

→ Print Data Quality and Delivery

To make your ordering process as easy as possible we've put together a set of guidelines for artwork files! Meeting the requirements below will help ensure that we can produce your labels to the high quality standards that we all expect. We strongly recommend using programs such as Adobe Illustrator, InDesign or Artpro to produce the finished artwork - it makes all of the below relatively simple.

Data Format

File Format: **High-resolution PDF**

Fonts: **All text simply set as 'Outlines'**

Print Standard: **ISO coated V2**

Minimum resolution: **250 dpi**

Standard resolution: **300 dpi**

Bleed (around the whole design): minimum **2.5 mm**

Safety Margin* inside cutting line: **2mm**

Colour Space: **CMYK****

***Please ensure important design elements, e.g. text, avoid this space.**

Cutting Line

Please create the **cutting line** using a **spot colour**. Name the colour "**cutter**", and set the line to "**Overprint**".

Special Colours

Metallic and pastel shades aside, our digital printers can very effectively simulate a Pantone spot colour print. To specify a Pantone colour in your artwork, please set it up as a **spot colour**, and name it using the full Original Pantone Colour name and number, for example: Pantone 7548 C. **We will convert your pantone colour(s) to CMYK so there is a slight chance the colour will differ.**

Hot Foil

Please set up hot-foiled elements as a **spot colour**. Name the colour "**Hotfoil**" and set it to "**Overprint**".

Please note that lines in hot-foiled elements should be **more than 0,2mm wide** to ensure clean application. We produce a flat hot-foiled finish.

Embossing

Please set up embossed elements as a **spot colour**. Name the colour "**Embossing**" and set it to "**Overprint**". Please note that lines in embossed elements should be more than 0,4mm wide to ensure clean application.

Opaque white for Transparent and Metallic materials

Please set this up as a **spot colour**, name it "**HPI-White**" and set it to "**Overprint**".

**Conversion of Files from RGB to CMYK

If we receive artwork created in the RGB colour space, please be aware that colours will change when converted to CMYK for print production.

QUESTIONS? WE'RE HERE TO HELP!



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Print file (Example)



Hotfoil Stamping (Spot Colour: hotfoil)

Cutting Line (Spot Colour: Die)

Bleed/Safety Margin



Bleed: 2,5mm around the whole design

Safety Margin: 2mm

Die (Edge of finished label)

Place for text / important elements

Exploded View

