

## Technical printing and data information

- As at May 2008 -

These guidelines were created to ensure smooth order processing. If you create your data in accordance with the guidelines described here, you will help us produce a high-quality print product, reduce the time to print approval and avoid expensive post processing. For deviations from these guidelines, please consult with us in advance.

### The first step:

You should already have received the templates you require for your order by e-mail. Alternatively, you can download them from our web site [www.entdecker.com](http://www.entdecker.com) at any time, with the exception of products produced to your own custom specifications (e.g. ceiling banners).

**Important: Please use our templates to produce your printed data.**

### Data formats:

- Please create your layouts using either **Adobe Illustrator, Macromedia Freehand or Adobe Photoshop**.
- The suitability of **CorelDraw** is limited, as conversion to our working format (Adobe Illustrator) is difficult and can result in errors (please see notes below).
- **Adobe InDesign** and PDF files exported from it are not suitable. Elements created in InDesign can be copied into Illustrator documents without difficulty.

Please do not use **more than 31 characters** plus the file format in filenames. Please do not use special characters or umlauts (ü, ä, ö). This avoids conversion problems during data transfer.

**Important: We are only able to directly process files delivered in Illustrator, Freehand or Photoshop format. All other file formats require an extensive and potentially chargeable processing step. For questions or problems regarding file formats please contact us.**

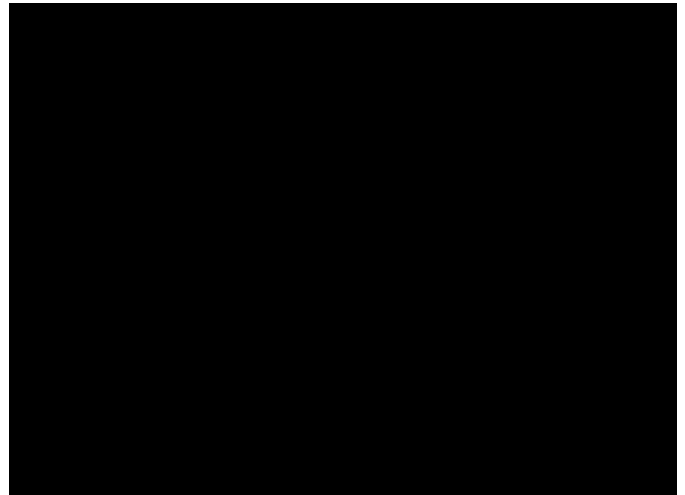
### Illustrator and Freehand files:

- Please do not change the orientation, size, etc. of our templates.
- Please create your layouts in the layout layer only.
- Please do not enlarge raster images in these two programs to greater than 120%.
- Please send us all linked files.
- Please convert all text to vectors.

## Supplying vector data:

If vector data is used, size can be changed as required without affecting quality. Vector colours can also be defined very precisely and easily adjusted in subsequent printing processes. Vector data is therefore always preferred.

Differences between vector graphics and raster images



Do not use **too many vector points** and ensure that curves are not frayed during conversion. Ideally you should use **EPS files** as an exchange format between the programs that you use. In “Adobe Creative Suite”, you can swap almost all elements between programs by copying or using drag-and-drop.

Do not use **line thicknesses of less than three points**. These lines may disappear during the printing process. This applies equally to fonts with fine serifs.

## Supplying image files:

We can in principle process all file formats which can be opened using Photoshop. However, we advise you not to use GIF and PNG files.

Only images in **CMYK**, **greyscale** or **bitmap mode** can be used. If you use the JPEG image format, please always set the highest quality level.

Differences in quality at different resolutions:



**TEXTBEISPIEL**

Resolution at 100 dpi



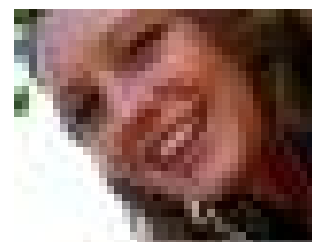
**TEXTBEISPIEL**

Resolution at 72 dpi



**TEXTBEISPIEL**

Resolution at 50 dpi



**TEXTBEISPIEL**

Resolution at 20-30 dpi

- For colour and greyscale images, use a resolution of **100 dpi in the original size** of the position and size at which the image is inserted into the template.

