

# SUBMISSION SPECIFICATIONS

## Submission

- Email
- Via your own FTP server (then of course provide a username/password)
- An upload site on the internet, for example WeTransfer.com (Dutch-speaking, free, no account required, up to 2 GB).

## Technical data

We prefer to use trapping ourselves (0.1 mm), because not every printing process requires trapping and because in some cases it is necessary to deviate from the standard. You do not have to take into account point widening or the minimum point. We do this, depending on the printing process. Text must be at least 4 points in size (this can be deviated from in consultation). Slide-positive text preferably in bold font. Minimum 6 points Lines must be at least 0.3 points thick. Slide positive 0.6 point Images must be at least 300 dpi and formatted in CMYK. Bitmap Photoshop images at least 1200 dpi. Deliver the artwork with at least 1 mm bleed all around. Put cut marks and/or a punch in the artwork so we can see how big the label should be. Preferably use a spot color for the punch and call the die color Stans and set it to overprint Artwork is best formatted in a vector program such as Illustrator. Vectors can unlimited resize without changing the quality of the printed matter (resolution independent).

## Submission format

We would like to receive PDFs (at least PDF 1.6), as our workflow is built for PDFs. In consultation, however, we can also process other files such as Illustrator or InDesign. If your artwork was created in InDesign or Illustrator, then it is important that you create the PDF in the correct way.

## Presets for design programs

Below we explain how to package presets by design program. You only need to do this in one of the two programs. Then you will see the preset in both Adobe programs. If you are now going to create a PDF, you can in the menu that then From the list of Adobe PDF presets, choose Geostick. The PDF will then meet our delivery specifications.

Furthermore, we would like to receive a separate PDF of each label. So not a composite PDF with multiple labels. With Twinlabels and Triplelabels all pages of the label must be in one PDF, preferably on separate pages. So no separate PDFs for the front, adhesive or silicone side. See this manual for additional information on Twin and Triplabel creation.



### INDESIGN

1. Go to File/Presets Adobe PDF/Define
2. Choose load and pick the downloaded file
3. Choose Done.

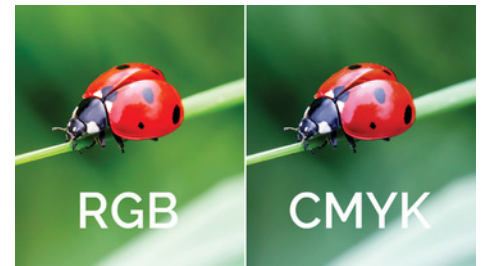


### ILLUSTRATOR

1. Go to Edit/Adobe PDF presets.
2. Choose Import and pick the downloaded file
3. Choose OK.

## Color

You can submit your design in RGB or CMYK. However, preference is CMYK. We always print your label in CMYK. If you upload an RGB file, we will convert it to CMYK for you. Small effort! When we convert the colors for you, there is a chance that the colors differ slightly. It is therefore advisable to deliver your file directly in CMYK.



## Text margin

Consider a text margin. Make sure that texts, logos and images fall at least 2 mm within your size / punch contour. We cannot prevent slight shifts on our printing and finishing machines. By placing important elements in your design within the text margin, you can be sure that they will not be lost. The text margin is indicated by a green frame.

## Bleed

Take into account a bleed (overflow) of at least 1 mm. Do not place any text or image in the ending, only let the color (s) of your design continue in this. The size you have chosen is stamped on a finishing machine, so we advise you to use bleeds in your design. This prevents disturbing errors, such as white edges. The ending is indicated by a red frame.



### Bleed

Make sure this is where the print image stops. This section will be removed.

### Punch line

Do not place text here! Just make sure your print image continues here.

### Safety margin

Place all images and text within this frame.

## Fonts

Make sure the fonts are converted to letter outlines or add the fonts. A pdf file can be used to create the contain fonts used if you indicate this when exporting to pdf (when creating the pdf). If you don't do this, the pdf is not usable for printing, unless the texts have been converted to contours. This is all possible in the export to pdf settings.

## Deck white

With white you strengthen the opacity and color power of full color on transparent or metallic materials. The lower the amount of white ink, the more translucent/transparent the effect of your print. The higher the density, the more powerful and opaque the colors.

If you do not use a deck white with a label on silver material, the entire label gets a metallic effect. When you use deck white, the metallic effect disappears. You can also partially give the label a metallic effect by using deck white in specific places.

### Print image

This is what you will eventually see. If you use a print image without a white layer, your print image will get the effect of the chosen material.

### White layer

Use your white layer in a creative way. The white layer stops the effect of the material.

### Material

Is your material transparent or metallic? Then you can reflect this effect in your artwork.



## Result

As you can see in the example, we have opted for a recess in the background. This ensures that everything inside this recess gets a metallic effect. In addition, we have chosen to stay behind the red print to place a white layer. This ensures that the metallic effect will not be visible there.

## How to handle metallic colors

If there is a metallic color in the artwork there are 3 options:

1. We print this PMS color with silver/metallic inks.
2. We press on a silver material (often with cover white).
3. We approach the PMS color. This will NOT be metallic and must therefore be replaced by another PMS color or a designer color.

## Alternatives we can offer if we do not use silver ink or silver material

- For PMS 877 (silver) there is a designer color GEO 877. GEO 877 is a color that we have developed ourselves and that best approximates PMS 877.
- For PMS 871 (gold) there is a designer color GEO 871. GEO 871 is a color that we have developed ourselves and that best approximates PMS 871.



