mind, that PDF files has to match the accurate given
  specifications, because we don't edit these files
- ▶ ArtPro-files can't be used
- ▶ Separated colours can´t be used
- ▶ We prefer vector files to pixel based files
  (readable EAN-Codes call for vector files)

Tip: To achieve a clean flattened PDF, it is useful and recommended to
convert a PS file with Acrobat Distiller.

⊕ Layout

- ▶ Dimensions = net + 3 mm bleed
- ▶ Place non-printable elements such as dielines on separate layers

📷 Images

- ▶ Minimum resolution* 300 dpi, colourspace CMYK
- ▶ Reduce / flatten psd files to background to eliminate transparencies
- ▶ Don't use LZW compression

* If the whole layout is based on pixels, use higher resolutions to optimize
  the reproduction of details and small fonts

aA Fonts

Convert all text into paths / splines / curves
otherwise attach all used fonts

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Colours

▶ Printing colours are CMYK, define all colours in CMYK euroscale
▶ only printing colour White has to be defined as spot colour
▶ DeviceN colourspace is not supported

An extended colour space can be realized by additional colours Orange and
Violet. To match corporate design colours special ink can be build.
For further information about using spot colours please contact us.

Printing colour White

Printing on transparent or metallic foils needs a plane or partial white
printing area respectively a spot colour White.

▶ Define white elements (vectors or grayscale TIF 100 % tonal value)
  as spot colour *White*
▶ Colour name: *White* (case sensitive)
▶ Create printing White as separate layer above or provide as separate file
  (size, position and working area has to be same)
▶ All elements has to be defined as overprint (don´t use transparency)
  Controlling the adjustments use the preview panel of the programs

Dielines and drawings

▶ Don´t include non-printable elements such as dielines, dimensions or
  other informations into the printing file, but deliver them as separate file
▶ Cutting files have to contain ONLY the needed die-cut or crease lines
▶ Please keep in mind to use clear and connected pathes

Don't define perforation lines as doted lines. It is still a complete spline
without gaps and a cutting plotter would cut it in half. To avoid this, please
convert these lines into a group of accordingly short lines.
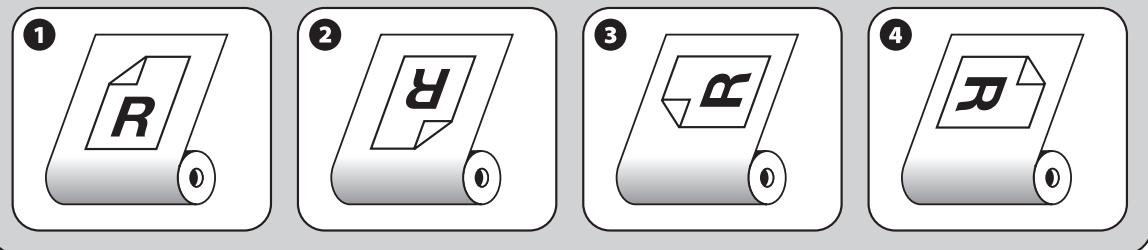
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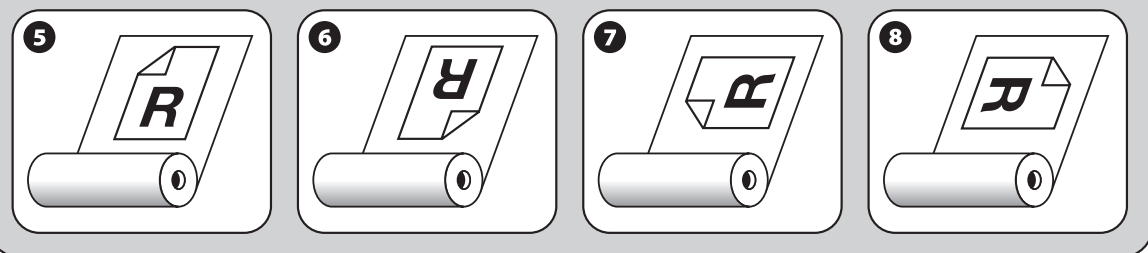D - 40764 Langenfeld   www.bits-to-dots.de

Winding figure

front print printside readable

print outside

print inside

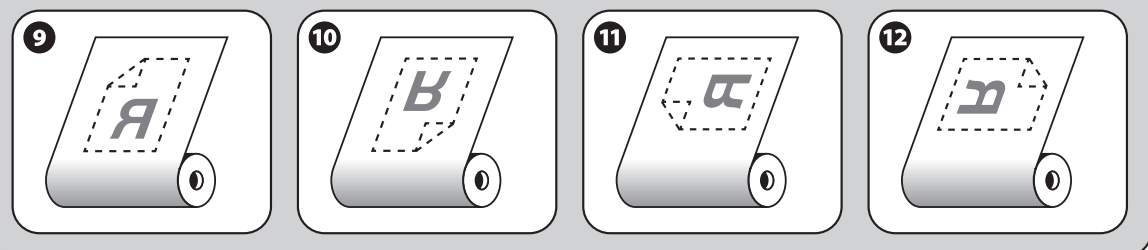**rear print** printside mirror inverted

print outside

print inside