

Delivery specifications



Print files always deliver as: PDF/X-1a:2001

Store	Amount	Prefix
A	10.000	AA - AZ
B	20.000	BB - BZ
C	50.000	CC - CZ
D	25.000	DD - DZ
E	20.000	EE - EZ

Distribution lists always deliver as an Excel document

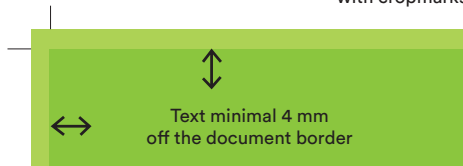
Lines 100% black minimal 0,25 pnt



Diapositive lines: minimal 0,5 pnt



minimal 2 mm bleed PDF always export with cropmarks



Text minimal 4 mm off the document border



We advise a minimum font size of 6pt



Preferably convert texts to outlines



Never put white texts on overprint



Special fonts for variable codes always deliver as .ttf



Images minimal 150 DPI Preferably 300 DPI



Images always enclose as CMYK in the PDF



Regular black: small texts and elements always in regular black and preferably at overprint



Deep black: you cannot use this deep black colour at small texts or elements like logo's



Place the page with the code (and scratch layer) always at page 1 of the PDF



For the scratch off layer: make a spot colour named Scratch Layer. Make sure that this spot colour is set to overprint



A scratch layer needs to be at least 0,5mm larger than the element it needs to cover

Submitting files

- Print files always need to be delivered as a PDF. PDF-version: PDF/X-1a:2001.
- Code files always need to be delivered as a text file (.txt).
- Distribution lists always deliver as an Excel document.

Bleed and cropmarks

- Pdf-documents need a minimum of 2mm bleed for production.
- Pdf-documents always export with cropmarks.

Transparency

- Files with transparency always safe as PDFx1a:2001. With these export settings transparencies will be flattened, and there will be no unexpected results.

Lines

- Lines and stripes not thinner than 0,25pt.
- Make lines of 0,25pt always 100% black.
- Diapositive lines minimal 0,5pt.

Texts & fonts

- Place texts minimal 4mm off the document border.
- We advise a minimum font size of 6pt.
- Never put white texts on overprint.
- Preferably convert texts to outlines. Otherwise, ensure that fonts are embedded.
- If there is a variable code on the product with the desire for a special font, the font must be supplied as a True Type font (.ttf).

Resolution images

- Images must have a minimum resolution of 150DPI, but we advise 300DPI to guarantee good quality.
- Do not enclose images as RGB-images. When you convert from RGB to CMYK there arise frequently big colour differences which may lead to unexpected results.

Black

- When you want a deep black colour, this colour could be build op from the CMYK colours. Our advise is then to use the following assembly: C30%, M30%, Y30% and K100%.
- You cannot use this deep black colour at small texts or elements (logo's, thin lines).
- For small texts or elements always use regular black (C0%, M0%, Y0%, and K100%) and preferably set to overprint.

Number of pages in the document

- For single-sided print the supplied PDF consist 1 page, for double-sides print the PDF consists 2 pages. The print-ready pdf consist only the printing image.
- When the product needs to be enriched with a variable code and/or scratch layer, the page where the code and/or scratch layer will be added needs to become at page 1 of the PDF.

Scratch layer /Spot UV

- If the product consists a scratch layer, this scratch layer needs to placed at page 1, on top of the printing image. For the scratch off layer you need to make a spot colour named Scratch Layer. Make sure that this spot colour is set to overprint.
- A scratch layer needs to be at least 0,5mm larger than the element it needs to cover.

Delivery specifications



Code files always deliver as .txt bestand



Make sure that there are no blanc rules in the document



When the codes will be mixed random, we advise to supply +/- 5 to 10% extra codes

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When code files has a subdivision always attach a distribution list

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It is important that the number of codes are divisible by the bundle size

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E	20.000	EE - EZ

With store specific distribution lists, codes usually have a prefix or suffix

Code files

- Code files always need to be delivered as a text file (.txt).
- The code file may only consists the needed codes. Make also sure that there are no blanc rules or extra information in the document.
- When the codes will be mixed random, we advise to supply +/- 5 to 10% extra codes.
- When code files has a subdivision (for example store specific) always attach a distribution list. It is important that the number of codes are divisible by the bundle size.
- Distribution lists always deliver as an Excel document.
- With store specific distribution lists, codes usually have a prefix or suffix. The variable code starts most of the time with a fixed set of characters, specified for every store. At this way it is recognizable which code belongs to a store. Example: The codes for store 1 always will start with AA, the codes for store 2 will start with BB
- When we generate codes, we always exclude the following characters: A, E, I, L, O, Q, U, V, X, all lowercase letters and 0 and 1. We do this because of the readability and to avoid obscene language.



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