

# SPECIFICATION

guidelines for preparing print files

## FLAGS

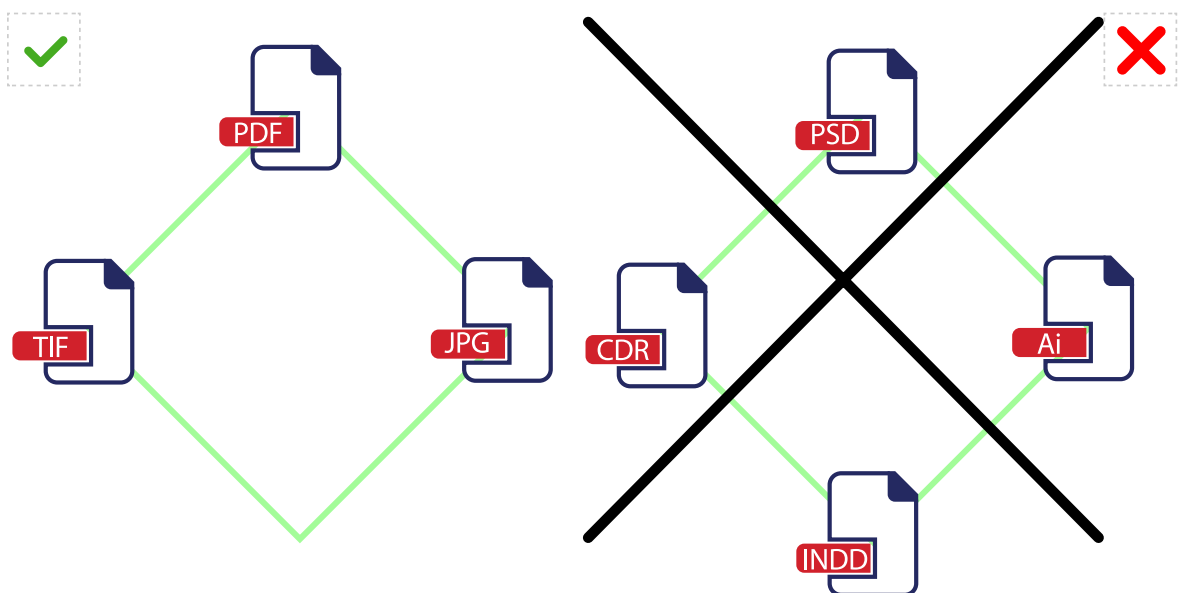
This specification contains guidelines for preparation of printing files for custom printed products.

### 1. FILE TYPES

2.1. The print file has to be a finalized output file in PDF format (PDF 1.3 or 1.6), not password protected, or a TIFF file flattened to the background and saved with the LZW compression. We do accept the high resolution jpg files

