

Guidelines

Guidelines and information for creating print data

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The perfection
of your print data

Please contact us if you have any questions about your print data:

vorstufe@bretschneider.de

1. Technical requirements

1.1 Data qualities

- For orders with embossing and varnish effects we require coercively open data with an additional view PDF for control.
- Please create the data so that no additional plug-ins are needed
- Data can be provided by e-mail up to 15 MB, download link or FTP
- Please always send data as ZIP compressed file



PDF



Ai/EPS

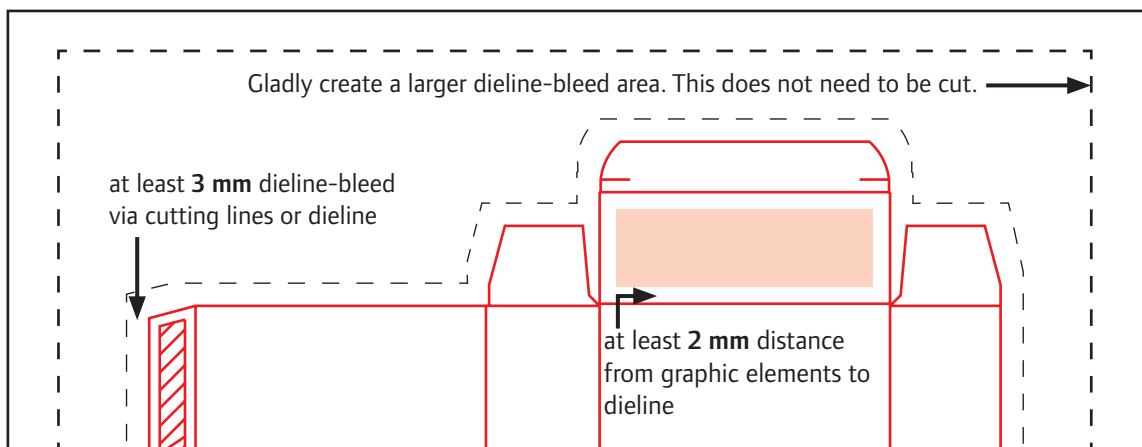


INDD

Data from unlisted programs may be associated with additional costs.

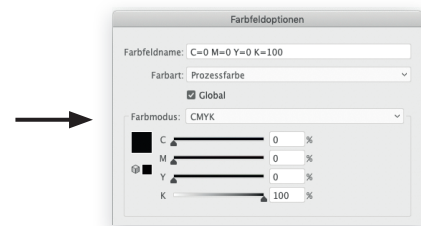
1.2 Proportion

- Print data must be built up on the Bretschneider dieline on a scale of 1:1
- Line thicknesses minimum 0,1 mm



1.3 Chromatic colour

- Please do not create traps
- Black elements must be 100% solid black
- Please do not set white objects and texts to overprint
- The spot color of our dieline (RB-Stanze-R) with the attribute overprint must be kept
- Save images with ISO Coated V2 profile
- Please supply deviating profiles
- Color space: CMYK, Spot colors: Pantone, HKS
- Please do not create material simulations

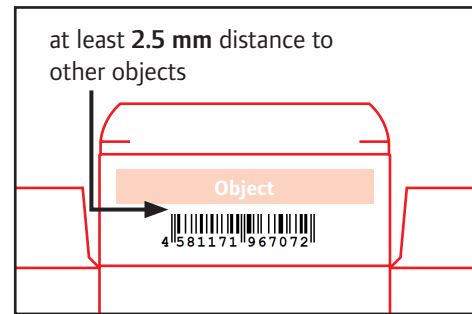


1.4 Image and font

- Please supply all linked and used files and fonts
- Minimum print resolution images: 300 dpi, bitmap 1200 dpi, max. ink coverage 300 %
- If you do not want to include fonts, please convert all texts to paths
- Minimum font size: Positive 5 pt **Negative 6 pt** Polychromatic 6 Pt

1.5 Barcodes

- For maximum readability we can generate and install the EAN-code ourselves
- The contrast between EAN-code and background must be as high as possible
- EAN, 2D and QR codes must be single color, preferably 100% black or dark spot color



2. Print finishing

2.1 Foil covered-/black material / Natural material with additional opaque white

- No material simulation may be created in the print data.
- Opaque white elements must be applied as an overprinting spot color above the print.
- For optimal production, indent objects created in opaque white by 0.05 mm.
- White texts are also created in opaque white

2.2 Spot varnish

- The coating effect must be created positive as an overprinting spot color with a unique name

GLANZ ← overprinting varnish

2.3 Spot varnish in drip off

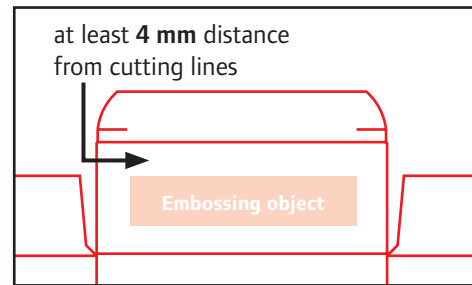
- For a DripOff matt/gloss effect, the glossy areas must be applied negatively

GLANZ ← recessing in the varnish area
← overprinting varnish

3. Hot foil embossing

3.1 General

- Only vector files can be processed (e.g. Illustrator), no pixel files
- Embossing objects are created as overprinting spot color and as a net path without contours
- Minimum line thickness: Positive 0.1 mm Negative 0.35 mm



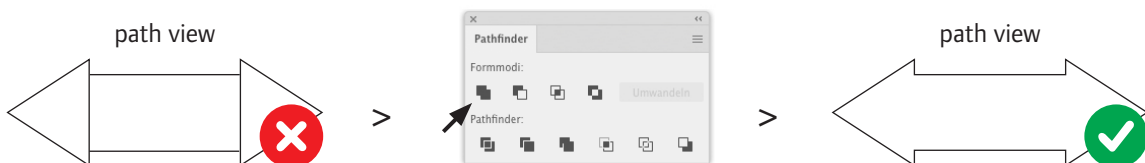
3.2 Do not create contours

- The contours look correct on the screen, but cannot be technically taken into account
- With contours, the hot foil stamping will not meet the desired result



3.3 Use Pathfinder

- To ensure that hot foil objects can be processed correctly, take care that paths are closed
- It must be one object and not many composite objects without reference to each other



3.4 Do not use white elements to cut out hot foil objects

- The white box must be subtracted, this creates one object
- For control purposes, you can place a contrasting color area underneath, but after the test it must be removed

