DIGITAL ARTWORK INFORMATION FOR LITHO PRINTED COASTERS
KATZ Beverage Coaster

For design and template production, please follow the guidelines below:

1. REFERENCE

▶ Please note that our cardboard is an uncoated printing material and that the processing performance differs to coated material.

▶ The colour application must not exceed 320%.

▶ Please make available a true to colour template on uncoated material or colour printout referencing size, position and text.

▶ Where we combine many jobs together colour tolerances are possible.

2. REQUIREMENTS

▶ We recommend using the current ISO standard colour profile for uncoated papers „PSO Uncoated v3 FOGRA 52)" to reduce colour deviations.

▶ Please be sure to attach all fonts / scripts used or convert them into paths (vectors).

▶ Asymmetrical forms: make sure that the front and back sides are positioned accordingly (countered).

▶ Data transfer media: CD, DVD, upload to our server.

3. TECHNICAL INFORMATION

▶ Make sure your design matches one of the following colour options:

– CMYK scale + max. 1 spot colour (image data only in CMYK, resolution: 300dpi, no RGB data).

– max. 5 spot colours (only for uncoated papers). Spot colours must be clearly defined as Pantone uncoated (PMS U), HKS N colour schemes).

▶ 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.

▶ A negative text in 4-colour images must be a bold typeface with a minimum size of 8 point, otherwise the ink may run together.
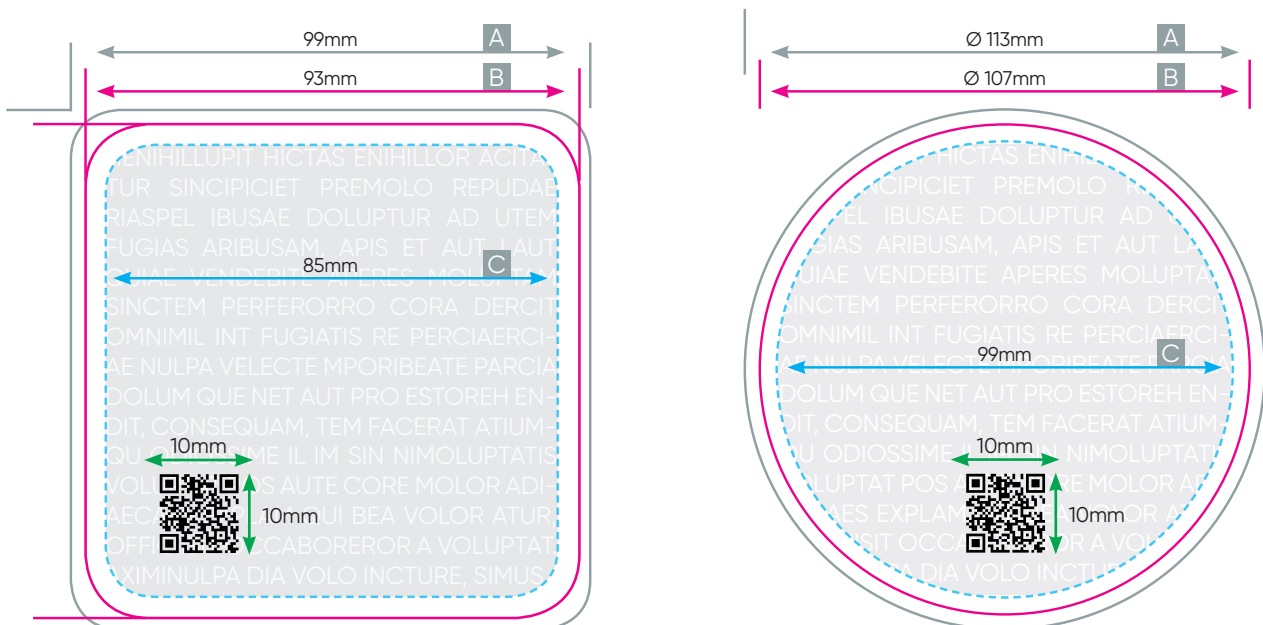
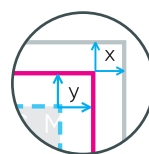# DIGITAL ARTWORK INFORMATION FOR LITHO PRINTED COASTERS
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▶ Shapes: Standard shapes: • round 107mm

• square 93mm x 93mm, corner radius (12mm)

Of course, we also have a variety of other special shapes available. We will be happy to inform you about these as well as assist you in creating your individual forms – please contact us.

99mm A
93mm B
85mm C
10mm
10mm

Ø 113mm A
Ø 107mm B
99mm C
10mm
10mm

▶ QR codes must be placed in a minimum size of 10mm x 10mm and in one color, optimally in 100% black (free placement)

▶ Objects that bleed off the beverage coaster must have 3mm outward bleed.

▶ The margin to the inside must be at least 4mm wide.

▶ 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

---- C = Safety distance

Bleed (x)
3mm

Safety distance content (y)
4mm

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