

**kr̥at̥iv̥ia**

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# Guidelines

for file preparation

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# Types of accepted files

Save file:



Acrobat version 4 [1.3] or [1.6]  
bitmaps embedded in the file  
files over 500cm in scale 1:10



with LZW compression  
flattened file  
in recommended resolution [table]

Size	<A4	<1m2	<2m2	<5m2	<25m2	<50m2	>50m2
Resolution	300ppi	200ppi	150ppi	100ppi	80ppi	50ppi	30ppi

In general:

- single-page files
- files up to 500MB
- CMYK 8-bit color mode
- fonts converted to curves
- overprints disabled
- retained safe areas



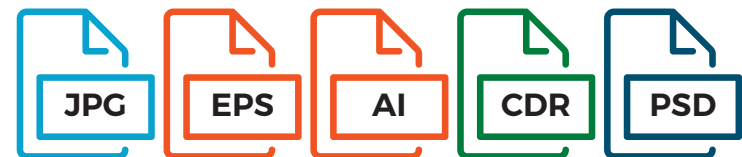
Accepted files

(proprietary format)



Unaccepted files

(open format)



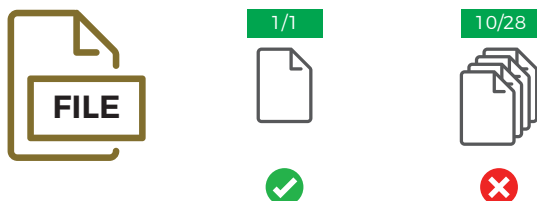
Uploading files that do not comply  
with the above information may result in:

- printing errors
- loss of some graphics
- files not being accepted for production
- longer working time of DTP department
- other errors for which the printing house  
is not responsible for

