



## How to prepare files for printing



*This document includes information on how to properly prepare files and materials so that they are ready to print them out. These are technical specifications of materials delivered to the Graphic Studio and Prepress Departments of POL-MAK company for offset and flexo printing technology.*

OFFSET TECHNOLOGY

**CUPS, PLATES, BAGS AND P1 PAPER** ..... page **3.**

FLEXOGRAPHIC TECHNOLOGY

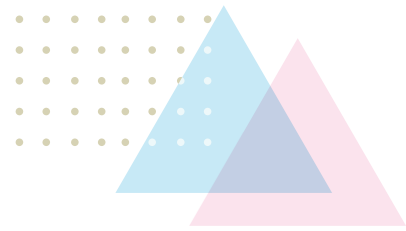
**NAPKINS** ..... page **5.**

FLEXOGRAPHIC TECHNOLOGY

**P2, P3 AND P5 PAPER, LABELS, FOILS** ..... page **7.**

## OFFSET TECHNOLOGY

### CUPS, PLATES, BAGS, P1 PAPER



Our offer includes the possibility to order paper cups and plates that are adjusted to your needs and design preferences. The products may be made as sets altogether with napkins which are also manufactured by our company.

Cups and plates are made with the offset technique. Our machinery allows us to produce cups and plates in two standard sizes and also in customized sizes if needed.

Offset technique is also used for our decorative gift wrapping paper in P1 size and gift bags at different formats and options.

The team of experienced and creative graphic designers may prepare the design for paper or bag especially for you. We also print designs that are delivered by our clients.

The preparation of the design and mock-ups are carried out at your request and they are extra charged.

#### HOW TO DELIVER FILES?

For the timely performance of your order, please make sure that the files are verified and confirmed before you deliver them to us. Sending any content or graphic corrections at the stage of prepress process may delay the order completion date.

Your files may be delivered:

- ▶▶▶ via e-mail, with the attachment of maximum size of 10MB
- ▶▶▶ by using network drives such as Dropbox, Google Drive, WeTransfer and attaching the respective link to an email message.
- ▶▶▶ with courier services or traditional mail recorded on data carriers such as a pendrives, external disc, CD / DVD / Blu-Ray.

#### PROOFS / COLOUR REFERENCES

For CMYK colours we use a proof at Fogra39 / ISO Coated v2 standard.

For Pantone colours it is optimal to indicate the information on colour number from Pantone colour sample list (the indication of C or U).

#### ACCEPTED FILE FORMATS

- ▶▶▶ PDF: preferred format for the material ready for printing;
- ▶▶▶ TIFF/PSD: for bit-maps (minimal resolution 300 dpi);
- ▶▶▶ EPS/AI: for vector objects (or complete designs);
- ▶▶▶ INDD: accepted file format (requires a complete set of links).



## TEXTS

All texts must be converted to curves. In some special design situations (agreed individually with a person responsible for the order), please attach the complete set of fonts for graphic files, but: an Orderer (Client) declares that they are authorised to grant sublicense for the needs of the performance of the design by a Contractor (POL-MAK) and it is given only for the time the project is ongoing.


The Contractor (POL-MAK) undertakes to remove the set of submitted fonts upon the order is finished.

Minimal font size appropriate for printing is 5-6 points. Small reversed-out texts are preferably made on a plain background of one colour only.



## BARCODES

Please mark in the design (if needed): the location and content of a bar code, the area without any print, the area without varnish (e.g. data made by timestamp).



## BITMAP RESOLUTION

Minimal resolution is 300 dpi (at a scale of 1:1). Bitmaps should not include colour profiles (exception for Fogra 39).



## BLEEDS, TRAP COLOURS

Please prepare the file with proper net format, plus additional minimum 3mm of bleeds (maximum 5mm) outside from die-cut line (knife).

Colour traps are generated in the Workflow System in our Prepress Department. There is no need to add them to files from Illustrator or Photoshop.



## CUTTING LINES

If a design requires the use of die-cut tool, the drawing of die-cut lines must be attached to files in 1:1 scale as vectors on a separate layer or additional channel.



## COLOURS

Our machines print according to the norm IsoCoated V2 / Fogra 39. Therefore, this profile must be used for the creation or conversion of production files.

Our printing machines are equipped with five printing units.

Black – should be prepared as an overprint option (a layer above other colours). Apart from cases when the lack of such an option is an intended effect of a design.

White – for cases of printing on metallised paper, kraft, etc. as under-print for other colours or separate elements printed with white paint.  
Maximum ink coverage should not exceed 300%.



## PRINT REFINEMENTS

Available print refinements options are:

a) for the whole surface:

- ▶▶▶ matte foil;
- ▶▶▶ glossy foil;
- ▶▶▶ soft touch foil.

b) for selected parts:

- ▶▶▶ hot foil stamping;
- ▶▶▶ embossing;
- ▶▶▶ UV varnish (among others: 3D spot varnish, iriodin, glitter).

For print refinements on selected parts, we would like to receive so-called masks on separate layers or channels (spot/alfa) of the elements that are to be hot foil stamped/embossed/varnished.

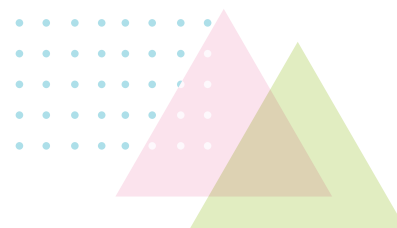
Hot foil stamping: the safe minimal thickness of lines or objects for hot foil stamping is 0.25mm.

Embossing: bleeds of 3mm outside the knife, but at most 1mm before bending.