- For bitmaps and logos with no gradients, use a resolution of **200 dpi or ideally 300 dpi** in the original size of the position and size at which the image is inserted into the template. However, we recommend that you produce a **vector graphic** in this case.
- In Photoshop please do not enlarge images to **more than 180%**. If you need to exceed this, you should generate a new scan in the size required.
- If you wish to generate the complete design in Photoshop, please use the original size at a resolution of 100 dpi. Remember to include a **5 cm trim allowance!** Please supply the **original Photoshop file** with all layers used.
- Our largest products are more than **5 metres tall**. The associated templates are therefore designed at **50 percent**. These templates are marked accordingly. In this case use **twice the resolution (200 dpi)** for raster images inserted into the template.

**Important: We recommend viewing sections of your finished design at original size (100%) and rechecking the size and quality of images.**

## Special restrictions

- Please avoid using **transparencies and shadow effects** in Illustrator or Freehand. The printing process we use requires these to be reduced to a single image. This may result in **slight losses of quality or colour aberrations**.
- If you wish to use such effects despite this, you should generate these effects in Photoshop and insert them into your template as an image.
- CorelDraw files must not **contain gradients, shadows, transparencies or effects**. These may result in **unwanted artefacts and problems** during conversion to our working format. This conversion process is generally very time-consuming and may generate **additional costs**. Try to export to an Illustrator document. If this fails, the file is not suitable for use.

### Usable file formats

AI Adobe Illustrator (all versions)  
 FH Freehand document (all versions)  
 PSD Layered Photoshop / Raster image

### Usable with limitations

CDR CorelDraw (exported as an AI file)  
 PDF Exported from the above programs

### Can be inserted in above programs

EPS Encapsulated postscript file  
 TIF Photoshop / raster image  
 JPG Compressed pixel image

### Unusable file formats

DOC Word document  
 XLS Excel document  
 PPT Powerpoint document  
 PNG Portable Network Graphic  
 GIF Graphics Interchange Format

### Usable compression techniques

ZIP compressed Windows file  
 RAR compressed Windows file  
 SIT compressed Mac file  
 SEA compressed Mac file

## Colour matching:

Our products are manufactured using a special printing process. For precise colour matching, we provide a colour proof, a strike off or other colour sample, together with the print data.

Colour definitions which can be used are:

- **Pantone colour definitions** “solid coated” or “solid uncoated” (excluding 800 series). Within programs, these have the endings C or U (e.g. Pantone 186 C)
- **HKS colour definitions** “HKS-K” (e.g. HKS 44 K)
- When giving **CMYK values**, we use prepress innovations DCS Book Uncoated or Coated colour scale. Slight colour aberrations can occur.

**Important: Due to the special printing process and the limited color space, minor differences in some colors are possible. We are not able to print gold, silver or neon colours, not even as spot colours. These must be simulated using 4C printing. Due to the translucency of the material, black areas will appear as dark grey only.**

## Print approval:

We will send you a **preview PDF, GIF or JPEG** for print approval. Please check this for orientation, number, orthography, colour values, etc.

To approve for printing, please reply to our e-mail and return the sent files. Please always quote our order number and reference in the subject line of your e-mail.

## Delivery data:

You can transfer your data to us as follows.

- E-mail up to a maximum size of 10 Mb to [artwork@entdecker.com](mailto:artwork@entdecker.com). Please attach the reply data to our data request e-mail.
- FTP via our website [www.entdecker.com](http://www.entdecker.com), under “upload data”. You will need to register, but will then be granted immediate access. (Not currently possible using Safari. Please use either Firefox or another browser.)
- ISDN Leonardo (64k/sec); +49 (0) 60 32/86 81 21
- CD/DVD in this case please include any proofs or colour samples.

**Important: In all cases, please reply to the data request e-mail to which these printing guidelines were attached and fill in the “printing data checklist”. Failure to do so may result in unnecessary delays and queries.**

Thank you for your cooperation