We can not accept any open files such as: .ai,.cdr, .indd, .psd

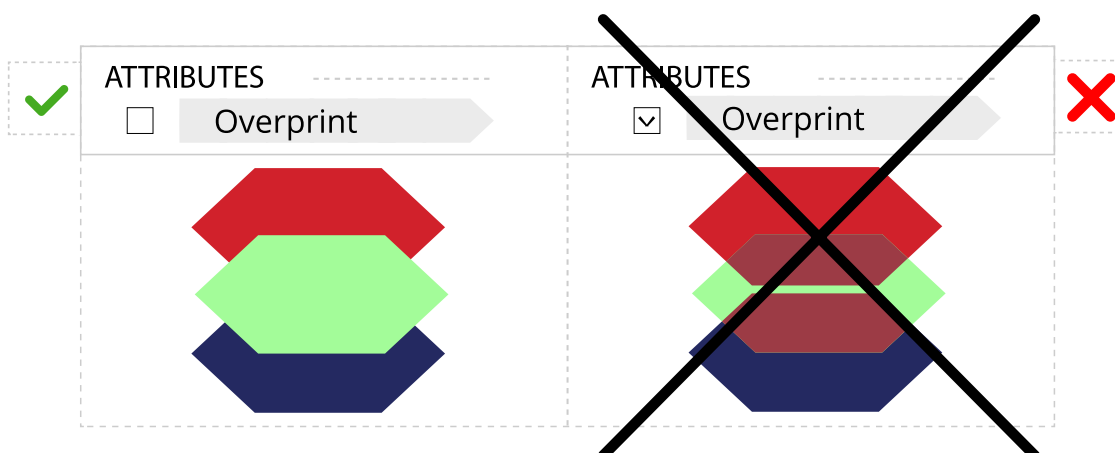
EXAMPLE 1



## 2. GENERAL SETTINGS

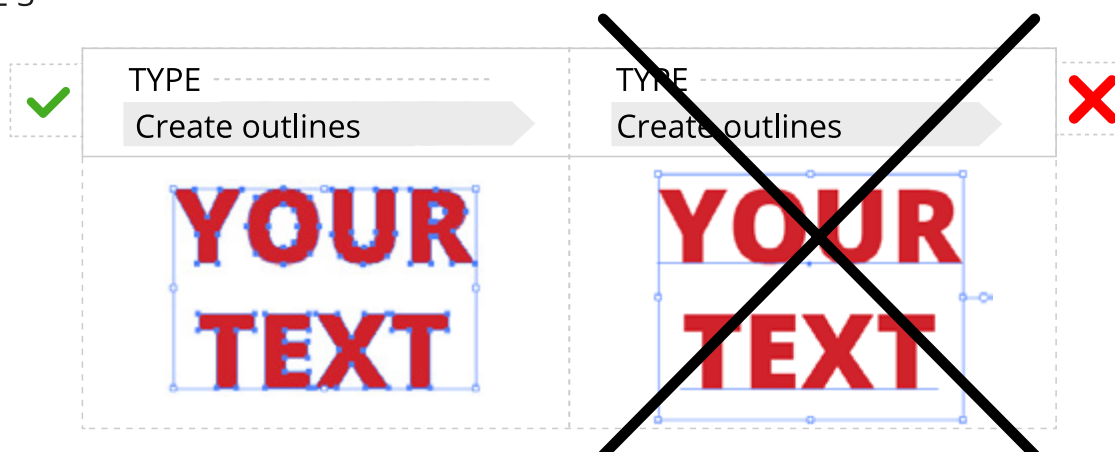
2.2. Do not use the overprints in your files. We do not take the responsibility for mistakes caused by use of this function.

EXAMPLE 2



2.3. All texts in the files must be outlined or converted to curves.

EXAMPLE 3



2.4. All graphic elements must be embedded in the file.

2.5. Each file have to be saved as a separate file. 1 position of the order = 1 file

## 3. COLORS

3.1. To obtain the right saturation of the black colour depth - for the products from flags category - the following values must be used **C0 M0 Y0 K100**.

3.2. All print files must be prepared in CMYK colour space with an 8-bit colour depth. If the files contain colours other than CMYK those colours will be automatically converted to CMYK colour space.

**ATTENTION!** The same colour can have a different tint if printed on a different material or with a different technology.

## 4. RESOLUTION

4.1. Print files with artwork size under 5m must be prepared in 1:1 scale.  
Print files with artwork exceeding 5m must be prepared in 1:10 scale.

