# 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

Vertical format

Horizontal format

Not possible!
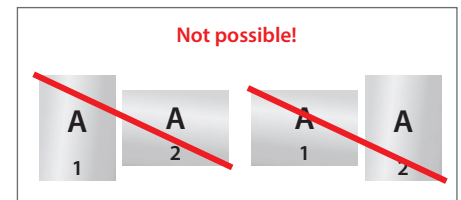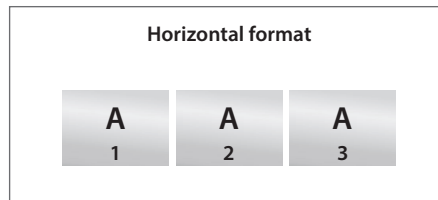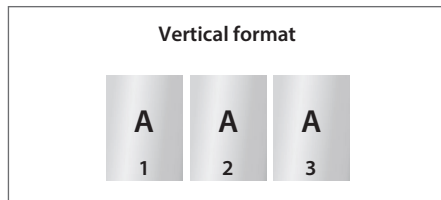
❯ Order of artwork pages

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.
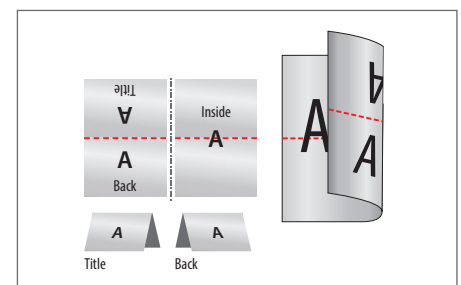
Examples:
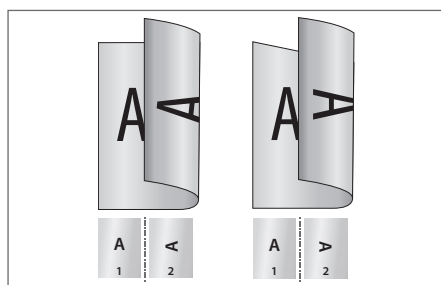
Vertical format
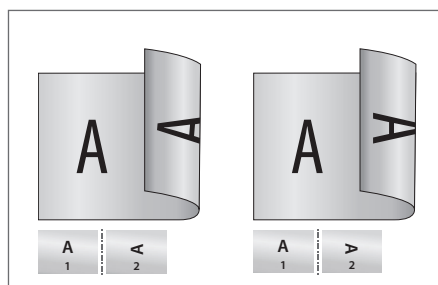
Horizontal format

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.

FLYERALARM

Information

General layout programmes information
You need a layout programme 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 programmes are not suitable for print data generation with this product!

Partial UV varnish (transparent)

The transparent UV varnish coat is partially applied to the print product to emphasize single graphic elements or areas and achieve creative design effects. Thereby a glossy effect is created.

The graphic elements or areas treated in this way are printed in CMYK; they are located under the transparent varnish layer, which is translucent.

The varnish layer is produced by a **full-tone colour** – a fifth colour in addition to the four CMYK colours.

How to use a full-tone colour

One-sided partial UV varnish

Double-sided products: the full-tone colour **can only be used as a single-sided print at the first page of the document** (front page or title).

Single fold products: the full-tone colour **can only be used as a single-sided print at the first page of the document** (title and backside).

Products with multiple folds: the full-tone colour **can only be used as a single-sided print at the first page of the document** (page with title).

Bound products: the full-tone colour **can only be used as a single-sided print at the outside of the cover** (title and backside). Please deliver three print files: 1 x cover/title including varnish (page 1), 1 x inner sides (from page 2), 1 x cover/backside including varnish (last page).

Double-sided partial UV varnish

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

- Apply a full-tone colour at the **top layer** over the CMYK layers.
- **Name the full-tone colour "varnish".**
- Your artwork file can 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).
- Do not use any graphic effects such as colour gradients, drop shadows, transparencies etc.
- Folded products: The safety distance of the full-tone colour from the fold is 2 mm.

Graphic elements or areas with full-tone colour must be set to "Overprint".

"Overprinting" means printing one colour layer on top of another colour layer. In case of partial UV varnishing, the varnish is set upon a colour layer.

Please note: If the areas to be overprinted are set to be omitted (this function is often pre-set by default), the desired result cannot be achieved. That means that the bottom layer would be left blank and would not be printed, the top varnish layer would then directly be printed on the white paper or material.

