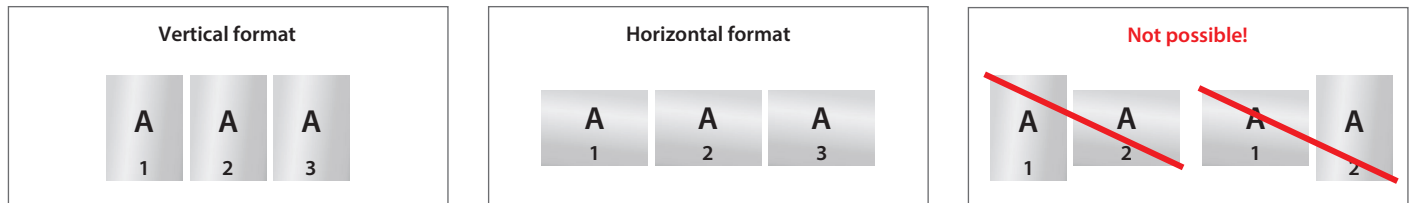


## Information

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



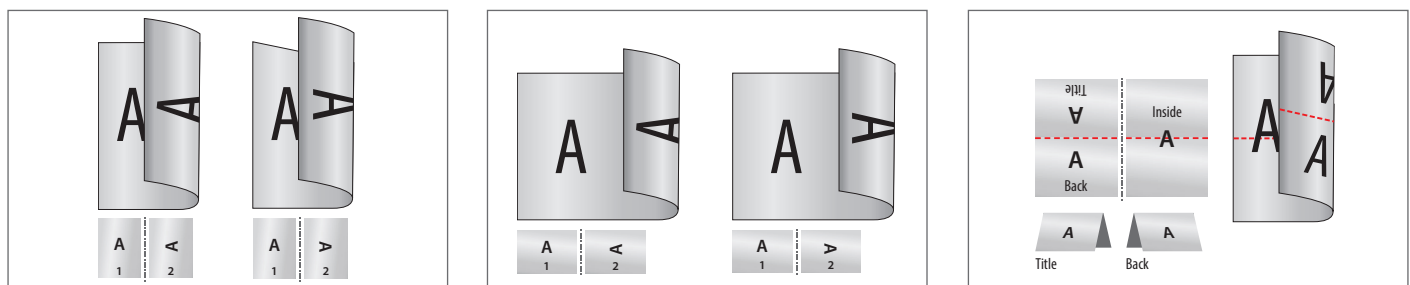
### › Order of artwork pages

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

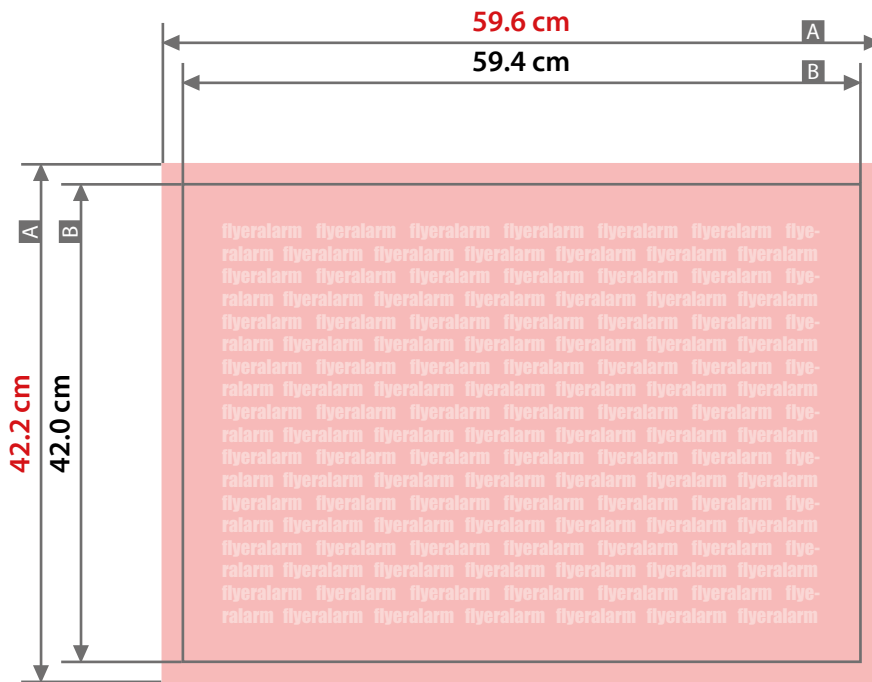
### Explanations

- **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.

**Desk pad**  
**A2, horizontal format**



Sketches are not to scale

Bleed (x)  
**1 mm**

Safety distance (z)  
**4 mm**

A = Artwork format  
B = Finished format

