

## Bubble free sticker

Rectangular or form cut

### How to create your print file



#### File settings

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

#### Rectangular sticker

<b>Bleed:</b>	3 mm on all sides
<b>Crop marks:</b>	no
<b>File formats:</b>	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.

<b>Cut Contour:</b>	please follow the <a href="#">instructions</a>
<b>Bleed:</b>	3 mm on all sides
<b>Crop marks:</b>	no
<b>File formats:</b>	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

<b>Color mode:</b>	CMYK
<b>Color profile:</b>	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](http://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](mailto:daten@werbecenter-berlin.de)



##### by mail

Advertising & Displays  
Werbecenter-Berlin GmbH  
Zitadellenweg 34  
D-13599 Berlin  
Germany

## Bubble free sticker

Rectangular or form cut

### How to create a cutting path

Please provide the artwork with contour cut containing the following information:

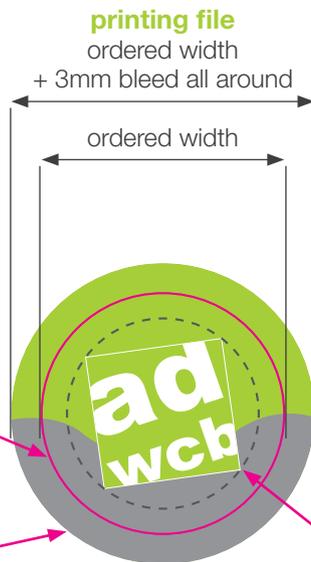
The cut contour must be created as a spot color, so the plotter can recognize and print it. Please place only one spot color per file and reduce all other colors to CMYK.

#### 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.

#### bleed 3 mm

Please add 3mm bleed on all sides additionally to your artwork to prevent white gaps at the edges. The bleed will be cut off.



#### finished product

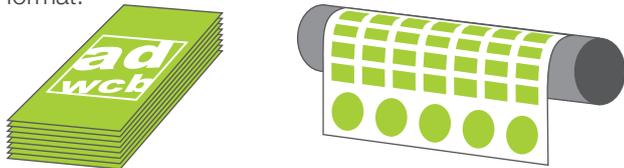


#### recommended safety space 5 mm

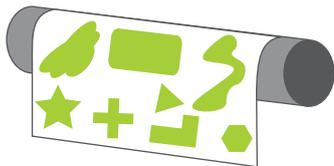
We cannot guarantee a 100% accuracy to the cutting. We recommend a safety space of 5mm without logos or other important elements.

### Additional costs for kiss cut or die cut

Cut costs can be incurred from a certain quantity and refer to all rectangular, square and round foils, which are precise cuted on a sheet / on a roll. It can also be charged for a correspondingly high number of stickers which are cut directly to the final format.



Costs for contour cutting can also incur depending on quantity and refer to all shapes that are not round or rectangular.



## Bubble free sticker

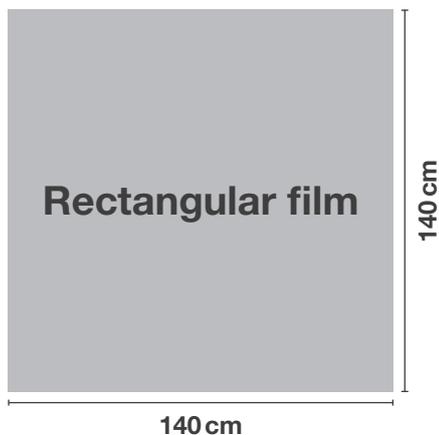
*Rectangular or form cut*

### Division of the foil from a width of 140 cm

Rectangular stickers and motifs with cut contour will be divided from a width of 140 cm. Up to these values they are produced in one piece.

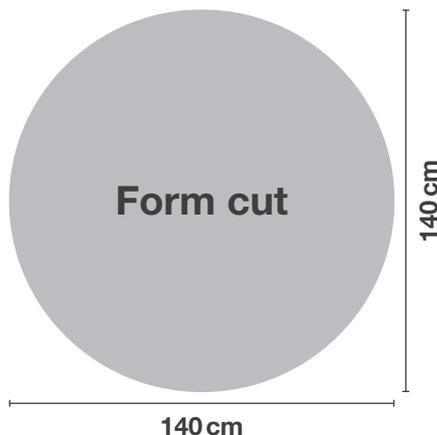
If you would like to have the division at a certain point, please indicate this in your order (including details such as overlap etc.). If no other information is provided, we divide the sticker foil by optimal separation. The delivery takes place in individual parts with a standard 5 mm overlap.

