

To produce a quality final product, electronic print data must be delivered according to the following rules:

### Supported programs and file formats

- Supported programs and file formats PDF - print-enclosed data - this type is preferred PDF files should be saved in PDF 1.4 and above with compression disabled (do not leave frequent settings optimized for "screen" - this quality is not suitable for print output, and is usually in RGB). Prepare files as composite (extracts disabled). The file must include all fonts used. If possible, do not create PDFs by direct export - although most applications support direct export of the document to PDF, we recommend creating PDFs via saving to PostScript and creating PDFs using Adobe Distiller. (This method is more complicated, but is the safest in terms of error-free data for printing.)
- TIF - merged into a single layer with Alpha channel for printing with transitional white (not suitable for printing flags, tents, seating bags)

### Colouring

- CMYK** mode
- Do not use color profiles (disable ICC profiles)
- BLACK COLOUR** - if you want the colour to be really deep black in the result (e.g. in text), please make sure the black setting is 100% black, or please recolour these black areas and text to the proven settings for our 40/40/30/100 presses
- CLIENT REQUIRED COLOUR - PANTONE or CMYK composition must be specified
- CLIENT REQUIRED COLOUR - you must supply your own colour proof

### Graphic resolution

If possible, it is always preferable if logos, text and images remain in vector graphics, this will achieve the highest quality. In the case of bitmap graphics, the resolution is determined by the viewing distance of the observer from the area being viewed. Basically, the larger the area being viewed, the lower the resolution will be. Objects that we take in our hands (flyers, stickers, magnets) need 300 DPI, whereas a billboard has a resolution below 100 DPI.

### Printing with white ink

UV printing also allows printing in white, as a complementary colour or as an underprint or overprint on graphics (overprint for mirror printing). If you need to show white in the graphic, use the pantone shade, it will be displayed separately when exporting to PDF. For transitional white, use channel 5 and save in TIF format. It is then advisable to also supply a preview with white color to understand the intent.

### Shape cuts of graphics

If the trimming or cutting interferes with the motif, the motif must be grayed with a 3 mm gradient behind the trimming path. The path must be a closed curve with the minimum possible number of points (not a curve created by a speed tool or by converting a bitmap to a vector). Deliver in PDF format as follows:

- 1st page - graphics without a cutting path
- 2nd page - separate cutting path
- 3rd page - graphic with cutting path

### File names

Always describe without diacritics or other signs, underline, dash and space are allowed, or a combination of upper and lower case letters. Describe briefly, up to 30 characters. Indicate the title, size, reduction ratio, or number of pieces if there are several versions. Sample label:

**Banner\_3000x2000mm\_1ku2\_1pcs**

In the event that the documents are not prepared according to the above requirements, we are forced to return the data for proper reworking with the possibility of postponing the previously agreed deadline for the contract.