

κρηαtivia

File Preparation Specification

Banners

File Preparation Specification

Kreativia company utilizes an automatic system for checking and preparing files for printing. For proper file preparation and effective processing by our system, **please familiarize yourself thoroughly and comply with the following guidelines.**

We also offer a range of graphic services, from corrections on poorly prepared files to creating designs from scratch by our graphic designers in the Graphic Services and DTP department.



Accepted File Extensions



TIFF	PDF	EPS Photoshop
flattened	PDF 1.3 or 1.6	without preview
LZW compression enabled	work format contained in Trim Box	jpeg maximum quality compression
color space: 8-bit CMYK		

Submissions for printing should be separated - **each layout should be a file, not an element of a multi-page PDF** document or placed among other layouts.

We do not accept so-called 'open files' due to potential errors arising from, among others, different interpretations of files by software.

Files saved in 16-bit CMYK color space are automatically converted by the automatic file checking system to 8-bit CMYK color space. The printing house is not responsible for errors resulting from this conversion.

BLEEDS IN FILES

We do not use bleeds in print files. Bleeds are added only in works that will be cut to irregular shapes.

PRINT MARKS

Do not include frames or any print marks, trim marks, color bars, calibration bars, etc., in the file.

If the work contains bitmaps, they should be embedded, at 1:1 scale with the resolution according to the table on page 2.

RESOLUTION

Please prepare files at a **1:1 or 1:10 scale**. Below is a table of the required resolution for different formats expressed in DPI for a 1:1 scale. For scaled files, increase the resolution proportionally to the scale used.

Color Mode, Resolution, and Overprint

COLOR

Files should be prepared in the **CMYK** color model, with the **Fogra39** color profile.

Assigning Pantone colors in vector files may result in incorrect color interpretation by the automatic file checking system or on the printing machine itself.

We also offer a color matching service in files to achieve a print coloration close to the selected color. Color selection is done individually, considering the technology, the machine on which the file will be printed, and the type of substrate.

We can match, with a certain margin of error, to color swatches like Pantone, HKS, or RAL. Colors from other swatches will be reproduced in the standard CMYK space with the Fogra39 profile. Please refer to a single color swatch.

x	1m	2m	3m	4m	5m	6m	7m	8m	9m	10m
1m	150	120	100	80	72	72	60	50	40	40
2m	120	100	100	72	72	60	60	50	40	40
3m	100	100	72	60	60	60	50	50	40	40
4m	80	72	60	60	60	50	50	50	40	40
5m	72	72	60	60	50	50	50	40	40	40
6m	72	60	60	50	50	50	50	40	40	40
7m	60	60	50	50	50	50	40	40	40	40
8m	50	50	50	50	40	40	40	40	30	30
9m	40	40	40	40	40	40	40	30	30	30
10m	40	40	40	40	40	40	40	30	30	30

Table of DPI Resolutions for File Dimensions

We also have technology that allows us to print a certified digital proof according to ISO 12647-2 standard. We offer color matching to cromalin, digital proof, or any other physical print.

When preparing graphic files or commissioning a color selection service, it is worth remembering that the saturation level will be more pronounced on PVC materials than on textile materials. This is due to the printing technology on various materials and the degree of ink absorption/hardening.

Correct color interpretation is also important - in the case of reproducing spot colors such as Pantone, color profiles on the machine will only approximate Pantone coloration if objects with spot color are properly described in CMYK components according to the Pantone swatch.

BLACK COLOR

For a deep black, please use the CMYK composition of **30-20-20-100**.

OVERPRINT

Please do not set overprint on graphic elements. Also, ensure that files do not contain external locations of graphic elements. File conversion to digital printing is different from offset printing, so adding overprints in graphic files is prohibited.

Safe Areas and Additions

MARGINS - SAFE AREAS

Due to the technological process of the offered products, it is required to maintain appropriate margins (safe area) when preparing designs for printing. All important elements - logos, texts, etc. - should not extend beyond the safe area.

Applying the appropriate safe margin in the file ensures a satisfactory visual effect of the finished work - the graphics will be centered, and important elements in the design will not be positioned too close to the edges.



