

## Creating proper print data

95% of the errors in large-format digital printing are caused by data that is improperly laid out. We would like to provide you with some pointers to ensure that your work results turn out just the way you want them.

**Please submit only print-ready data in pdf format.**

Acrobat pdfs have become established as the cross-platform file format for printing graphics files, and our RIP software can recognize and convert them without any problems.

The pdfs can contain raster data (bitmaps) as well as freely scalable vector data, which makes them ideal for large-format printing.

In exceptional cases, for instance when printing images only, tif and jpg files can be printed directly. For jpg files, please be sure that the files are saved at maximum quality.

## The right way to create a printable file

When creating your data, please note the following:

### - Scale

Always create data to scale, according to the following principle:

File format = Final format (1:1 or 1:10)

### - Bleed

Bleeds are fundamentally not necessary for banners, display fields, etc.

If self-adhering films are to be printed and later laminated onto a plate, we recommend a bleed of 5 mm all the way around.

### - Register marks/cutting marks

Please do not use any register or cutting marks.

### - Color space

Please only use the CMYK color space when creating the data.

No special colors, no RGB, no grayscale.

### - Spot colors and special colors

Please convert spot colors and special colors into CMYK. If it is very important to you to replicate an exact shade (for instance for a logo), please include the Pantone or HKS color names.

### - Fonts

Please embed all fonts in paths.

### - File name

Please use unique file names that can be clearly identified.

e.g. PVC Banner Mustermann\_2000x2000mm\_1zu10

### - Color profiles

We exclusively use the ISOcoated\_v2\_300\_eci color profile based on the FOGRA39L characterization file, which means we are in compliance with the international standard ISO 12647-2:2004/Amd 1. Embedded color profiles will be ignored and replaced by the ISOcoated\_v2\_300\_eci.

## The right resolution

...is essential in order to create photorealistic results. It is important that the resolution always be based on the area of the final format. For instance, if DIN A4-format data is created with 300 dpi, you will only end up with 30 dpi in a print format of 2.10 m x 2.97 m, which is too little.

**First create a 1:1 or 1:10 format, then choose the right resolution!**

If you want to create a stage backdrop, for instance, with a final format of 8.00 x 3.00 m, create your file in an 80 x 30 cm format and choose a minimum resolution of 600 dpi for the embedded images. In the final format, you will be left with 60 dpi, which is plenty for a viewing distance of 2-3 m.

A higher dpi is better – but your data will be correspondingly larger. Please use the following table as a guide:

### Fine art prints / photo prints / art prints

Final format	1:1 File format	1:10 File format
DIN A2 (420 x 594 mm)	250 dpi	2500 dpi
DIN A1 (594 x 841 mm)	200 dpi	2000 dpi
DIN A0 (841 x 1189 mm)	150 dpi	1500 dpi

### Self-adhering films / vehicle films / trade-fair signage / displays

Final format	1:1 File format	1:10 File format
< 0,5 m <sup>2</sup>	200 dpi	2000 dpi
< 1 m <sup>2</sup>	150 dpi	1500 dpi
< 2 m <sup>2</sup>	120 dpi	1200 dpi
< 3 m <sup>2</sup>	100 dpi	1000 dpi
> 3 m <sup>2</sup>	80 dpi	800 dpi
> 10 m <sup>2</sup>	60 dpi	600 dpi
> 50 m <sup>2</sup>	45 dpi	450 dpi

**BetrView your document at 100% (1:1 file format).**

Or at 1000%, if your document uses a 1:10 format. Whatever you see on the screen will look the same in the print.

## Creating an Acrobat pdf

Write your pdf using the settings for a „High-Quality Print.“  
Be sure to use the right resolution (increase dpi if compressed!)  
Color profiles can be embedded, but we will replace them.



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