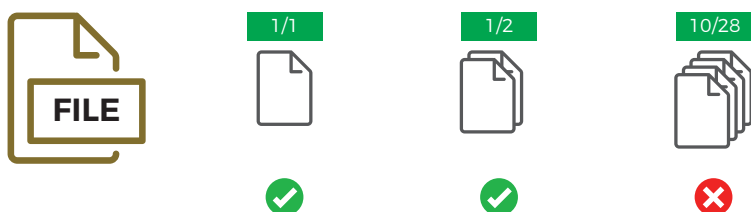
# Terminology

## Single-page files

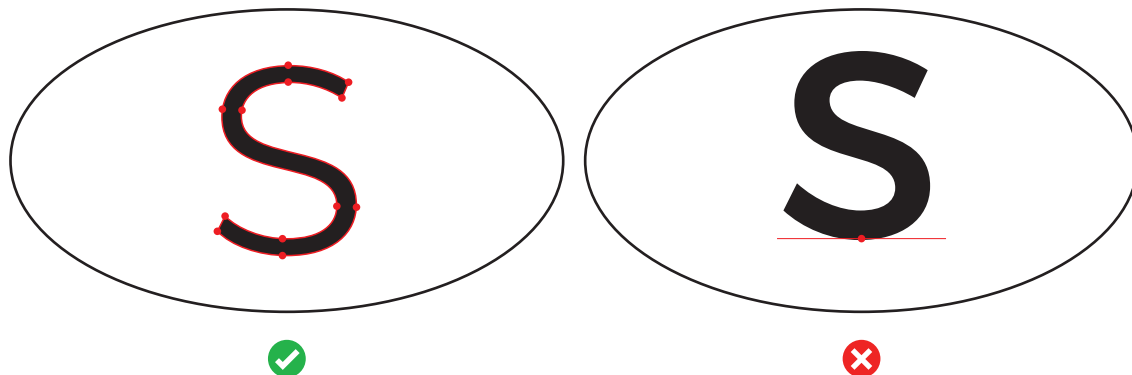
### Single sided print



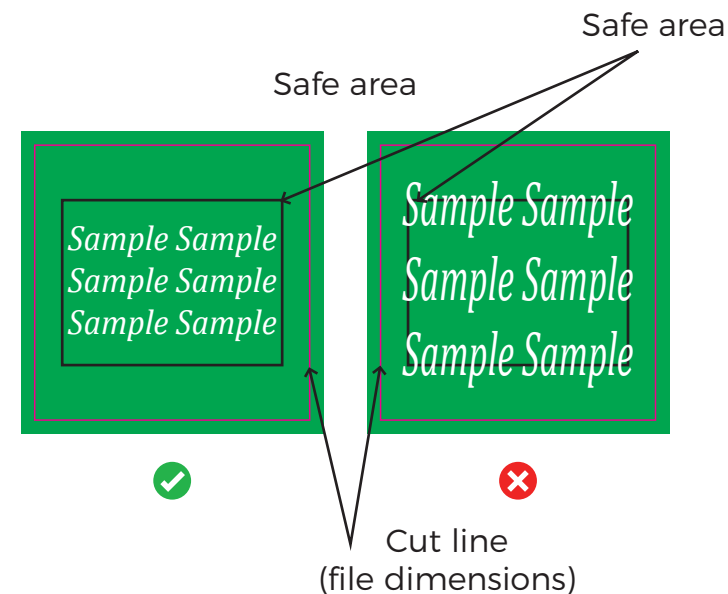
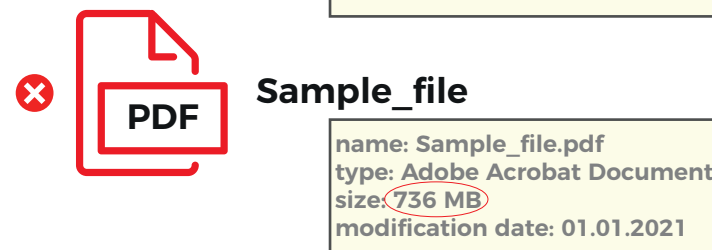
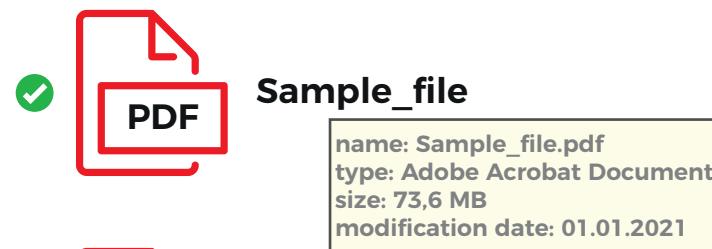
### Double sided print



