

## INFORMATION ABOUT DATA HANDLING

### File transfer

Please choose from the following options to send us files:

CD / DVD (necessary to label or mark the medium cd or dvd!)

Email up to 30 MB (to [grafik@me-messeevents.de](mailto:grafik@me-messeevents.de))

Transfer services like wetransfer.com, dropbox

### Programs

Files from the following programs can be processed:

Photoshop up to version CC 2018 (.psd, .tif)

Illustrator up to version CC 2018 (.ai, .eps)

InDesign up to version CC 2018 (.indd) - data needs to be packed and zipped!

!!! QuarkXPress-, Freehand-, Corel- and Microsoft Office-Files can not be processed !!!

### PDF

Please send us files in PDF X4 standard!

X4 is a further development of the X3 standard which delivers better results, especially in combination with transparencies. To enable the most modern and secure production platform for our customers, we have tested PDF-X4 processing which even achieved good test results with critical documents.

However we would like to point out that PDF-files can still occasionally lead to transparency reduction problems (especially in connection with spot colours), that – in spite of all your and our precautions - are firstly visible whilst printing. To eliminate these problems, all transparencies - as far as possible - should be reduced. Differential printing colour spaces (Adobe RGB, sRGB etc.) within a file, cause problems in combination with transparencies. Therefore please only use one colour space!

For optimum results, images should have embedded colour profiles.

PDFs and images without profiles will be issued with our standard ISO coated v2.

InDesign Export Presets for X4 PDFs can be downloaded from the downloads section of our website.

Please make sure that the Distiller compression is disabled for files that are proportionally formatted (for example 1:10).

### Files/ Format/ Trimming

Proportion: 1:1 (alternatively 1:10)

Trimming: 20mm per side

### Fonts

Please convert all fonts into paths!

Alternatively you can send the used fonts as a .zip-file.

### Graduations

Graduations that are stretched over a long distance occasionally promote stripes / streaking

(Banding), therefore colour graduations should be caught as short as possible. Please only apply lossless compression!

There should be as many tones available between graduation dots as possible.

Avoid colour graduations that are longer than 1000 mm.

### Resolution

Depending on usage and viewing distance you have to choose different resolutions for the print files. Here are a few benchmarks for your reference:

Outdoor-Banner: (e.g. 6000x6000mm) min. 30 dpi

Exhibition booth / Wall behind the showwindow (e.g. 3000x2000mm) min. 60 dpi

Informationboard (e.g. 1000x1000mm) min. 100 dpi

### Contour-Cut / Milling / Shape-Cut

Generate a spotcolor named "Thru-cut".

You need to use a vector line for the part that should be cut. The line must be the same colour as the Spotcolor "Thru-cut". There must be enough bleed around the cutting edge.

### White Printing

Elements that should be printed in white have to be arranged as a spotcolor named "white".

For special color depiction, use an eye catching color (for example 100% magenta) to check the print file in Overprint-Preview in Acrobat, InDesign or Illustrator.

#### **Colours/ Colourmanagement**

We print in CMYK.

Some of our printers are fitted with additional light- and spot colours to achieve better graduation results and maximize the colour space. Special colours like RAL, Pantone and HKS can be identified and processed by our system provided that they are named after the Adobe library.

These colours are evaluated by using a Spot Colour Matching Table, which enables the best possible colour reproduction with the available CMYK colour space. However, when using special

colours the results often deviate from a normed special colour fan. For "colour-critical" motives

we recommend a print run on the original material or the delivery of a contract proof. For best

possible printing results with picture images, please apply the profile settings ISO coated v2

(respectively sRGB\_IEC61966\_2.1 for RGB-pictures).

Delivered files without colour information, will be processed with our standard profile (ISO coated v2) and produced "from data".

In this case, colour complaints cannot be considered.

We do not take responsibility for the content of delivered files.

Questions relating to copyrights are to be cleared client wise before placing orders.

Necessary DTP work due to inaccurate data will be charged with 1,50 Euro/Minute!