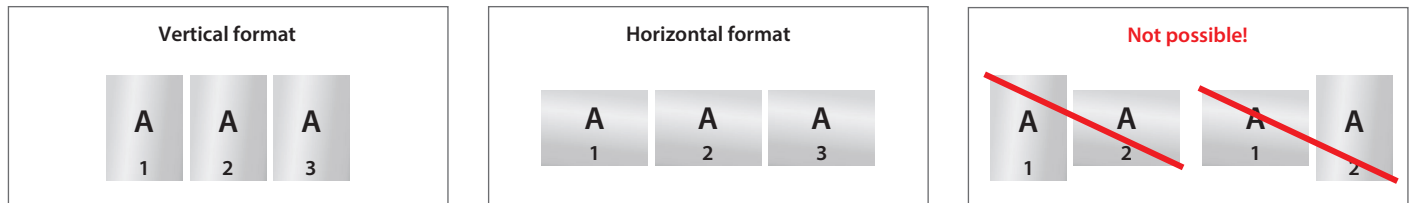


Information

This information will help you create a perfect print file.
 Further information can be found on our website under "Artwork requirements".

› Alignment

- All files (1, 2, 3 etc.) should have identical format alignment: vertical or horizontal
- A combination of vertical and horizontal formats is not possible
- The format alignment must be selected as early as in your graphic programme - do not create any rotation in pages with pdf print files
- The format alignment must correspond to the artwork reading direction



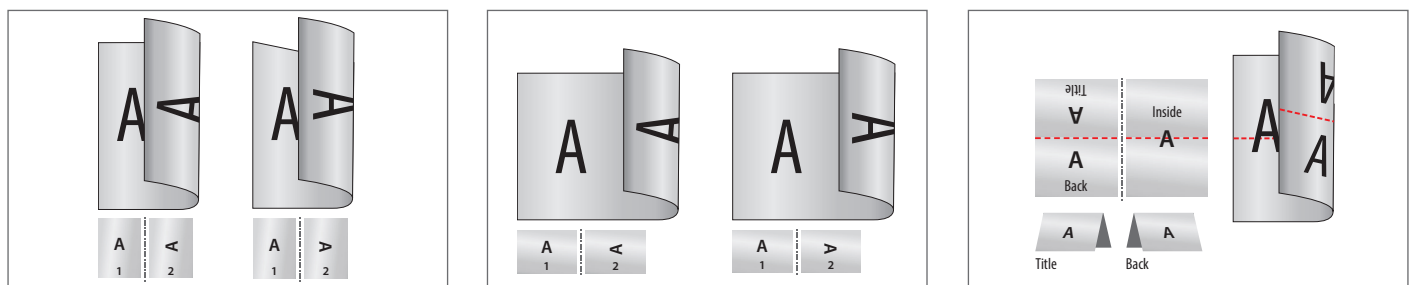
› Order of artwork pages

Please create artwork pages in chronological order, starting with page no. 1 / title.

› Various reading directions in double-sided print products

Please note: When uploading artwork in various reading directions (A) for a double-sided print, the printing sheet is rotated by 180 degrees along the vertical axis. Please lay out your artwork and the format alignment accordingly.

Examples:



Vertical format

Horizontal format

Horizontal format single fold

Explanations

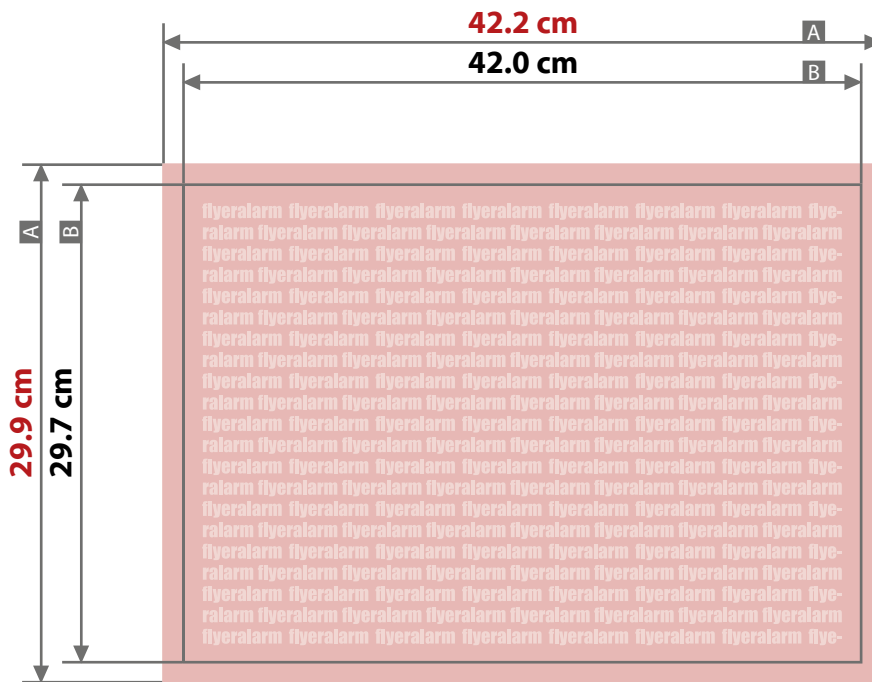
- **Artwork format:** format / size of the artwork
- **Finished format:** format / size of the finished product
- Background area (colours / photos / graphics / texts) should bleed over the edge of the finished format in order to avoid white lines in the finished format.
- Neutral area:** Please leave this area blank!
- ▨ **Not visible area:** Please do not place any important elements along this area!
However, please do place background elements within this area in order to avoid white lines.
- **Bleed:** Area that is cut off in further processing
- **Seam allowance:** Area for the seam
- **Safety distance to artwork format:** Distance between text / elements and the edge of the artwork format
- **Safety distance to finished format:** Distance between text / elements and the edge of the finished format
- - - **Fold / groove / crease:** Here the product is folded / grooved / creased
- . - **Perforation:** Here the product is perforated
- - - **Seam:** Here the seam is applied

› Support

Find helpful information and advice about our products on our website. Or alternatively, contact our Customer Service Centre. We are happy to help.

Placemat

A3, horizontal format



Sketches are not to scale

Bleed (x)
1 mm

Safety distance (z)
4 mm

A = Artwork format
B = Finished format