## Font converted to curves

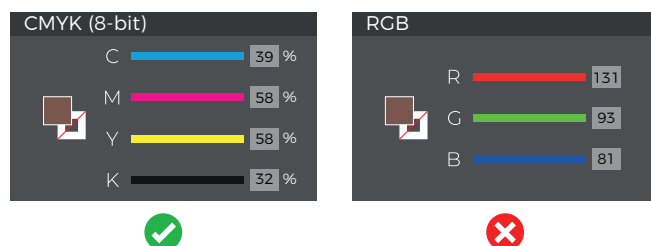


## Files up to 500 mb



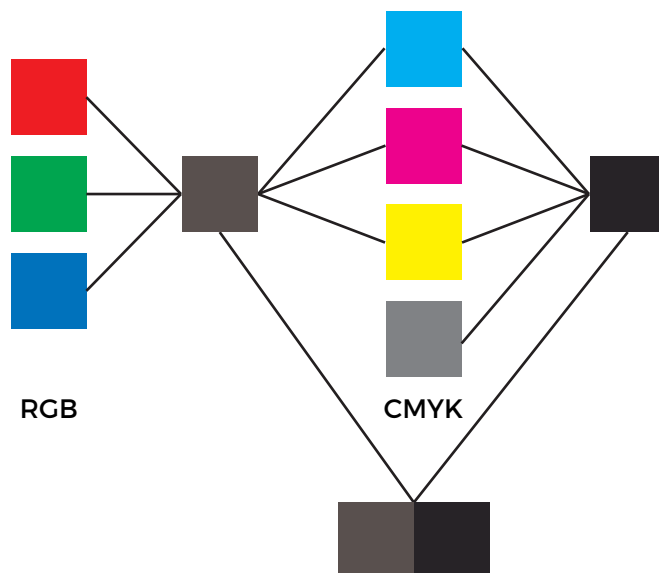
# Color mode and overprint

Color mode

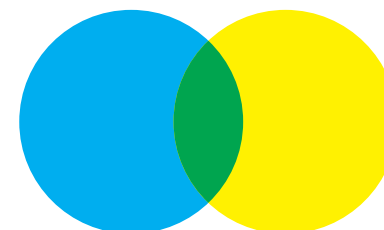
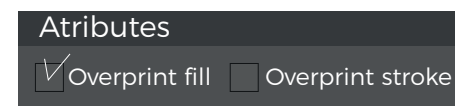
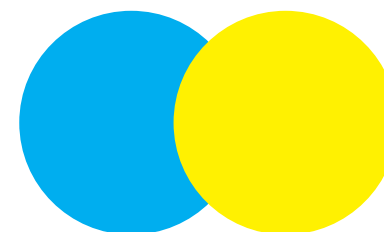
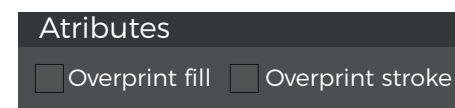


Any color mode other than CMYK is converted to CMYK so that color differences may occur.

Example of RGB to CMYK conversion:

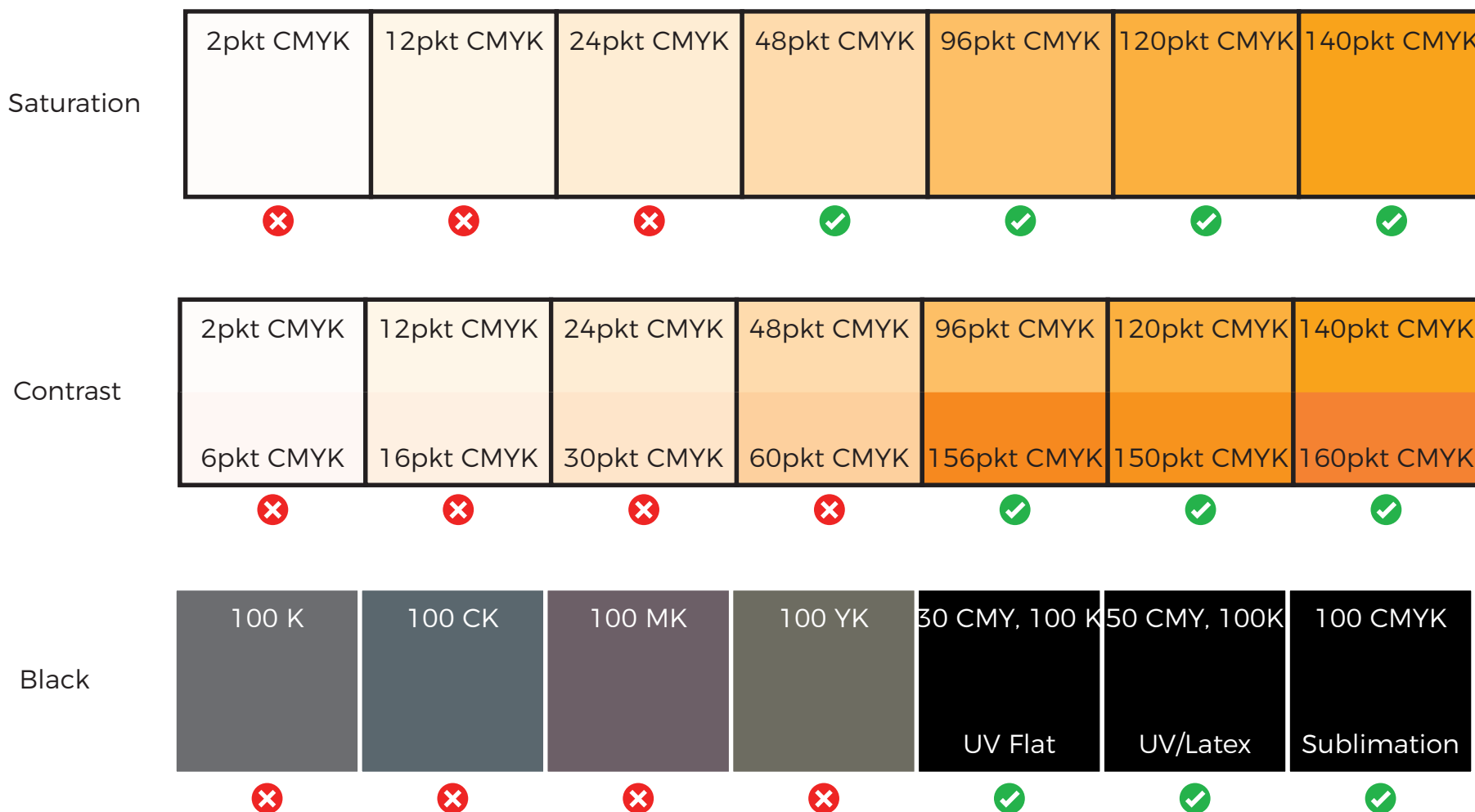


Overprint



# Saturation and contrast

Please note that graphics prepared for printing should have adequate color saturation and contrast. A color with low CMYK saturation may appear too light on the printout or even disappear completely due to material absorption. If adjacent colors in the file have too close CMYK components the print may show a solid color instead of separate graphic elements. If you want to print black, you should also remember to use the correct CMYK color saturation.



# Safe areas

In every file submitted for printing, appropriate safety areas must be maintained. They depend on the finishing.

Finishing	UV roll	UV flat	Sublimation
cut to size	1cm	1cm	0cm+table 1.
hem	4cm	N/A	3cm+table 1.
eyelets	4cm	4cm	5cm+table 1.
sleeve/tunnel	4cm+flat tunnel*	N/A	3cm+table 1.+R*
smart frame	3cm	N/A	5cm+table 1.

Table 1. Sublimation(<side length)	
<3m	3cm
<5m	6cm
<10m	12cm
<20m	25cm
<30m	35cm
<40m	45cm
<50m	55cm

Sublimation printed fabrics are more susceptible to stretching and shrinking during the manufacturing process, therefore the safe areas are also dependent on the length of each individual side.

Re. T\* Formula for flat sleeve/tunnel

$$r \times 3,14$$

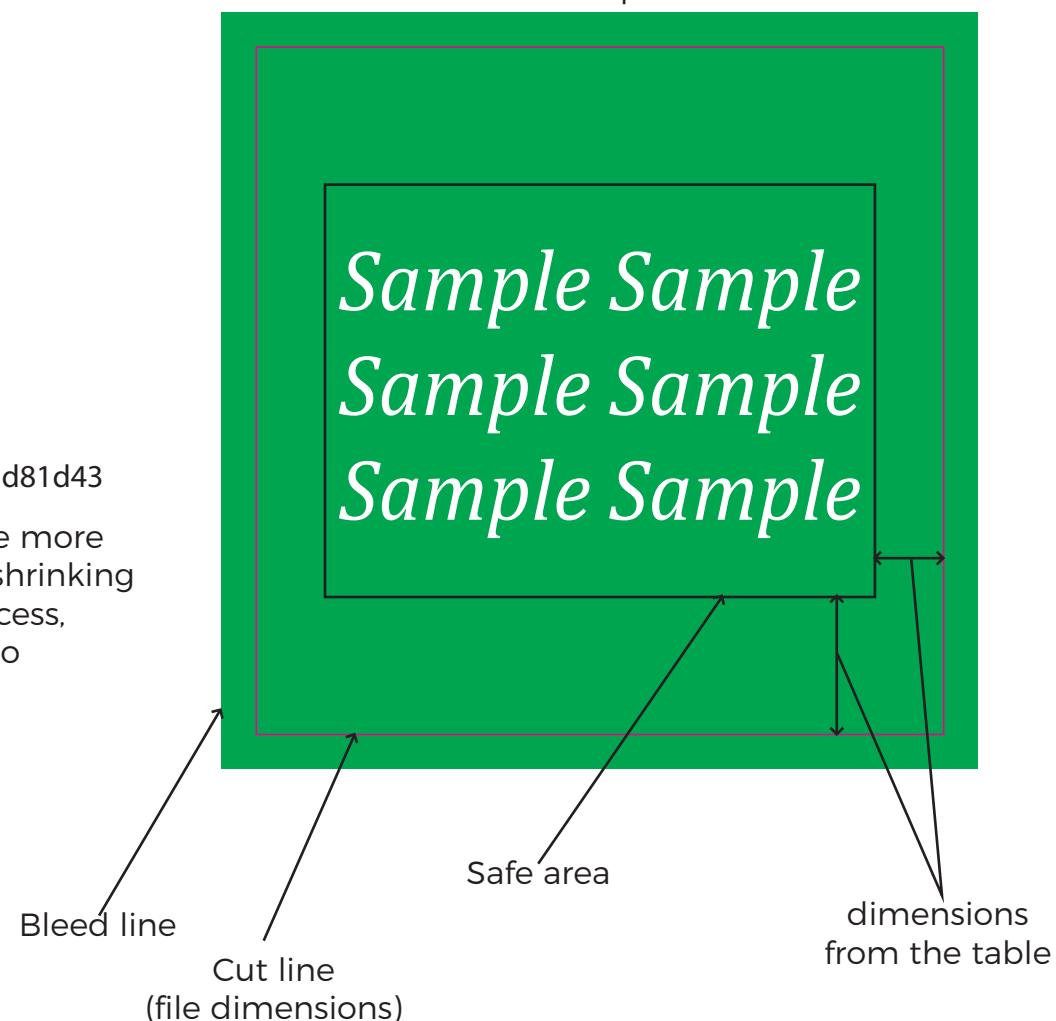
the result is rounded up to the nearest cm