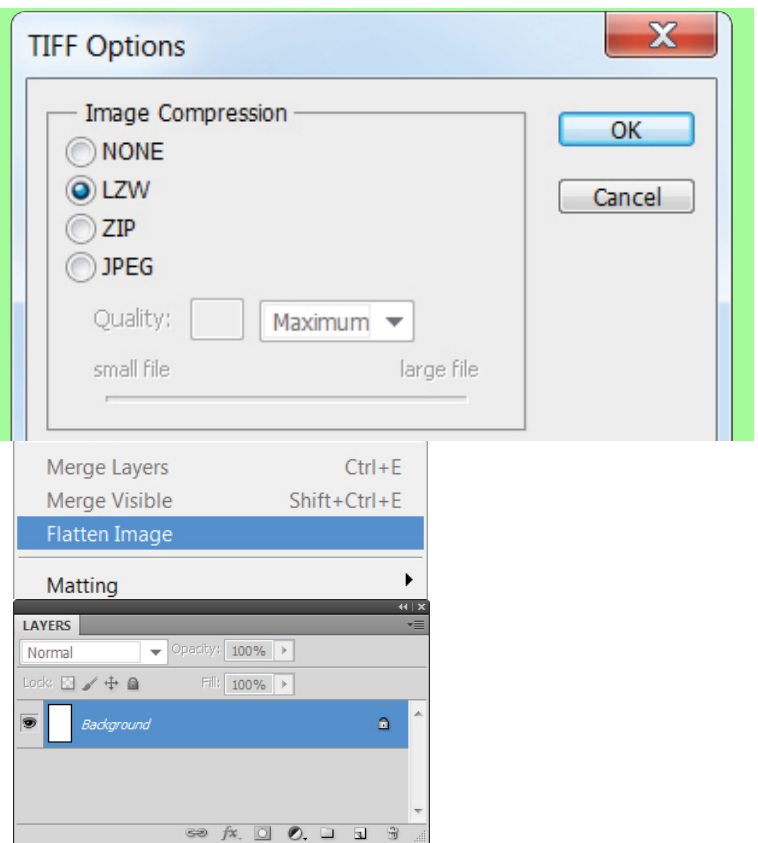
**ATTENTION! It is not possible to generate a PDF file of more than 5m.**

4.2. The orientation of print files must match the orientation on the order.  
It is imperative due to the finishing processes (eyelets, welds, sleeves positioning and mounting of other accessories).

4.3. LZW compression. All the files need to be flattened to the background and saved with the LZW compression. LZW allows a lossless data compression and the file won't lose its quality.

### EXEMPLE 4

All the tiff files need to be flattened and be saved with LZW compression.



4.4. Resolution of the bitmaps need to be adjusted to the size of the printout:

EXEMPLE 5

SIZE	RESOLUTION
Below 0,5m <sup>2</sup>	300 ppi
0,5-1 m <sup>2</sup>	200 ppi
1-2 m <sup>2</sup>	150 ppi
2-5 m <sup>2</sup>	100 ppi
5-25 m <sup>2</sup>	80 ppi
25-50 m <sup>2</sup>	50 ppi
Above 50m <sup>2</sup>	30 ppi

## 6. Bleed and safe area

5.1 Each file must contain a safe area for most important elements – logos and inscriptions. The safe area depends on the finishing. For flags cut to size or finished with hem and eyelets we suggest keeping a safe area of 5cm from the edge.

5.2 If the printout will be finished with tunnels the safe area should be 5cm + the size of flattened tunnel. Ex. for the banner with 5cm tunnel the safe area should be 10 cm from the edge.

## EXEMPLE 6



EXAMPLE 7



KEY
Graphics with bleed
Trim line
Safe area

ATTENTION

The Printhouse will not take responsibility for any possible mistakes in printing resulting from delivering the files that are not prepared according to the above specification.

### DEFINITIONS:

#### SAFE AREA

When you create the file it is very important to care about the safe area if you want that after finishing all important elements will be readable and estetic.

All the commercial informations as: logos, slogans, important grafic elements should be placed in the safe area what guarenteed that non of them will be on the place where is finishing- hem, eyelets, tunnel.

When you do not adhere to the rule of preparing safe area we cannot guarantee you will receive the product which satisfied you.

#### CUT LINE

Cut line marks a line where the printout will be cut to size or to shape.

#### BLEED

Bleed is a 5mm area around the graphics that goes beyond the edge of the trim line. The bleed ensures that no unprinted edges will be visible after finishing the product.

6.1. When the shorter side of the artwork is larger than the material available, the work will be made with paneling. The division to panels is made by Printing House.