Wall tattoo
with digital print, rectangular or form cut

How to create your print file

File settings

Format:	final format or scaled (e.g. 1:2)
Resolution:	ratio 1:1 96-150 dpi
	ratio 1:2 192-300 dpi
	ratio 1:10 960-1500 dpi
Overprint:	deactivated
Fonts:	embedded or converted to paths
Do not use:	clipping paths, alpha channels, masks in PSD

Rectangular sticker

Bleed:	3 mm on all sides
Crop marks:	no
File formats:	PDF X-3*, TIFF, JPG, EPS, AI,
	PSD (flattened to background layer)

Die cut / kiss cut sticker

➜ See page 2 for how it´s done.

Cut-Kontur:	please follow the instructions
Bleed:	3 mm on all sides
Crop marks:	no
File formats:	PDF X-3*, EPS, AI
	EPS and PDF from Photoshop are not suitable,
	the path information can not be imported as such.

*important notice
The file formats can be created with different programs with various attributes. That can cause numerous errors, e.g. deviation of colours, missing or incorrect fonts, missing elements etc.
To avoid such problems please create your data as a ready to print file in PDF / X-3:2002. To prevent incorrect printing, please feel free to send or upload your original file's preview (JPG) for comparison.

Colors

Color mode:	CMYK
Color profile:	ISO Coated v2, Coated Fogra 27 / 39

Do not use:
RGB and spot colors such as Pantone, HKS and RAL. They will be converted / simulated to CMYK. We cannot guarantee for color differences caused by conversion.

Proof
It is not possible to do color adjustments in the RIP software or at the printer. If color accuracy has high priority, we recommend you a proof beforehand.
The file can be created with several different versions of the color (e.g. small squares with the corresponding CMYK values).
We produce a colorbinding proof on the original material with the original colors. If necessary, you have the opportunity to adjust your file before print.

Notes

- We print and produce with a tolerance up to 0,25%, so the size could differ.
- We could not garantee precisely sizes by millimeter.
- According to the file format, color anomalies may occur.

File upload

upload to our server
Please register in our onlineshop:
www.werbecenter-onlineshop.de
When you finished the ordering process, you can upload your artwork directly in our upload-center.

e-mail
daten@werbecenter-berlin.de

by mail
Advertising & Displays
Werbecenter-Berlin GmbH
Zitadellenweg 26 B
D-13599 Berlin
Germany

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How to create a cutting path

If you wish a cutting path for stickers with kiss cut or die cut:
To recognize the cutting path it is neccessary that your cutting path is set to spot color. Otherwise the plotter will not cut.
One spot color is allowed in your printing file only. Please reduce all other colors to CMYK.

cut contour

- has to be a closed vector path (contour, middle alignment)

- 100% Magenta spot color

- Don´t layer cutting pathes.

- Your sticker will be cut along the created cutting path in spot color.

printing file
ordered width
+ 3mm bleed on all sides

ordered width

finished product

ordered width

bleed 3 mm
To prevent white gaps after the cut along your cutting path of your sticker, please add 3mm bleed to all sides in your printing file.
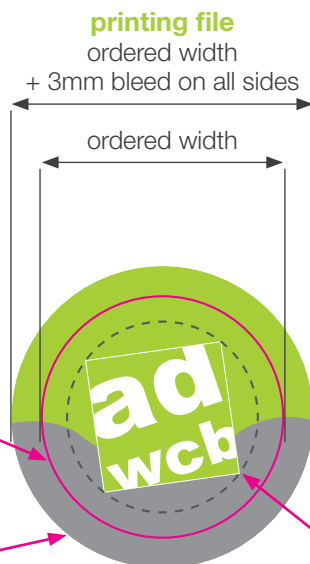
recommended safety space 5 mm
We cannot guarantee accuracy to the cutting. We recommend a safety space of 3 mm without logos or other important elements.

Additonal costs for kiss cut or die cut

Cut costs may be additional for a certain amount and refer to all rectangular, square and round stickers that are punched on roll / sheet for production. The costs can be invoiced at a high quantity of stickers, wich will be cut to the final format directly.
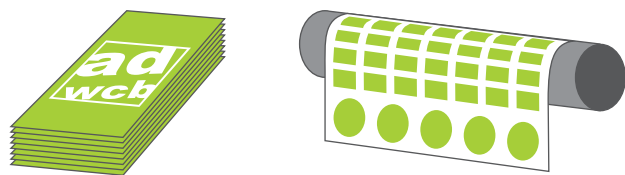
Additional costs may be invoiced above a certain quantity and include all forms that are not round or rectangular and require contour cut.

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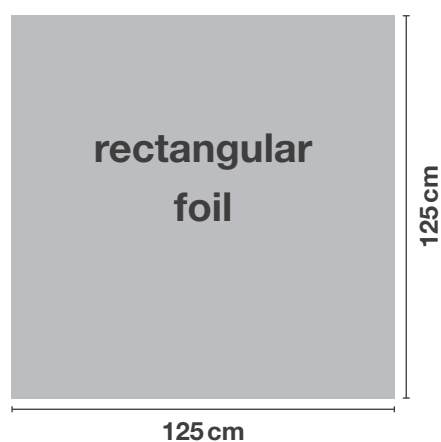
Division of the foil from a width of 125 cm

The maximum printing width for a rectangular motif and stickers with a cut contour is 125 cm. Up to these values the stickers are produced in one piece.

