

## refined labels

With print finishing to a very special label



Their noble and passionately manufactured products deserve an equal label. Especially the combination of three-dimensional elements with hot foil and relief embossing as well as the optical beauty of the print attract a lot of attention at the point of sale.

<b>Quantity</b>	100 pieces or more shippable in partial quantities
<b>Format</b>	single or as collection tailored to your requirements
<b>Colors</b>	up to 10 colors + varnish in offset printing UV inks, gold and silver possible up to 6 colors + varnish in digital printing
<b>Material</b>	various papers and foils white, metallized or transparent
<b>Quality</b>	up to 80 lpc in offset print up to 2400 DPI in digital print
<b>Adhesive properties</b>	wet- or self-adhesive removable or permanently adhesive
<b>Processing</b>	rolled according your specs in sheets stacked and banded
<b>Shipping</b>	express shipping individual shipping

## Printing process

As soon as your order and your data are present, we'll get to work. If we don't receive a color proof from you, we're going to create it and send it to you. After your approval we'll print your labels and send it to the distribution list you provided.

At Ellerhold, we want to provide the best possible service: you deliver your data, we take care of everything else - immediately. Our employees will be happy to advise you right from the start.

<b>Layout</b>	Scale 1:1
<b>Bleed</b>	+ 2 mm circumferential
<b>File format</b>	PDF/X-4 Standard (Version 1.6) alternatively PDF/X-3 Standard
<b>Fonts</b>	embedded / converted into paths
<b>Safety distance</b>	2 mm to edge in the creation format
<b>Print finishing</b>	vectorized as spot color, marked clearly
<b>Resolution</b>	300 DPI at 100 % positioning in the creation format
<b>Colour application</b>	max. 320 %
<b>Colors</b>	CMYK / spot colors (no RGB)
<b>Data transfer</b>	by email, link or file-upload, max. 500 MB

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**Note:** The product properties may not be freely combinable and may vary per production site!

## Print data notes for Refined Labels

### File format

#### Please send us your motif as a PDF document.

Please send us your motif as a PDF document in the format PDF/X-4 Standard (Version 1.6). Make sure that all fonts are fully embedded in the document or converted to paths.

We can't accept any other file format.



### Resolution

#### Images should have a resolution of 300 DPI in creation format.

Please avoid providing us with even higher resolution images at all costs. Such data volumes cannot be processed. Higher resolutions do not add any value in terms of detail, but only slow down the processing unnecessarily. However, do not go further than 10% below the recommended resolutions either.

If you have worked with several image layers, please collapse them to a single layer before sending the document to us.

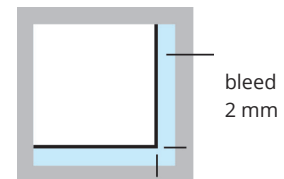


end format  
300 DPI

### Bleed

#### Create a bleed of 2 mm all around.

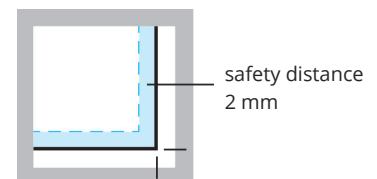
The bleed should not be added as pure format addition if possible. You can add a bleed in most layout programs (e.g. Adobe InDesign, Adobe Illustrator) during document setup. When creating your print file, make sure that the bleed you create is also exported to the PDF.



### Safety distance

#### We recommend a safety distance of 2 mm in the creation format.

When designing your refined labels, we recommend that elements located at the final format border or the punch contour be drawn into the trim or end with a safety distance of 2 mm in front of it.



## Colors

### Create all data in CMYK.

Please create all data (including images or other objects) for your refined labels in CMYK and / or spot colors. Please convert RGB data to CMYK yourself to avoid unwanted color changes. RGB colors are only used for color representation on the computer screen. To display the smaller color space of the printing inks, the CMYK color mode is better suited. Thus, you can already see on the monitor how different color tones will appear less vivid in print due to the smaller CMYK color space.

For production reasons, solid colors are only possible in offset printing. If it is a digital print, these colors are simulated as well as possible. The maximum ink application should not exceed 320%.



## Black composition

### Create black and gray fonts in (0/0/0/100) CMYK.

Black and gray fonts as well as objects should only be created in pure black (0/0/0/100) CMYK. For such objects it is not recommended use "undercolor addition" as this can easily lead to flashing color at the edges.

### Create large black areas in (50/0/0/100) CMYK.

In order for black areas to appear properly deep black, it is necessary to add a so-called "undercolor addition". Cyan is added to the black. This only applies to large black areas and headlines - not to smaller font sizes!

a  
0 0 0 100

  
50 0 0 100

## White printing

### Clearly mark white separation.

For aluminum-vaporized paper, a white separation must be created or it must be clearly indicated which components of the refined labels must be underlaid with the spot color in white. It should also be clear whether the overlying colors must appear opaque (with white underlay = matt appearance) or transparent (without white underlay = glossy appearance, metallic effect).

