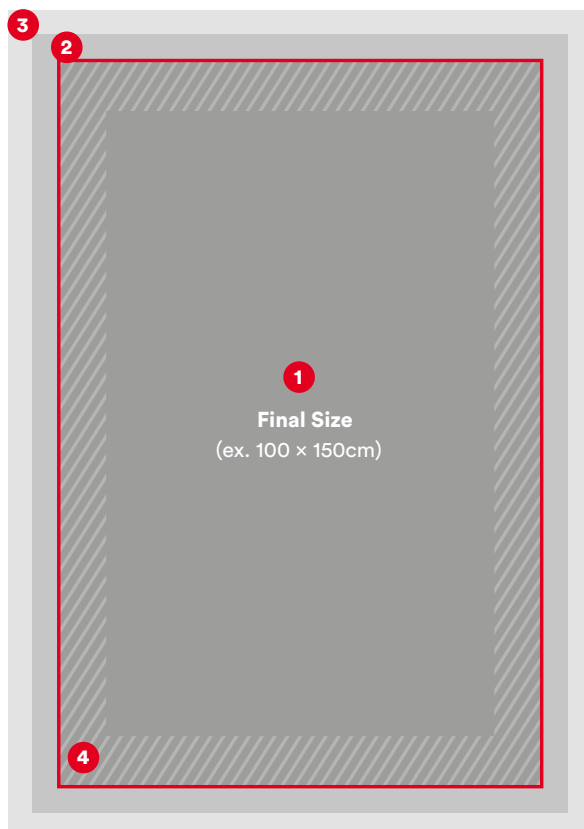


# **Instructions for** **data delivery.**

## Data delivery. Key points in brief.

- Trim allowance at least 20 mm
- Resolution at least 50 ppi in final size
- No crop marks, register marks or colour bars
- Embed fonts or convert them to vector data
- Spot colours (Pantone, RAL etc.) cannot be printed, they are only simulated by digital printers.  
For the best possible colour compliance we recommend a sample print on the desired print material.
- Please use a 1:1 layout for formats below 500 cm, avoid factor 1:10 where possible.

### Print allowances.



- 1 Final size**  
(without allowances)  
*Example 100 × 150 cm*
- 2 With production allowance**  
(1 cm all around for rubber lip)  
*Example 102 × 152 cm*  
The rubber lip is sewn on here.
- 3 Print file format**  
(1 cm all around for cut)  
*Example 104 × 154 cm*  
Allowance for cut
- 4 Barring zone**  
(2 cm inwards from final size)  
*Example 96 × 146 cm*  
No text/logo in the barring zone

# Data delivery.

## Detailed instructions for data creation and delivery.

### Data delivery

By email: [info@richnerstutz.ch](mailto:info@richnerstutz.ch)  
or CD, DVD, USB stick, external HD

Print data must not contain crop marks, register marks or colour bars and must have a trim allowance of at least 2 cm.

We cannot guarantee predefined delivery dates if print data is delivered too late. Additional costs should be anticipated if delays necessitate weekend shifts.

### Software and file formats

We use the latest versions of the Adobe programs InDesign, Illustrator, Photoshop and Acrobat (indd, ai, eps, psd, jpg, tif, pdf, etc.).  
Do not display crop marks, register marks or colour bars.

### Colour templates

Please always provide a certified proof or colour samples whenever possible. If you are unable to do so, please provide us with the open data including any linked images and logos and the fonts used.

Spot colours cannot be printed, they are only simulated by digital printers. For the best possible colour compliance we recommend a sample print on the desired print material.

### Allowances

At least 2 cm trim (incl. images) must be added to the final size – this allowance is needed in production.

The print data must not contain any crop marks, register marks or colour bars.

### Fonts

The fonts used must be embedded in the print data or converted to vector data.

### Overfill/overprint

Overfill is unnecessary in digital printing. Make sure that any white elements are not set to overprint in the layout program.

### White ink

White ink is suitable for coloured or transparent material.

A full-tone colour channel with the mandatory name "White\_Ink" must be created in the program. Fill in the full-tone colour channel with the values (100C / 0M / 0Y / 0K) and define it as "overprint". Please provide the open data together with the print-ready PDF to allow for any adjustments.

### Cut service

Please add an appropriate cut contour to your print file to give your product a customised shape. This must have the following properties:

- closed vector path,
- 0.1 pt line thickness,
- defined as a full-tone colour (0C / 100M / 0Y / 0K = CutContour)
- on a separate level named "CutContour".

This is the only way for us to detect the cut contour and process it accordingly. For motifs, a trim allowance of at least 10 mm must be added.

Please provide the open data together with the print-ready PDF to allow for any adjustments.

### Colour management

Richnerstutz AG works in compliance with the offset printing standard ISO 12647-2.

Please provide data in the CMYK colour space whenever possible. We also make exclusive use of the "ISOcoated\_v2\_eci.icc" colour profile.

Spot colours cannot be printed, they are only simulated by digital printers. For the best possible colour compliance we recommend a sample print on the desired print material.

Black vector areas and fonts should also be 4-colour (60C / 50M / 50Y / 100K) to create deep black.

### Image resolution

We recommend the following image resolutions for the best results. Please note that image resolution can vary depending on the viewing distance.

Quality level	Viewing distance	Resolution
****	0 - 2 m	100 ppi
***	2 - 5 m	80 ppi
**	5 - 10 m	40 - 70 ppi
*	10 m and further	30 - 40 ppi

### Printing proof (subject to fee)

For a fee, we can send you a printing proof produced from a print-ready print file on request, to be approved for production with 12 hours. Delivery times cannot be adhered to if approval is delayed.

### Questions

If you have any other questions on data delivery, please do not hesitate to contact us.