IMPORTANT
If you wish a division at a particular position, please create the data in seperate segments with 5 mm overlap at the cutting position and additional 3 mm bleed at all sides.
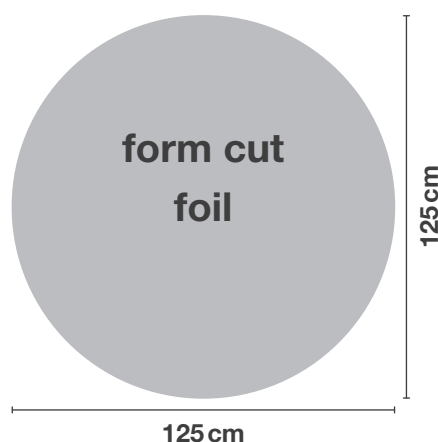
If we do not have any other information, the sticker will be divided by us in optimal separation. It will be delivered in individual parts with standardly 5 mm overlap.

rectangular foil up to 125 cm width

rectangular
foil
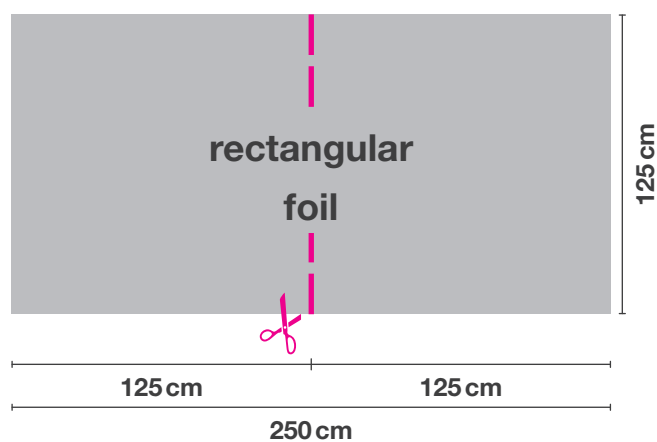
125 cm

125 cm

✓ **sticker in one piece**

form cut foil up to 125 cm width

form cut
foil

125 cm

125 cm

✓ **sticker in one piece**

rectangular foil from 125 cm width
From a width of 125 cm the motif will be divided, up to this value it will be produced in one piece.

rectangular
foil

125 cm

125 cm   125 cm
250 cm

✂ **sticker will be divided**

form cut foil from 125 cm width
If whole motifs are to be separated, apply 5 mm overlapping to the cutting edge.

form cut
foil

150 cm

75 cm   75 cm
150 cm

✂ **sticker will be divided**

IMPORTANT: *Please create the data <u>without</u> crop marks and registration marks.*
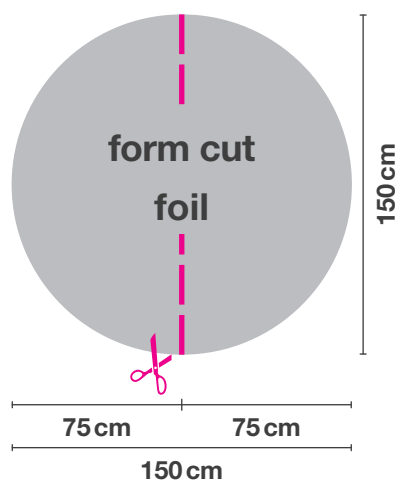
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Sheet creation

f you have more than one motif, you can create a spread sheet (see example).
We recommend to not exceed the maximum printing size of 125 x 250 cm.
The short side has to be not longer than 125 cm.

If only one motif is to be produced several times (contour cut), please note this in your order.

Example of a spread sheet

at least 3mm from cut contour to cut contour

at least 5mm safety space from cut contour to logos etc.

3mm bleed on all sides

at least 2mm font size

organic shapes are possible

125 cm

250 cm

illustration might be not proportional

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Instructions for mounting and storage

1. Before using the product, unwrap it and lay it flat.
The material must relax for at least 90 minutes to reach room temperature.

2. Do not apply the film on damp or cold surfaces, near to heaters or other heat sources or open fire.
Do not expose to direct sunlight.

3. Apply freshly painted walls at the earliest after 7 days.

4. For best results stick only flat, smooth and dry walls without any structure.

5. Use a soft and dry cloth to remove dirt and dust from the surface to be glued.
If a damp cloth is needed to remove stubborn dirt, the wall should be dry again for 24 hours.

6. Remove trapped air bubbles from center to the outside. The edges should be pressed firmly again.

7. Solvents left in the ink negatively affect the adhesive properties, especially at the edges. It is therefore advisable to leave a narrow, unprinted frame.

8. It is recommended to reposition the decorations after six months at the latest, because the film is protective covering the adhesive base and fading the wall color more slowly there than at the surrounding wall area.

9. When removing the wall tattoo for repositioning or storage, peel off the foil as slowly as possible.