

## 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<br>available in partial quantities   |
| <b>Format</b>              | single or as collection<br>tailored to your requirements  |
| <b>Colours</b>             | up to 10 colours + varnish in offset print<br>UV inks, gold and silver possible<br>up to 6 colours + varnish in digital print |
| <b>Material</b>            | various papers and foils<br>white, metallized or transparent  |
| <b>Quality</b>             | up to 80 lpc in offset print<br>up to 2400 DPI in digital print   |
| <b>Adhesive properties</b> | wet- or self-adhesive<br>removable or permanently adhesive  |
| <b>Processing</b>          | rolled according your specs<br>in sheets<br>stacked and banded  |
| <b>Shipping</b>            | express shipping<br>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 colour proof from you, we're going to create it and send it to you on request. 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)<br>alternatively PDF/X-3 Standard |
| <b>Fonts</b>              | embedded / converted into paths                                  |
| <b>Safety dist.</b>       | 2 mm to edge/punching outlines in the<br>creation format         |
| <b>Print finishing</b>    | vectorized as spot color, marked clearly                         |
| <b>Resolution</b>         | 300 DPI at 100 % positioning in the<br>creation format           |
| <b>Colour application</b> | max. 320 %   |
| <b>Colour space</b>       | CMYK / spot colors (no RGB)                                      |
| <b>Data transfer</b>      | by e-mail, link, or file-upload, max. 500 MB                     |

### Ellerhold Witten GmbH

Telephone: +49 2302 929-9

Sales-Dept.: [etiketten.witten@ellerhold.de](mailto:etiketten.witten@ellerhold.de)

PrePress: [prepress.witten@ellerhold.de](mailto:prepress.witten@ellerhold.de)

### Ellerhold Zirndorf GmbH

Telephone: +49 911 69987-42

Sales-Dept.: [etiketten.zirndorf@ellerhold.de](mailto:etiketten.zirndorf@ellerhold.de)

PrePress: [prepress.zirndorf@ellerhold.de](mailto:prepress.zirndorf@ellerhold.de)

### Goetz + Müller GmbH

Telephone: +49 30 742004-0

Sales-Dept.: [verkauf@goetzundmueller.de](mailto:verkauf@goetzundmueller.de)

PrePress: [prepress@goetzundmueller.de](mailto:prepress@goetzundmueller.de)

### Ellerhold Glücksburg GmbH

Telephone: +49 4631 6034-0

Sales-Dept.: [etiketten.gluecksburg@ellerhold.de](mailto:etiketten.gluecksburg@ellerhold.de)

PrePress: [prepress.gluecksburg@ellerhold.de](mailto:prepress.gluecksburg@ellerhold.de)

**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 for your refined labels a PDF document in the format PDF/X-4 Standard (Version 1.6) and embed all fonts completely. Please make sure that the image resolution remains unchanged and is  $\geq 300$ dpi and that the document is clearly named (preferably with our order number).

Additionally you can send us files in an open file format: ArtPro (not Ellerhold Zirndorf GmbH), Adobe InDesign, Adobe Illustrator, Adobe PhotoShop. The images should not be embedded in the data, but linked from a separate folder. All fonts must be supplied in their entirety.

Note: Photoshop is an image editing program. It is only suitable to a limited extent for creating and setting fonts, logos, etc., because the data is rasterized when saving without the corresponding settings. Please send all fonts and all used pictures and graphics.

Please avoid formats with lossy compression such as GIF or JPEG. These lead to undesirable results depending on the process.

Please also avoid the PNG format as it does not support the CMYK colour space.

### Layout

Please make sure to create the print data for your refined labels in the correct scale. For processing reasons, we additionally require circumferential trimming by the punching or format line. The exact values can be found on page 1 of the respective data sheet.

### Safety dist.

When designing your refined labels, we recommend that you pull elements located at the edge of the end format or punching line into the bleed or let them end with a safety distance (see page 1 in the respective data sheet) in front of it.

### Colour space

Please create for your refined labels all data (also images or other objects) in CMYK and / or spot colours. Please convert RGB data to CMYK yourself to avoid unwanted color changes. For production reasons, spot colours are only possible in offset printing. If it is a digital print, these colours are simulated as well as possible. The maximum ink application should not exceed 320 %.

### Black composition

Black and grey fonts as well as objects should only be created in pure black (0/0/0/100) CMYK. Using black made out of several colours is not recommended as it can easily lead to slight inaccuracies and single color flashes. In order for black areas to appear deep black, it is necessary to add a so-called "sub-color addition": Cyan. This only applies to large black areas and headlines - not to smaller font sizes!

#### Our recommendation is:

Use black with 50% cyan and 100 % black (50/0/0/100) CMYK.

### White printing

For aluminium-vaporized paper, a white separation must be applied or clearly marked, which components of the refined labels must be underlaid with the special colour white. Furthermore, it should be clear whether the colours above must appear opaque (with white underlay = appearance matt) or translucent (without white underlay = appearance glossy, metallic effect).

Objects above white separations must be set to overprint. See point 7.

### Overprint

The overprint function can be used when creating the print data in individual cases for your refined labels to avoid possible white flashes during later printing. When overprinting, however, it should be noted that the colours in offset printing are translucent. If, for example, a blue circle is printed on an orange background, this does not result in a blue circle, but in a mixed color of green. Overprinting therefore 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 outlines or the contour cuts, you should therefore avoid the overprint function unless you explicitly want this effect!

### Trapping

Overfills/underfills don't have to be created separately. We take care of that, individually fitting to each product.

### Resolution

In order to achieve a high-quality result, the pictures on your refined labels must have a sufficient resolution at 100 %

scaling in the creation format. Please note the informations on page 1 of the data sheet. If images with a larger scale should be integrated, the resolution must be correspondingly higher, alas with a lower scale correspondingly lower. Please also ensure that the resolution is not reduced by incorrect settings when creating PDFs.

### Print finishing

If you want to refine your refined labels, you must create this refinement as a special colour (spot color) in your data. It is important that you name the special colour with the finishing and set it to "overprint"! Only in this way can the finishing be applied as desired. If you don't set the special colour to overprint, the underlying color is omitted and a white area (paper white) is refined.

### Barcodes

If barcodes are to be printed on your refined labels, please note the following: Bar codes must usually be created according to "DIN EN 797 (ISO 15420) and CEN / ANSI-DIN EN 1635 (ISO 15416)" and reduced or enlarged according to the SC standard.

You need sufficient contrast to the background - ideally 100 % black on a white field. Please be careful not to mix the black with cyan, magenta or yellow. Only a pure black guarantees an exact representation on the printed image and readability for barcode scanners.

Please use vector data only.

### Punch contour / contour cut

Please use only the latest punch outline to build the print layout of your refined labels on a scale of 1:1. The punch outline should be created as a special color with the designation "Cutting Line" in a separate layer with the attribute "overprinting".

### LMIV (Lebensmittelinformationsverordnung [Food Information Regulations])

If your labels are intended for food, they must comply with the current requirements of the "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

Please send us your print data for your refined labels via email. For print data over 20 MB, we recommend that you send us your print data via Dropbox, the online service [www.wetransfer.com](http://www.wetransfer.com) or on a physical medium (CD, DVD, USB stick).

Please only send us files that are required for the order in question. The data should be clearly structured and easy to identify. We also need a PDF to check the position and colour distribution or alternatively a colour proof or print sample. Please also note the maximum file size per motif of 500 MB.

### Print approval

Before the start of production, you will receive a PDF by e-mail 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!