Information

Portrait

| Your product: | |
| Deliver the print file: | |

Landscape

| Your product: | |
| Deliver the print file: | |

(!) **The format orientation needs to be created in the design program - please do not rotate any of the pages in the print PDF!**

Format orientation:

It is not possible to mix portrait and landscape

Please create backgrounds and images with edges up to the edge of the data format in order to avoid white borders.

Questions and help

We are here to help: call our customer service centre today.

General note on layout software
You need a layout program with which full-tone colours (special colours) can be stored as the colour mode (e.g. InDesign, Illustrator, QuarkXPress, CorelDraw etc.) – Office programs and image editing programs are not suitable for creating print data for this product!

Partial UV varnish (transparent)

The transparent coating layer is partially applied to the print product to highlight individual elements.
The graphic elements treated in this way are printed in CMYK;. they are located under the transparent varnish layer, which is translucent.
The coating is created through a full-tone colour – a fifth colour in addition to the four CMYK colours.

Single-sided partial UV varnish

Double sided products: The full-tone colour is only possible on a one-sided document, on the first page (front sheet).

Single fold products: The full-tone colour is only possible on a one-sided document, on the first page (title and back page).

Products with multiple folds: The full-tone colour is only possible on a one-sided document, on the first page (title page).

Bound products: The full-tone colour is only to be used on the outer pages of the cover (title and back page). Please deliver three print files: 1 x cover / title, 1 x interior pages (from page 2), 1 x reverse cover

Double sided partial UV varnish

Full-tone colour is possible on both sides of the product.

Full-tone colour in design

- In addition to the CMYK colours, apply a **full-tone colour** to the **top layer**.
- **Name the full-tone colour "varnish".**
- The print file may only contain one full-tone colour
- The full-tone colour has a **tonal value of 100%** (do not use a colour grid or half-tone values).
- No graphic elements such as fade, drop shadows, transparencies etc

Set all your "varnish" elements to "overprint".

With "Overprinting", a coat of colour is printed over another colour coat. With partial varnishing, the varnish is applied to a colour coat.

Beware: In case you accidentally haven't set your "varnish" elements to "overprint", the subjacent CMYK elements are going to be omitted, resulting in transparent varnish on white paper.
If a CMYK area is placed on top of a coated area (object in the foreground), this area is not varnished, but instead the CMYK colour is printed.

Binding specifications

- **Vector files only**
- Font size at least 14 pt
- Font thickness (bold) at least 2 pt (0.7mm)
- Positive lines (lines in full-tone colour) should be at least 2 pt (0.7 mm)
- Negative lines (surrounding area of the line in full-tone colour) should be at least 3 pt (1 mm)
- Minimum distance between finished objects 3 pt (1 mm)
- Safety distance to fold at least 2mm
- Varnish elements possible (bled off)
- Varnish not possible on coding, number or caption field

Business card
without folding, horizontal format

87 mm
A
85 mm
B

A
B

57 mm
55 mm

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Sketches are not to scale

Bleed (x)
1 mm

Safety distance (y)
3 mm

x
y

A = Artwork format
B = Finished format