Technical Sheet

To achieve the best possible result, we recommend you to follow the instructions below:

FILES

ARTWORK:

- Please make sure that all text is converted to outlines, all linked artwork is embedded and that all layers are merged into one background layer.
- Always include a 5 cm bleed (2 inches).
- Save your PDF as Acrobat 1.7 (PDF 1.6) or in a more recent version.
- Please send us color proofs if you have any. Set flat color as PMS or CMYK colors.
- If the artwork contains a lot of black color, please make sure the black is build up from all four colors. For example you can use the CMYK code 91/79/62/97.
- Please send us your artwork in a scale 1:1, alternatively if you have to scale down your artwork, make it 10% of the original size (1:10).

FILE FORMAT:

We accept your artwork as a PDF. Artwork without vector content can also be saved as PSD, TIF or JPEG. It is important that your artwork contains high resolution images and that any linked files are included. We recommend that you use the „ISO coated fogra39" CMYK color profile, because other color profiles may lead to color shifts.

FILE TRANSFER:

Your artwork can be delivered to us by e-mail as an attachment (10 MB maximum), or through file transfer services/cloud services like Dropbox, Sprend, WeTransfer, OneDrive, Google Drive, etc.

RESOLUTION CALCULATION

The required resolution for each print file may differ and depends on the size of the final product, but we do not recommend any print files under the minimum resolution of 30 PPI (scaling 1:1).

Based on the number of printed square meters, the following provides a small overview of the required resolution. Likewise, the viewing distance should be taken into account — a very close image should be sharper than an image far away:

1 sqm...120 PPI
2 - 10 sqm.................................70 PPI
11 - 20 sqm...............................40 PPI
>20 sqm....................................30 PPI

In addition to the resolution, please also make sure that the image material has not been interpolated too much and it is still sharp. 300 DPI on a blurry image only increase the file size without significantly improving the image.

WE CAN HELP!

If you need help converting open document formats to PDF, retouching pictures, scanning originals, or have some questions regarding your artwork, please reach out to us - we are of course happy to help.

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