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## DIGITAL ARTWORK INFORMATION FOR LETTERPRESS COASTERS

### KATZ Beverage Coaster

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For design and template production, please follow the following recommendations:

#### 1. REFERENCE

- ▶ Please note that our cardboard is an uncoated printing material and that the processing performance differs to coated material.
- ▶ No overlapping colour fields (no scale printing, only spot colors).
- ▶ Gradients are not possible.
- ▶ Two sided print is recommended, otherwise the ink will offset onto the back.
- ▶ Only spot colours, no process colours

#### 2. REQUIREMENTS

- ▶ Please be sure to attach all fonts / scripts used or convert them into paths (vectors).
- ▶ Data transfer media: CD, DVD, upload to our server.

#### 3. TECHNICAL INFORMATION

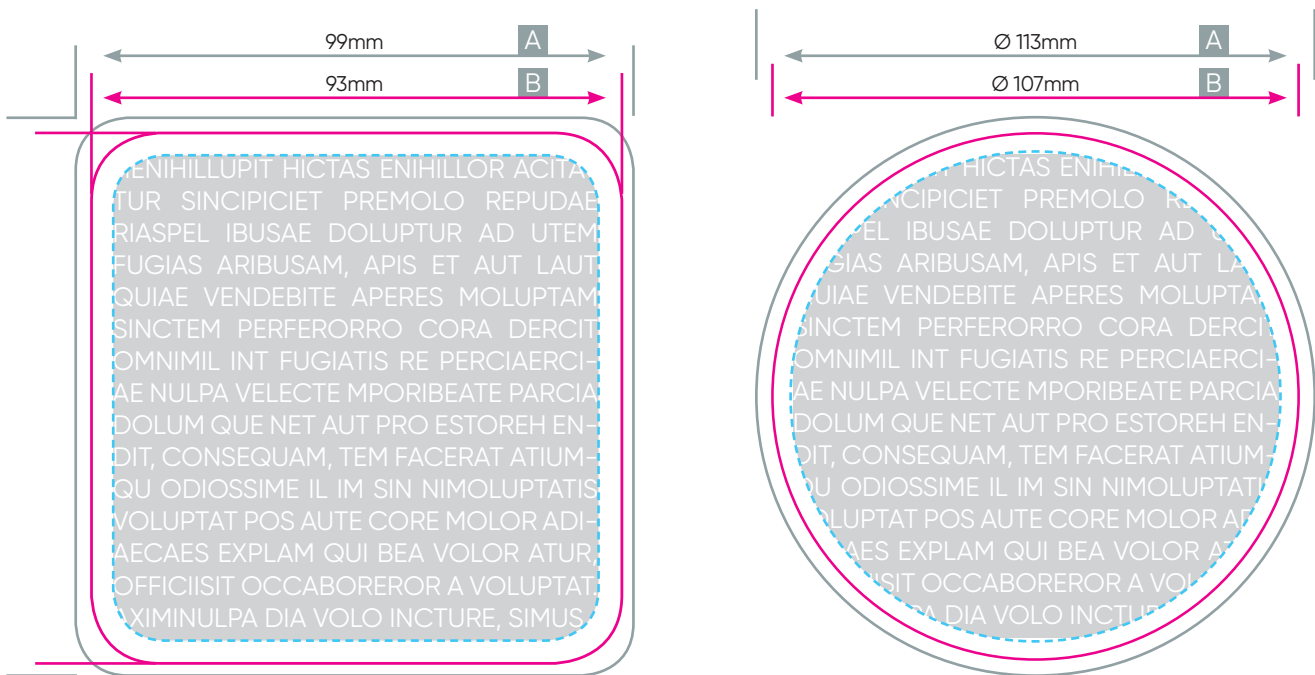
- ▶ Clearly define all colours as spot colours (Pantone uncoated (PMS U), HKS N) only for uncoated papers
- ▶ Please make available either a print ready PDF (compatibility: Acrobat 5 (1.4)) or open files with all linked images and graphics (TIFF, BMP, EPS); separate images - all links must be updated..
- ▶ Be sure to state the program (Adobe InDesign, Adobe Illustrator, Photoshop, CoralDraw) and version used.
- ▶ Maximum screen 30 lines per inch, one colour
- ▶ BScreens and fonts must be supplied separately
- ▶ Reverse characters must be in bold typestyle with a minimum size of 11 point, otherwise the ink may run together.
- ▶ Shapes: Standard shapes:
  - round 107mm
  - square 93 x 93mm, corner radius (12mm)



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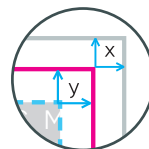
### KATZ Beverage Coaster

For design and template production, please follow the following recommendations:



- ▶ Objects that bleed off the beer mat must have 3mm outward bleed.
- ▶ Punch rule must be positioned on top of your artwork defined as a spot colour and set to overprint

- A = Data format
- B = Final format
- - - Safety distance



- Bleed (x)  
3mm
- Safety distance content (y)  
5mm

For any further inquiries, we will be happy to help you! (Phone: +49 7224 647 0)