

## **Important information on the production of prepress reprints**

### **I. PRINT TEMPLATES BY E-MAIL / FTP / ISDN OR ON CD-ROM, DVD**

We shall be please to process the files you provide us with.

For this purpose we require files created using standard computer programs (see below), if possible in the most recent version.

To create the file correctly, please use our repro-guidelines, which you will find on our homepage [www.piche-etikett.de](http://www.piche-etikett.de)

The file must be colour-defined, i.e., in Euroskala or in special colours (HKS or Pantone). Please provide the colour definition.

Please provide all the fonts, logos (EPS or TIFF files) together with the files.

If you are providing us with images, these must be high definition (300 dpi at 100%)

Please also add a view-PDF, as this facilitates precise monitoring. A cleared digital-proof is also advantageous.

As we have a closed PDF workflow, you can also send us your data as a print-PDF. Print-PDFs are only suitable, however, if you do not wish to make any type-setting changes or corrections to the imposition template.

If you wish to have changes made, please provide us with open files, which we can then process according to your wishes and produce final printing files.

We will make a correction-PDF for you from the files provided.

File processing, printing-technical revisions, number of copies produced from a single sheet and film exposure will be charged on a time and materials basis. Please contact us at an early stage, as we can then influence the quality and the cost structure.

**HARDWARE:** Apple Macintosh      **SOFTWARE:** QuarkXPress up to version 8  
Freehand 9, 10, 11 (MX)  
Photoshop up to version 11 (CS 4)  
Illustrator up to version 14 (CS 4)  
Adobe Acrobat up to version 9  
InDesign up to version 6 (CS 4)

**Our e-mail address:** [info@piche-etikett.de](mailto:info@piche-etikett.de)  
**Our FTP server:** <ftp.oblwi.dyndns.org>  
(if necessary, please ask for access)  
**Our ISDN number:** **06 11/ 71 46 92 51(24-hour availability).**  
**Preliminary coordination:** **06 11/ 9 73 50-55 (Mr. Zreig)**  
**06 11/ 9 73 50-59 (Mr. Piché)**

## **II. REPRO-TECHNICAL AND TYPESETTING ARRANGEMENT IN UV LETTERPRESS PRINTING, BASIC PRINCIPLES:**

- 1.) **Printed lines:** line width at least 0.10 mm (positive lines)  
or 0.15 mm (negative lines)
- 2.) **Blocked lines:** line width at least 0.15 mm.
- 3.) **Cropped blocking:** the cropping bleed must be a distance of half a label.
- 4.) **Print area to label edge:** at least 1.5 mm
- 5.) **Surrounding frame:** at least 1.5 mm wide.
- 6.) **EAN code to label edge:** at least 3.0 mm.
- 7.) **Small text, still printable:** height of capital letters approx. 1 mm.  
N.B.: Check the font used!
- 8.) **Small + fine text** not in 4c = Euroscale.
- 9.) **Fine lines + small texts:** do not screen = saw tooth effect.
- 10.) **Fast colours** that harmonise (see chromatic circle) should always be  
used for over-printing (for example: green on yellow; red on yellow ...)
- 11.) **Metallic colours:** avoid screening

### III. REPRO-GUIDELINES / PRODUCTION OF LETTERPRESS PRINTING

In the production of films for letterpress printing, the following basic principles should be adhered to:

- 1.) We require laterally correct negative films. If you deliver films for printing (inverted positive films) with the correct spacing, all we have to do is copy them onto matte films. This will be invoiced separately according to the time and materials required.
- 2.) The colour separated films must have a colour bleed of 0.1 mm to balance out deviations. **N.B.:** the colour bleed is greater than in offset printing.
- 3.) Colour gradients should have at least a 2% dot in the light sections and at most a 98% screen value in the dark sections (soft gradient).
- 4.) Colour gradients (screen) and full tones of one colour should be separated.
- 5.) Fonts, logos and other elements to be printed should be provided where possible for over-printing.  
**N.B.:** The colours must harmonise. For example: red text printed on a yellow plane = **no** parts must be left blank here.
- 6.) The films should be approx. 3 mm larger than the punch contour – it is better to use a distance of half the label so as to avoid parts remaining without print.
- 7.) Text must be printed in full tone. Exceptions are bolder fonts, for example, headlines. These can also be screened (minimum font weights for this: 1.00 mm).
- 8.) Screen width: the standard used is 60
- 9.) Shape of screen dot: elliptical dot form
- 10.) A black and white label (screened) should always be exposed at a 45-degree screen angle; this also applies to the primary colour of labels with special colours.
- 11.) Before the lithos are exposed, we request consultation on the number of copies from a single sheet in keeping with our specific instructions. You will receive a precise imposition template from us. A 1-up film cannot be used.

We would be glad to assist you in implementing these guidelines for your individual adhesive labels. Please feel free to call us. The advantages for you are a possible cost saving and a higher quality print.