



Design on demand

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1. File transfer

- By email (not in the form of a ZIP file, not exceeding a file size of 25 MB)
- By disc (CD, DVD or Blu-ray)
- By file transfer from the customer page using WeTransfer or Dropbox (ZIP file possible)
- Please include dimensions in the file name, (compress your files and) do not use any umlauts, spaces or special characters

2. File formats

Please supply us with:

- An open layout document (CMYK; incl. all the necessary links; the fonts converted into paths; contains only the layers and elements that are actually to be printed)
- A Photoshop TIFF (CMYK) or Illustrator (CMYK)
- The relevant colour specifications or a colour-matched proof and preview JPG of the final content for checking purposes

3. Image resolution

- Generally speaking: the more pixels contained, the higher the print resolution
- A resolution of between 75 dpi and 300 dpi is required, depending on the size of the image and motif
- Vector-based files can be sent in 1:1 or 1:10.
- With files over 500 cm in page length, the only option is to reduce the file to 1:10, as larger formats are not usually supported and/or printable files cannot be generated from them

4. Colouring

- We accept print files in the CMYK colour model
- Please use the CMYK profile "ISOcoated_v2_eci.icc", found as a free download at <http://eci.org/de/downloads>
- RGB and greyscale images are automatically converted into CMYK by us (colours are compressed)
- Pantone TXP, Pantone C, NCS and RAL are terms for spot colours; If necessary, we will adapt spot colours based on the relevant base material



5. Error prevention

- Ensure that white is not set to overprint. White lettering does not show up on the background and cannot be seen in the printed version
- To avoid this, turn on Overprint Preview when working in InDesign and Illustrator

6. Systems, programmes and files

- We work with Adobe Creative Cloud (CC)

7. Additional information

- Colours are reproduced differently, depending on the printing substrate. Particularly bright colours are difficult to represent in the CMYK colour space. We require a binding colour template in order to make sure that your colour ideas are printed correctly. Standard templates in Pantone, RAL or NCS are all suitable. If there is no template or colour specification, the files will be processed as they are. Complaints shall not be accepted.
- Reprints: Due to technical changes, the colours of reprints may deviate from existing prints. This is technically unavoidable and does not constitute a reason for complaint.
- Prints are made on rolled goods. Fabric width is not equal to print width. Depending on the quality, slight shrinkage of up to 1% may occur during the printing process. This should be considered when creating the file.
- Consider how it is created. What alignment should be used for printing, hem allowances etc.
- Please note that deviations from our data sheet may result in modifications at extra cost and corresponding delays.