

SUBMISSION

- Email
- Via your own FTP server (please provide a username/password)
- An upload site on the Internet, e.g. www.WeTransfer.com (free, no account required, up to 2 GB)

FORMAT FOR SUBMISSION

We prefer to receive PDFs (at least PDF 1.6) because our workflow is designed for PDFs. However, we can also process other files such as ArtPro, Illustrator or InDesign subject to consultation.

If your artwork is created in InDesign or Illustrator, then it is important that you create the PDF in the correct manner. The PDF is to be stored at least as PDF 1.6. On our website, you will find a file for downloading the correct PDF settings directly. Download this file (Geostick.joboptions).

InDesign

Go to File/Adobe PDF Presets/Define
Choose Load and double-click on the downloaded file
Choose Done

Illustrator

Go to Edit/Adobe PDF Presets
Choose Import and double-click on the downloaded file
Choose OK

You only have to do the above in one of the two programs. You will then see the preset in both Adobe programs. Now when you create a PDF, you can choose Geostick from the list of Adobe PDF Presets in the menu that will appear. The PDF will then meet our submission specifications.

We would also prefer to receive a separate PDF for each label, i.e. not 1 PDF containing multiple labels. In the case of Twin labels and Triple labels, all the pages for the label must be in 1 PDF, preferably on separate pages, i.e. not separate PDFs for the front, the adhesive side or the silicon side. For more information on how to create Twin and Triple labels, see the manual on our website.

COLOUR

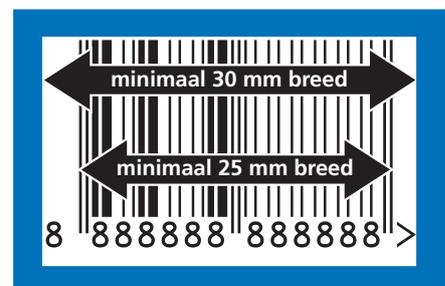
Artwork must always be in CMYK + any additional spot colours and never in RGB. RGB is only suitable for use on monitors and produces unsatisfactory results when used for printing. If you use special corporate colours, then please provide a colour model. Paint samples can also be submitted.

BARCODES

Barcodes should preferably be submitted in black or a dark colour on a white or light background. Never use red for the barcode. The barcode scanner cannot read red. Never use diapositive barcodes. EAN 13 barcodes should always be a minimum size (80%) to enable them to be scanned properly. If smaller barcodes are provided, we will not be able to guarantee readability. In principle, we always place barcodes in artwork ourselves with the specifications that produce the best result for our printing process. You can let us know when submitting your artwork if we are not allowed to make any adjustments to your barcode. However, we would then be unable to guarantee the readability of the barcode.

Barcodes which we can generate:

EAN 8/EAN 13
UPC A/UPC E
Code 128
Code 39
Interleaved 2 of 5
Codabar
QR
Data matrix
Various barcodes less commonly used



TECHNICAL DATA

- We prefer to apply trapping ourselves (0.1 mm). That is because not every printing process requires trapping and in some cases, it may be necessary to deviate from the standard.
 - You do not have to take account of dot gain or the minimum font size. We will do that, depending on the printing process.
 - The minimum font size for text is 4 points (deviations are possible subject to consultation).
 - Diapositive text should preferably be in a bold font.
 - The minimum line thickness required is 0.3 points.
 - Images must be at least 300 dpi and are to be created in CMYK.
 - Supply your artwork with at least a 1 mm bleed.
 - Set crop marks and/or a die in the artwork so that we can see how big the label should be.
 - Preferably use a spot colour for the die, call that colour Die and set it to transparent.
- It is best to create artwork in a vector program such as Illustrator. That is because vectors allow for unlimited scaling up or down without compromising the quality of the print output (non-resolution-dependent).

VDP (VARIABLE DATA PRINTING)

Our digital printing presses enable us to print variable data quite easily (e.g. labels with a progressive numbering and/or barcode system). We need a database in order to do that. We can create a progressive numbering system ourselves but a database must be supplied for unique codes (e.g. unique winning codes for a lottery or location labels in warehouses).

That database must meet specific requirements:

- All the variables from 1 label must appear on 1 line. Therefore if 1000 labels need to be printed, then the database will contain 1000 lines.
- Each variable must be shown in 1 cell. Therefore if there are 4 variables on a label, then there must be 4 cells on 1 line.
- If certain series of labels need to be printed on separate rolls, then please put each series under a separate tab.
- If a barcode needs to be printed on the label, it is also important for you to specify the type of barcode that you require.

Please contact us if you have any questions about this document and/or about the artwork that you wish to submit. Alternatively, you can visit our office and see for yourself the services that we can offer you in terms of artwork.