

Data-transfer guidelines

Option 1 (native files)

Please send your files in the native file-format of the software, they were created in. Choosing this option, it is important, that all linked files (images, fonts and any other external references) are included in your shipment. Additionally we require a PDF for visual comparison.

In our production process we are using the following softwares:

- **ESKO PackEdge** (normalized PDF) – also able to handle ArtPro-files
- **Adobe Illustrator** (.ai)
- **Adobe InDesign** (.indd)
- **Adobe Photoshop** (.psd)
- **(QuarkXpress** [can be handled])
- **(FREEHAND MX** [can be handled])

Please do ALWAYS retain all layers and effects in the files, you send to us!

Fonts

Please do always include all fonts used in your layout in your shipment. Alternatively convert those fonts into vector-outlines

Images

In order to achieve a good printing result, we need high-resolution images. Resolution (**after scaling in your layout-software**) has to be at least 200 dpi for flexo-prints and 300 dpi for offset-prints.

It is important, that images, which are Photoshop-composings, are sent as is. So please send to us the original PSD-files, containing all layers and effects.

Possible file-formats: **PSD, TIFF, JPEG, EPS**

Vector art/ Logos

Please leave your logos, vector-art, illustrations etc. as they are. Do not convert them to pixel-images.

Possible file-formats: **EPS, PDF, AI, SVG**

Option 2 (PDF)

Sending a PDF, preserving the resolution of the original file (see figure below this text), is also possible, though option 1 is preferred. Those PDFs have to comply with PDF/X4-standards. RGB-data is unusable.

Compression and downsampling options:

- do not use any downsampling for images contained in the PDF
- concerning compression please use only ZIP or CCITT Group 4 compression, for those are lossless methods
- If there is a checkbox named „**Crop image data to frames**“ (see figure below), it is important that it is left **unchecked**

Concerning fonts, images and vector-art, the same requirements need to be met like in option 1 above.