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.
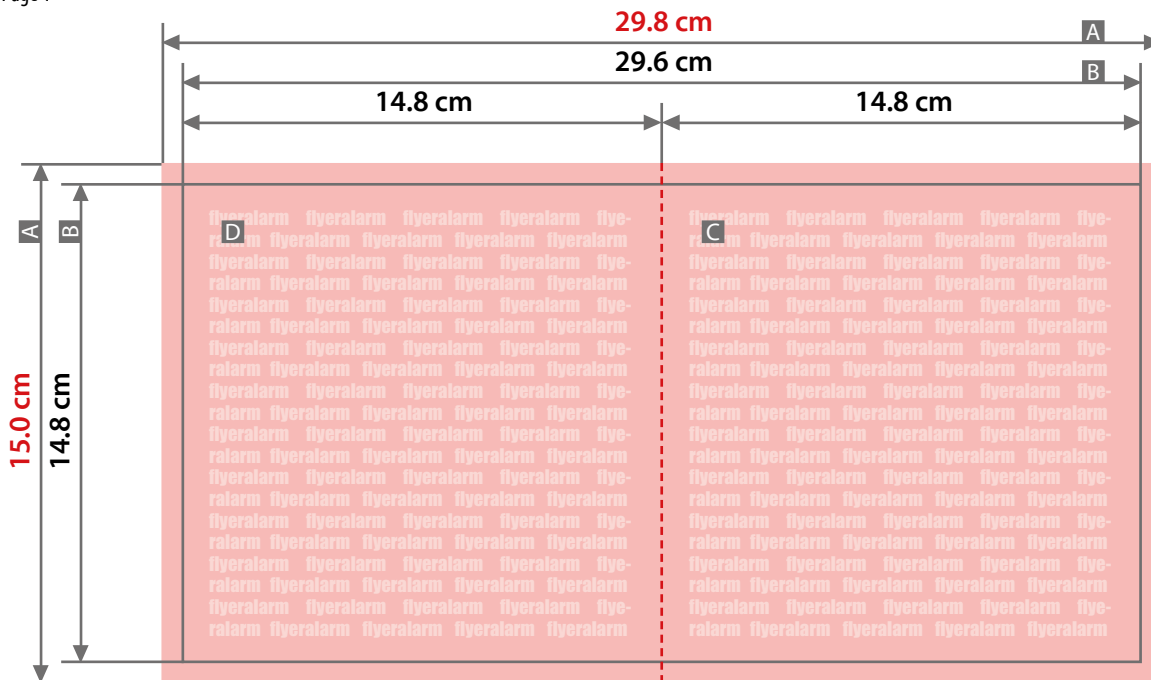
Other specifications

- Font size at least 12 pt
- Font thickness and typographical lines of at least 2 pt (0.7 mm) should be used
- Positive lines (lines in full-tone colour) should be at least 2 pt (0.7 mm)
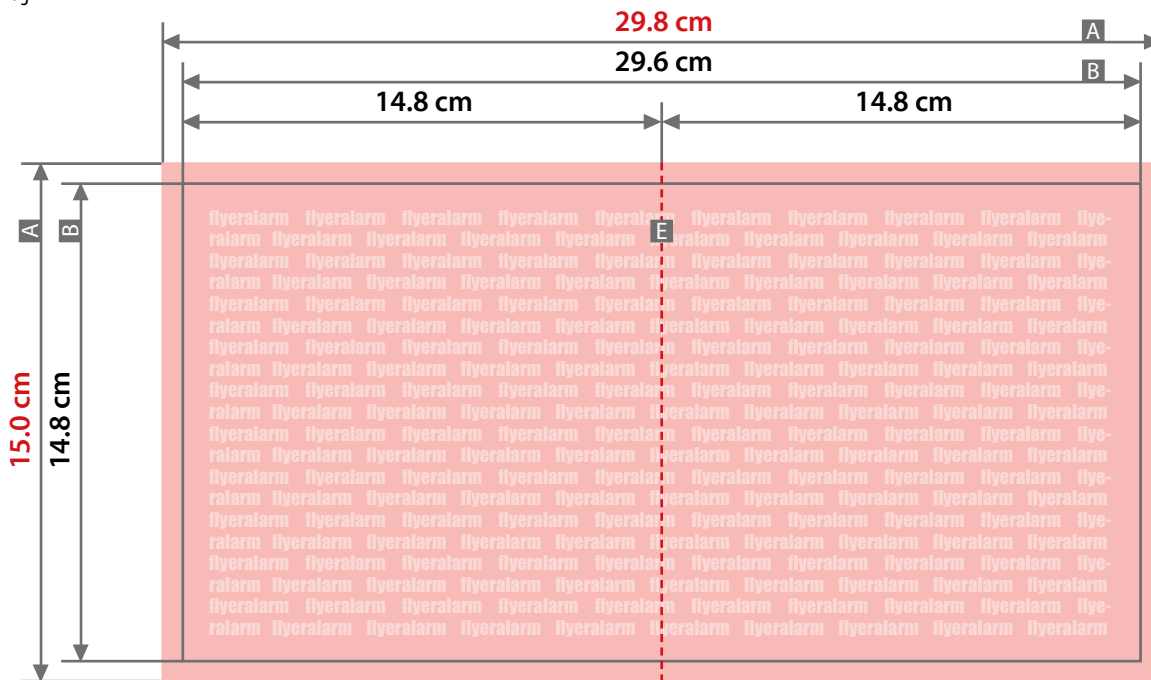- Negative lines (surrounding area of the line in full-tone colour) should be at least 3 pt (1 mm)

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Greeting cards
Square large, 1-directional fold, 4-sided, vertical fold

Page 1

29.8 cm A

29.6 cm B

14.8 cm   14.8 cm

A B

15.0 cm   14.8 cm

D   C

Page 2

29.8 cm A

29.6 cm B

14.8 cm   14.8 cm

A B

15.0 cm   14.8 cm

E

Sketches are not to scale

Folded finished format
14.8 cm x 14.8 cm

Bleed (x)
1 mm

Safety distance (z)
4 mm

A = Artwork format
B = Finished format
C = Title
D = Back
E = Inside