## Cold foil

- Positive text must be at least 6 points in size.
- Diapositive text must be at least 10 points in size.
- Positive lines should be at least 1 point thick.
- Negative lines must be at least 2 points thick.

## VDP (Variabele Data Printing)

With our digital printing presses we can easily print variable data (e.g. labels with an ascending numbering and/or barcode). For this we need a database. For ascending numbering we make it ourselves, but for unique codes (for example unique win codes for a lottery or location labels in warehouses) the database must be provided.

### This database must meet certain requirements:

All variables of 1 label must be on 1 line. If 1000 labels have to be printed, the database consists of 1000 lines. Each variable must be in 1 cell. So if there are 4 variables on a label, then there must be 4 cells on 1 line. If certain series labels have to be placed on separate rolls, please put each series on a separate tab. Furthermore, it is important that if a barcode is to be placed on the label, that you specify the type of barcode.

If you have any questions about the Artwork to be delivered, please contact us. If desired, you can visit our office, then you can see with your own eyes what we can do for you in the field of Artwork.

## Barcodes

Preferably deliver barcodes in black or a dark color on a white or light background. Never use red for the barcode. Red is not read by the barcode scanner. Never use slide-positive barcodes. EAN13 barcodes must have a minimum size (80%) to be scanned properly. When barcodes are delivered smaller, we cannot guarantee readability. In principle, we always put barcodes in the artwork ourselves with the specifications that give the best result for our printing process. If we are not allowed to obtain your barcode, you can report this when submitting the artwork. However, we cannot guarantee the legibility of the barcode.

### Barcodes we can create



- EAN 8 / EAN 13
- UPC A /UPC E
- Code 128
- Code 39
- Interleaved 2 of 5 Codabar
- QR
- Data matrix

In consultation we can process various less used barcodes.

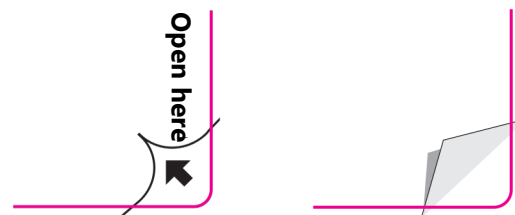
# SUBMISSION SPECIFICATIONS SPECIAL LABELS.

When formatting artwork for special labels, there are a few things you need to take into extra consideration. The standard artwork submission specifications are in effect. This part contains an overview of the extra points of interest, divided into the different types of labels; twin and triple labels, booklets and variable data printing.

## Twin- en triplelabels

A twin and triple label consists of two or three layers of material glued to one side. The part that is glued must be at least 5mm. Thus, there can be **no** printing there. To make the label easier to open, glue neutralization is used in one corner. On the front, place the peel-off symbol as shown on the right.

## EXAMPLES OF PEEL OFF SYMBOLS

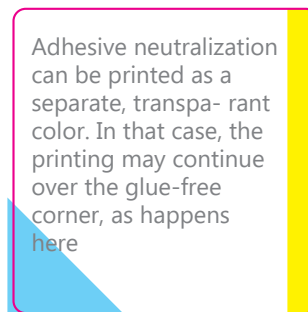


A twin label consists of three pages (front side, adhesive side, silicone side). A tri-label consists of five pages (front side, adhesive side 1, silicone side 1, adhesive side 2, silicone side 2). For artwork processing, we ask that each page of the label be created as a separate page, merged into one PDF file. Thus, a twin label consists of a three-page PDF and a triple label consists of a five-page PDF.




To avoid seeing the printing of the adhesive side on the front, it is wise not to make the printing on the adhesive side too dark. The number of colors in the adhesive side is limited, depending on the printing technique chosen.

Glue neutralization can be printed as a colorless ink over the artwork, or it can be chosen to be printed in the same color as the artwork.

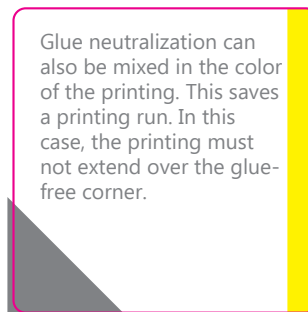
### ADHESIVE SIDE OPTION 1





Adhesive neutralization can be printed as a separate, transparent color. In that case, the printing may continue over the glue-free corner, as happens here

-  Not too dark color against showing through
-  Glue neutralization (colorless)
-  Strip of 5 mm where the twin or triple label is joined. Keep this strip free of printing.

### ADHESIVE SIDE OPTION 2



Glue neutralization can also be mixed in the color of the printing. This saves a printing run. In this case, the printing must not extend over the glue-free corner.

-  Not too dark color against showing through + adhesive neutralization.
-  Strip of 5 mm where the twin or triplet label is joined together. This strip free of printing.



## Booklets

A booklet consists of a front and back print that is folded one or more times to form a booklet. The format of the pages of the booklet is different for each page. For this we have a template available on request. Please ask for a template first.

## Variabele Data Printing (VDP)

With VDP labels, each page can have a different printing. Think incremental bar code, changing colors, changing images, warehouse labels or address labels. All variable data must be in an excel file. In many cases we can format it ourselves, but in the case of address labels, random numbering or bar codes with a check digit, for example, it must be supplied. The following is important here:

- All variables of one label must be on one line in the excel file. For example, if there are three variables on a label, then the excel file consists of three columns.
- Each line of the excel file is a label.
- If the excel file consists of 10 lines, then 10 different labels will be printed.
- Put all the data of one label in one tab. So do not use 10 tabs with 1,000 lines, but one tab with 10,000 lines if there are 10,000 labels of a product to be delivered.