



How to create a design of the plastic card?



FILES FOR PRINTING

1. We accept artwork in EPS, PDF or TIFF format.

- composite PS saved in binary mode PostScript level 2 compliant with attached fonts,
- composite EPS saved in binary mode PostScript level 2 compliant with attached fonts,
- composite PDF version 1.4 or 1.6.

2. EPS files should be checked with suitable software (GhostScript, Adobe Distiller). PDF files should be checked with Adobe Acrobat software (or alternatively PitStop software) for errors (no attached fonts, RGB elements and ICC profiles, low resolution images, correctly applied knockout and overprint).

3. Documents should have specified suitable format allowing for bleeds from every side - card format (53,98 x 85,6 mm) net plus bleeds (57 x 89 mm).



- 89x57 mm - format of the file with bleeds
- 86x54 mm - format of the card after cut
- 82x50 mm - „safety area”, logo and other important details 2 mm from the cutting line

4. In case of CMYK colors printing, all used colors (for example Pantone) should be changed to process colors. You should check if they are identical to colors, which will be used in printing. Furthermore we don't accept elements saved in ICC, Lab, RGB or other color spaces. You should check if they are identical to colors, which will be used in printing.

5. Special colors should be described.

6. Attached photos should have suitable resolutions, which should not be lower than 1,5 x of screen ruling (for 150 lpi - 225 dpi). Photos with 72 dpi resolution are not suitable for printing.

AND FEW MORE TIPS...

7. When preparing projects, please use the following parameters (for Adobe Photoshop files only):

- Black generating algorithm: GCR (Gray Component Replacement),
- Black Generation: medium,
- TIL (Total Ink Limit) and BIL (Black Ink Limit) - TIL not more than 280%, BIL - 90%.

8. Transfer curve should have the following increments of raster points (for Adobe Photoshop files only):

- in 40% area - $21 \pm 4\%$,
- in 80% area - $18 \pm 4\%$.

9. Frames around the net area of the card, text or images should not be placed closer than 2 mm to the edge of card (cutting line).

10. In order to achieve rich black color in uniform color backgrounds use C: 60%, M: 40%, Y: 0%, K: 100%.

11. It is not allowed to generate text from four colors.

12. In case of small text (under 6 pt.) or other thin graphic elements, you should avoid bright text on black background or negative texts (this especially applies to serif fonts).

13. Thin lines, grids and other graphic elements should be done in one color. It also applies to small and medium fonts.

14. For black texts smaller than 18 pt. on color background overprint function should be used. It is not allowed to delete background from under such texts.

15. Proofs should be done in technology which enables simulation of raster points increase in offset printing. Proof should be done after last correction from materials sent to printer office. Otherwise it is not reliable basis for print.

16. In case of few colours trapping should be used.

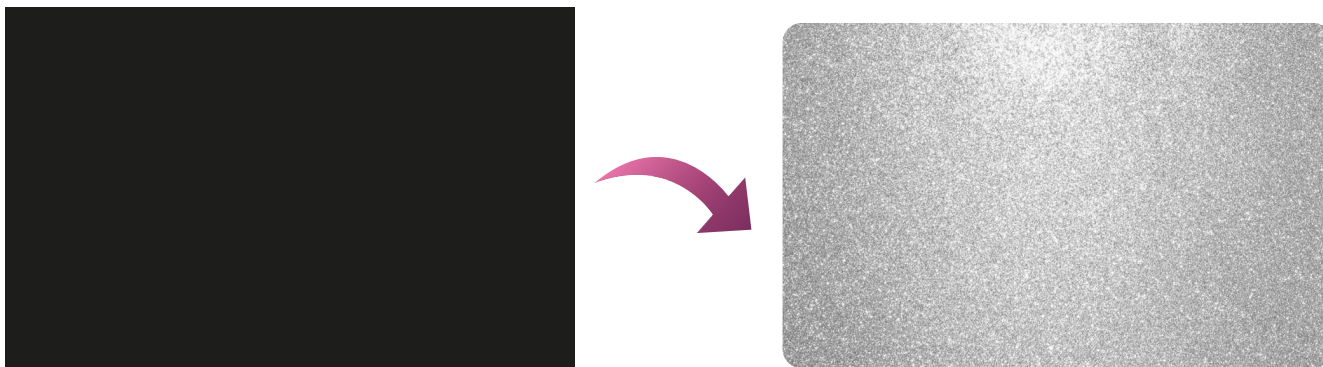
17. Proof prints should be made in a technology that allows simulation of tonal value increase in offset printing. The print should be made after the last correction of materials. In another case, it is not a reliable basis for printing.

18. The color in the finished product should be in accordance with the provided sample / color proof, having regard to the limitations of the technical capabilities of machines, the materials and other factors affecting the color of the print (eg. lamination).

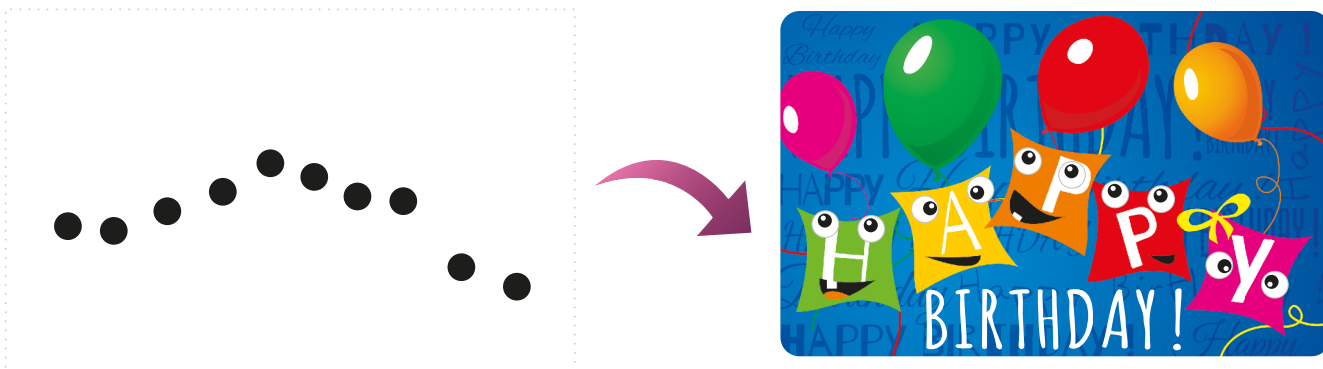
19. In case of additional extras, like UV selective varnish, signature field, glittering print, hot-stamping, hole, shall be made a separate file in format 89x57 mm (in 100% K) to show the preview of the extra.

Examples:

- a file for the silver mettalic printing - glittering background



- a file for the UV selective varnish - convex eyes



- a file for signature / writing fields