CUT-TO-SIZE PRODUCTS:

Below, we present the minimum suggested safe margin.

lengthwise size	1m	2m	3m	4m	5m	6m	7m	8m	9m	10m
margin*	2cm	2cm	3cm	4cm	5cm	6cm	7cm	8cm	9cm	10cm

*margin for each side of the print

FINISHED PRODUCTS

For additional finishes, a correspondingly larger safe margin should be applied beyond the margins specified in the table.

WELD: + 3,8 cm

TUNNEL: + width of the tunnel + 3.8 cm for the weld

DOUBLE-SIDED PRODUCTS

To produce double-sided products, two files should be prepared: a front and a back, and mark the respective side in the file name.

Scale and Minimum Text Size

In double-sided works, there is a likelihood of slight misalignment of the first page relative to the second. This effect is particularly noticeable in texts in the project or when merging graphics. To avoid the undesired effect of misalignment, it is necessary to more carefully analyze the graphic elements of the work and adjust them accordingly.

JOINED PRODUCTS (paneled, exhibited next to each other, forming a whole)

Please ensure that the submitted design is a single graphic file (not divided into sections). The division into sections is done by the DTP department according to an internal procedure - this service is chargeable. Execution of an order from files already divided into sections absolves the printing house from responsibility for any misalignment of the graphics in the prints. It is very important to assign the appropriate amount of DPI to each section according to the resolution table, located on page 2 of the specification.

In the case of non-standard finishing or product type, we suggest contacting Customer Service.

FILE SCALE

Please prepare files at a 1:1 or 1:10 scale. The format specified in the file must always be the net format - without additions.

Our IT system checks the correctness of the file format given in the order - if the file is in proportional scale, the system will automatically rescale it to the required format. If the file size differs from that specified in the order by a maximum of 3% in height or width, the system will correct and rescale the file to the required format. If the format differs from that specified in the order, we will inform you and propose a chargeable **DTP service** to correct or manually reformat the file.

Please specify the dimensions of the work in the file name, according to the scheme:

WIDTH X HEIGHT (e.g., filename_200x100cm).

The specified dimension of the work is understood as the final dimension of the work after finishing.

The printing house is not responsible for assigning incorrect orientation to files (e.g., 100x200cm instead of 200x100cm).

TEXTS IN THE PROJECT

Before sending the project for printing, all texts **should be converted to curves**. The printing house is not responsible for improperly printed projects if the customer does not convert texts to curves.

Below we present the minimum letter height*:

Solvent printing (frontlit, mesh, monomer, etc.) - **min. 5 mm**

NOTE! In the case of perforated materials - mesh, OWV foil, perforated flag, due to the specificity of the material, a larger letter height should be applied - **min. 10 mm**.

KREATIVIA Printing House is a large-format digital printing house, so multi-millimeter texts placed in the project may be blurred.

Cut Line and Bleeds

PANELING

If the dimension of the shorter side of the project exceeds the width of the medium on which it will be printed, it will be divided into sections by our IT system or DTP department. If we receive files divided into sections, we cannot guarantee the correct alignment of the individual sections.

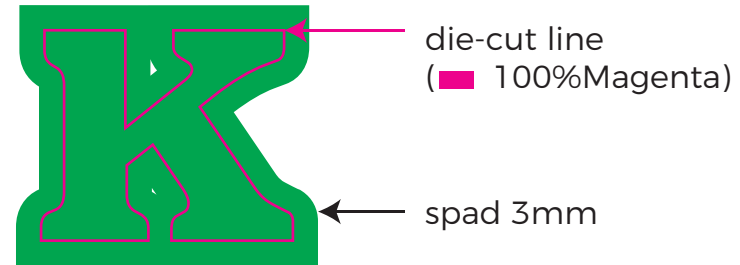
DIE-CUTTING

When preparing works that will be cut along the outline, please remember to:

- preparing the vector die-cut on a separate layer; outline 1 pt, spot color 100% magenta
- applying a minimum of 3mm bleed in the graphics
- sending a preview of the final artwork or informing about the intended end result (graphics/texts in reverse or freestanding).



✓ Properly prepared bleed



✗ Improperly prepared bleed

ATTENTION!

The printing house is not responsible for printing errors resulting from incorrect project preparation by the Client, as well as for substantive errors in the project (e.g., in texts).

Any deviations from the above recommendations may cause undesirable effects in the final print and extend the order processing time.

Before confirming the order for printing, familiarize yourself with the preview of the processed file placed in the PPZ document (Order Acceptance Confirmation).