UV varnishing: the mask of UV varnish may have the bleed of 3mm outside the cutting line, but at most 1mm before bending (prevents cracking). In case of 3D spot varnish and glitter, it is advisable to apply the margin of 1mm: both from the edge of cutting and from the bending.

## FLEXOGRAPHIC TECHNOLOGY

### NAPKINS



There is a possibility to order napkins made of tissue paper that are adjusted to your needs and design preferences. The products may be made as sets altogether with paper cups and plates which are also manufactured by our company.

The napkins are manufactured with a flexo technique. Our machines enable us to make two-ply and three-ply napkins in three different sizes, plus customized solutions.

The team of experienced and creative graphic designers may prepare the design for a napkin especially for you. We also print designs that are delivered by our clients.



## HOW TO DELIVER FILES?

For the timely performance of your order, please make sure that the files are verified and confirmed before you deliver them to us. Sending any content or graphic corrections at the stage of prepress process may delay the order completion date.

Your files may be delivered:

- ▶▶▶ via e-mail, with the attachment of maximum size of 10MB
- ▶▶▶ by using network drives such as Dropbox, Google Drive, WeTransfer and attaching the respective link to an email message.
- ▶▶▶ with courier services or traditional mail recorded on data carriers such as a pendrives, external disc, CD / DVD / Blu-Ray.



## FORMAT OF A NAPKIN

The format of a page or a graphic should be the same as the net size of a napkin:

- ▶▶▶ 250 x 250 mm (Cocktail napkin);
- ▶▶▶ 330 x 330 mm (Lunch napkin);
- ▶▶▶ 400 x 400 mm (Dinner napkin).



## COLOUR PROFILES ▶▶▶ PROOF

We suggest sending files without colour profiles (with the exception for Fogra39 profile). However, as requested, some profiles must be applied, then please inform us of your final expectations considering colours of the design.

Such information may be given with the use of a submitted and signed colour model. There is also a possibility to print a proof for you, based on the files delivered, to simulate the final result of the production of napkins with the use of flexographic printing technology performed by Pol-Mak company.



## VECTOR GRAPHICS ▶▶▶ TEXTS

For vector graphics, please send us your design in one of the formats: AI, EPS or PDF. Please convert all the texts to curves. If the file includes any links, please attach them as a package altogether with all design files in an editable form. If the file includes defined PANTONE colours, considering uncoated material, please indicate the colours based on PANTONE U library of colours. Please do not use patterns – all such elements should be prepared as simplified vector elements, or, in case of raster graphics – as separate bit maps.



## RASTER GRAPHICS

In case of raster graphics (gradients, photos, etc.), please send the work in 1:1 scale, in the resolution of minimum 300 dpi or higher (recommended 600 dpi), in PSD or TIF format and colour space - CMYK or/and channels PANTONE U. If possible, the graphics should be sent with preserved layers.



## VECTOR GRAPHICS JOINED WITH RASTER GRAPHICS

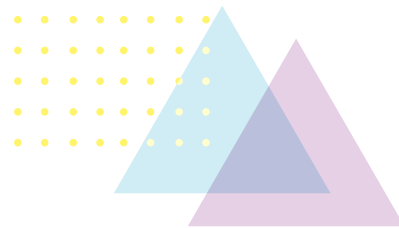
If a design combines two kinds of graphics i.e. vector and raster graphics (e.g. photo + logo) please send it in a native format such as AI/PDF, according to guidelines from point 1, 2 and 3. If the design includes links, please attach them as a package.



## REFERENCE FILE

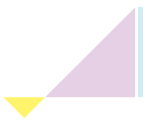
Please attach a reference file as JPG to each design.

## FLEXOGRAPHIC TECHNOLOGY PAPER P2, P3 AND P5 LABELS, FOILS



With the use of a flexo technique, we manufacture our gift wrapping paper in formats P2 and P5, as well as packaging elements such as foil and labels.

The team of experienced and creative graphic designers may prepare the design for paper especially for you. We also print designs that are delivered by our clients.



## WORKING AREA

PAPER P2 (2-meter long), P3 (3-meter long) and P5 (5-meter long).

Dimensions 710 mm x 530 mm [printing on a paper surface, on one or both sides; white or grey kraft paper, of plain or striped texture;

LABELS - 430 mm of maximal width of printing gross area [design - minimum 200 mm, maximum 610 mm];

FOILS - 430 mm maximal width of printing gross area [design - minimum 200 mm, maximum 610 mm].



## BARCODES

We have the possibility to generate bar codes (among others EAN-8/13, ITF, UPC, Code, GS1).



## COLOURS

PAPER P2, P3 and P5 – on the paper surface it is possible to apply maximum 5 colours at once, on a metallised surface it is possible to apply maximum 3 colours.

LABELS: printing with the use of maximum 8 colours.



## PRINT REFINEMENTS

Print refinements options possible to be performed at particular products are PAPER P2, P3 and P5: glossy and matte varnish;  
LABELS: glossy and matte UV varnish, printing from the glued side, Cold Foil;  
FOILS: glossy and matte UV varnish.



## BLEEDS AND COLOUR TRAPS

Please prepare the file with proper net format, plus additional 2mm of bleeds outside from die-cut line (knife).  
Colour traps are prepared in our Engraving department for Printing Forms / CTP Flekso.



## ADDITIONAL INFORMATION

In the scope related to manner of submitting files, accepted file formats, preparation of texts proper resolution, colour profiles, rules for preparing separation for white and black paint, cutting lines and referential materials, please follow the guidelines presented in the document above for offset technology and flexo technology for napkins.

***For any further questions do not hesitate to contact the person responsible for your order.***