Objects above white separations must be set to Overprint.



Opaque Color  
= matte

Glazing color  
= glossy

## Trapping

### Overfills/underfills do not have to be created separately.

Since the printing inks are printed one after the other, so-called flashes (white spaces) can occur. To avoid this, the edges of the background and the element must overlap slightly. This is called underfilling and trapping. So that the element does not suddenly appear larger or smaller visually, the lighter color is always overfilled and the darker underfilled.

Please note that overfills and underfills do not have to be created separately. We will take care of that, individually matching your product.



Without  
trapping

With  
trapping

## Overprint

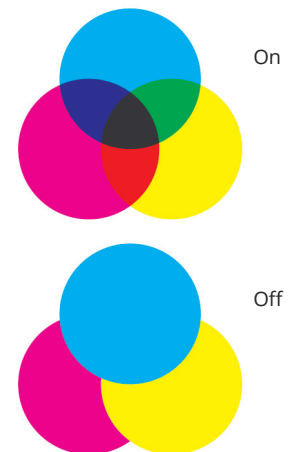
### Use overprint function to avoid possible flashes.

The overprinting function can be used in individual cases for your refined labels when creating the print data in order to avoid possible flashes when printing later. When overprinting, however, it should be noted that the colors in offset printing are transparent, i.e. translucent. If, for example, a blue circle is printed on an orange background, this will not result in a blue circle but in green as a mixed color. Consequently, overprinting does not work with colored motifs; only black objects can overprint colored backgrounds in most cases.

White elements that are set to overprint are not visible in the print!

With the exception of refinements, the punch contour or the contour cut, therefore, avoid the overprint function unless you explicitly want this effect!

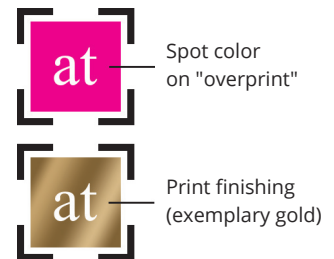
To activate the overprint preview in Adobe Acrobat Reader, please follow the instructions in our [manual](#).



## Print finishing

### Finishes must be created as spot color.

If you want to apply a print finish on your refined labels you need to use a spot color (solid color) for it. The name of this spot color should be the type of finish you want and it should be set to "overprint"! If you do not set the spot color to overprint, the underlying color will be omitted and a white area (paper white) will be printed with the finish on top.



## Barcodes

### Barcodes are to be created according to the appropriate standard.

If your refined labels should have barcodes, they usually have to be created according to "DIN EN 797 (ISO 15420)" and "CEN / ANSI-DIN EN 1635 (ISO 15416)" specification. They should be shrunk or enlarged according to the SC standard.

It is important that there is enough contrast to the background - ideally 100% black on a white field. Only a pure black (0/0/0/100) guarantees an exact representation on the print image and optimal readability for barcode scanners.

Please use vector data only.



## Cutting line / contour cut

### Use only the latest cutting line for your layout.

Please use only the latest cutting line to build the print layout of your refined labels on a scale of 1:1. Make sure that the cutting line is created as a spot color called "cutting line" in a separate layer with the attribute "overprinting".



## Food Information Regulations (LMIV)

### Labels for food must comply with the LMIV.

If your Labels are intended for food, they must comply with the current requirements of the Food Information Regulation ("Lebensmittelinformationsverordnung").

#### Mandatory information:

- x-height: 1.2mm
- or for small packages 0.9mm (largest surface of the package > 80cm<sup>2</sup>)

#### Filling quantity:

- at least 2mm > 5-50ml
- at least 3mm > 50-200ml
- at least 4mm > 200-1000ml
- at least 6mm > 1000-4000ml
- at least 7mm > more than 4000ml

**Allergens** must be highlighted.



## Data transfer

### The data transfer should be done by mail or via web services.

Please feel free to send us your print data for your refined labels via mail. For print data over 20 MB, we recommend that you send us your print data via the web service "www.wetransfer.com".

Please only send us files that are required for the order in question. The data should be clearly structured and easy to assign.

Please also note the maximum file size per motif of 500 MB.



## Print approval

### You will receive a PDF for viewing by email in advance.

Before the start of production, you will receive a PDF by email to view and approve your refined labels. Please also check this PDF for typos and spelling mistakes. Note that all colors on a monitor cannot be displayed with color accuracy. Please give us your approval by replying to the email we sent you.

Production can only be guaranteed without delay if data is submitted in good time.

Written approval is required before any tools (embossing dies, sieves, etc.) can be manufactured.

Without the written approval of all documents they can not be produced!