#### Rectangular film up to 140 cm width



✓ Sticker in one piece

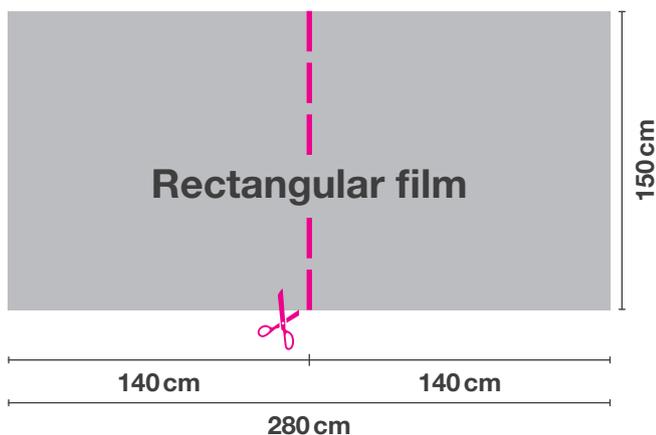
#### Form cut - foil up to 140 cm width



✓ Sticker in one piece

#### Rectangular film from 140 cm width

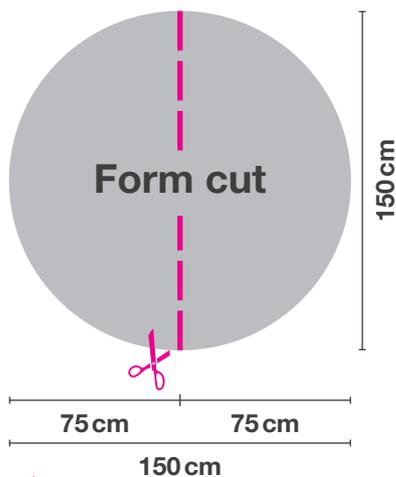
From a width of 140cm the motif is divided, up to this value it is produced in one piece.



✂ Sticker will be divided.

#### Form cut - foil from 140 cm width

If whole motifs are to be separated, apply 1 cm overlapping to the cutting edge.



✂ Sticker will be divided.

## Bubble free sticker

Spread sheet

### 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 250cm.  
The short side has to be not longer than 140 cm.

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

### Example of a spread sheet

The example spread sheet is a 250 cm wide by 140 cm high sheet. It contains several rows of sticker motifs:

- Row 1:** A 2x4 grid of square logos with the text "ad wcb". A note above says "at least 3mm from cut contour to cut contour".
- Row 2:** A 2x4 grid of square logos with the text "ad wcb".
- Row 3:** A 2x4 grid of square logos with the text "ad wcb".
- Row 4:** A 2x4 grid of square logos with the text "ad wcb".
- Row 5:** A 2x4 grid of square logos with the text "ad wcb".
- Row 6:** A 2x4 grid of square logos with the text "ad wcb".
- Row 7:** A 2x4 grid of square logos with the text "ad wcb".
- Row 8:** A 2x4 grid of square logos with the text "ad wcb".
- Row 9:** A 2x4 grid of square logos with the text "ad wcb".
- Row 10:** A 2x4 grid of square logos with the text "ad wcb".
- Row 11:** A 2x4 grid of square logos with the text "ad wcb".
- Row 12:** A 2x4 grid of square logos with the text "ad wcb".
- Row 13:** A 2x4 grid of square logos with the text "ad wcb".
- Row 14:** A 2x4 grid of square logos with the text "ad wcb".
- Row 15:** A 2x4 grid of square logos with the text "ad wcb".
- Row 16:** A 2x4 grid of square logos with the text "ad wcb".
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- Row 19:** A 2x4 grid of square logos with the text "ad wcb".
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- Row 25:** A 2x4 grid of square logos with the text "ad wcb".
- Row 26:** A 2x4 grid of square logos with the text "ad wcb".
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- Row 32:** A 2x4 grid of square logos with the text "ad wcb".
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- Row 99:** A 2x4 grid of square logos with the text "ad wcb".
- Row 100:** A 2x4 grid of square logos with the text "ad wcb".

Additional notes and motifs:

- Row 1:** "at least 3mm from cut contour to cut contour"
- Row 2:** "at least 5mm safety space from cut contour to logos etc."
- Row 3:** "3mm bleed on all sides"
- Row 4:** "at least 2mm font size"
- Row 5:** "organic shapes are possible"

The sheet dimensions are 250 cm wide and 140 cm high.