

“Premium” sticker

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 guarantee 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:

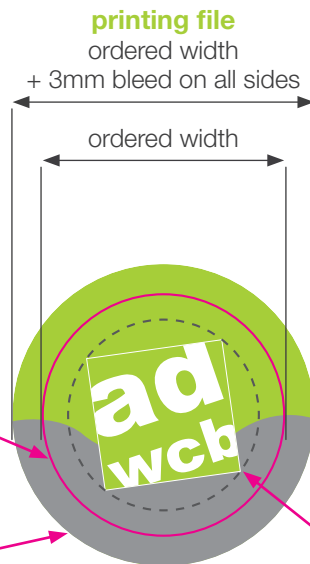
To recognize the cutting path it is necessary that your cutting path is set to spot color. Otherwise the plotter will not cut. One spot color is allowed in your printing file only. Please reduce all other colors to CMYK.

cut contour

- has to be a closed vector path (contour, middle alignment)
- 100% Magenta spot color
- Don't layer cutting paths.
- Your sticker will be cut along the created cutting path in spot color.

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.



finished product

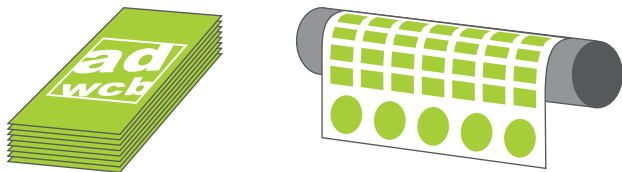


recommended safety space 5 mm

We cannot guarantee accuracy to the cutting. We recommend a safety space of 3 mm without logos or other important elements.

Additional 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, which 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 140 cm

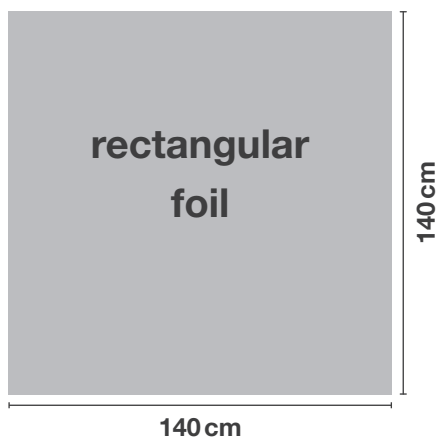
The maximum printing width for a rectangular motif and stickers with a cut contour is 140 cm. Up to these values the stickers are produced in one piece.

IMPORTANT

If you wish a division at a particular position, please create the data in separate segments with 5 mm overlap at the cutting position and additional 3mm bleed at all sides.

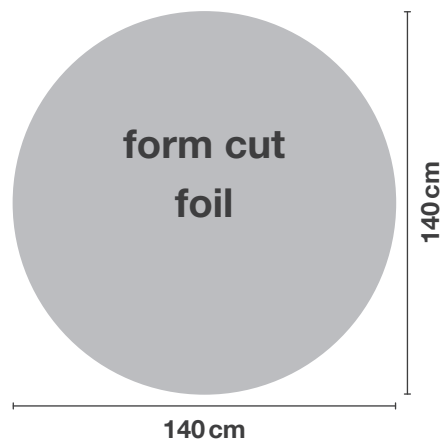
If we do not have any other information, the sticker will be divided by us in optimal separation. It will be delivered in individual parts with standardly 5 mm overlap.

rectangular foil up to 140 cm width



✓ sticker in one piece

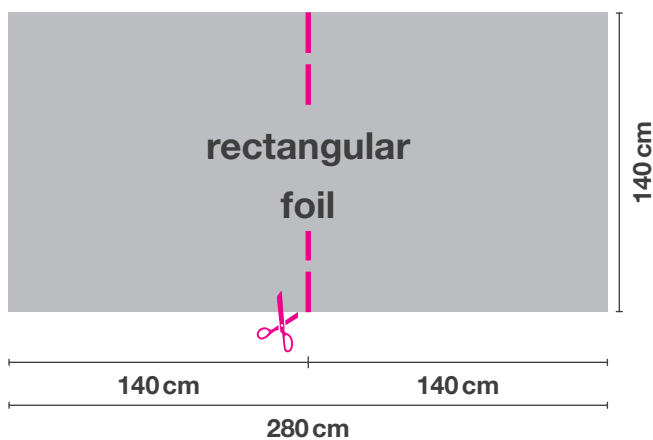
form cut foil up to 140 cm width



✓ sticker in one piece

rectangular foil from 140 cm width

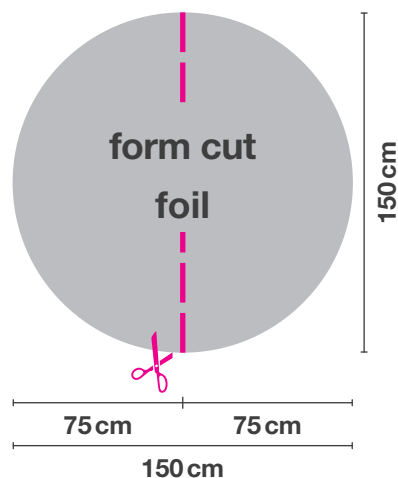
From a width of 140 cm the motif will be divided, up to this value it will be produced in one piece.



✂ sticker will be divided

form cut foil from 140 cm width

If whole motifs are to be separated, apply 5 mm overlapping to the cutting edge.



✂ sticker will be divided

ARTWORK Guideline stickers

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Sheet creation

If you have more than one motif, you can create a spread sheet (see example). We recommend to not exceed the maximum printing size of 140 x 250 cm. The short side has to be not longer than 140 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

250 cm

140 cm

illustration might be not proportional

The example shows a 250 cm x 140 cm sheet. The top section contains two rows of rectangular stickers. The first row has four stickers with a logo 'ad wcb' and four with text 'Advertising & Displays Werbecenter-Berlin GmbH'. The second row has four with the logo and four with the text. The middle section shows two rows of circular stickers, each containing the word 'Print'. The bottom section shows a row of eight organic-shaped stickers featuring a vegetable basket. A vertical dimension line on the right indicates 140 cm, and a horizontal dimension line at the bottom indicates 250 cm. A note at the bottom right states 'illustration might be not proportional'.

IMPORTANT: Please create the data without crop marks and registration marks.