Example: Tunnel with diameter of 5 cm

$$2,5\text{cm} \times 3,14 = 7,85\text{cm}$$

Flat tunnel: 8 cm

Example



# Smart Frame

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**Fig. External frame dimensions**



When ordering fabric with flat kedar (silicone rubber) for tensioning on the frame of Smart Frame system or other system with external wall thickness 1,5-2,5 mm, please specify the external dimension of the frame. (Fig.)

We do not take responsibility for the final result of the order, if the customer specifies the fabric size and not the frame size. During the printing process, the fabrics are prone to stretching and shrinking, so we use special algorithms which adjust the fabric size to the given frame size.



# Files with cut lines

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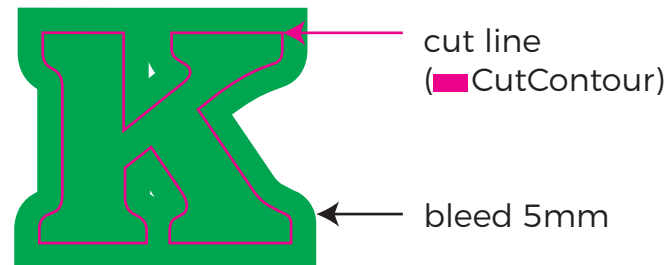
All files sent to the printing house should have a minimum 5mm bleed on each side. If the bleed is not included in the file, we will add it from the mirror image or fill it with a color located 0.5mm from the cutting line.

Cut files with irregular shapes should contain a vector cut line marked as an outline with an additional color named "CutContour" containing as few points as possible.

If you have left a black frame or any outline in your artwork be aware that it may be stretched over the entire 5mm print pitch and remain on the printout.



Incorrectly added bleed

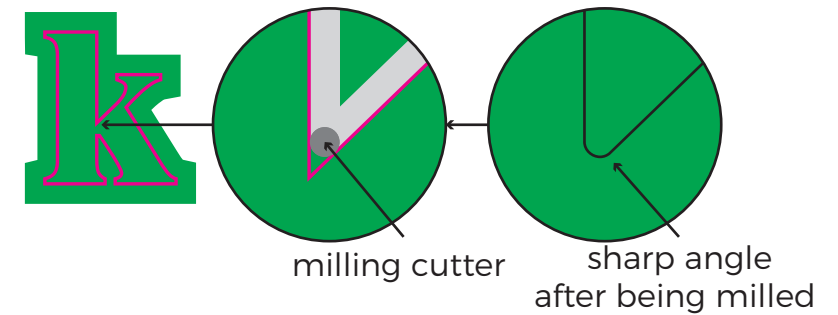


Correctly added bleed

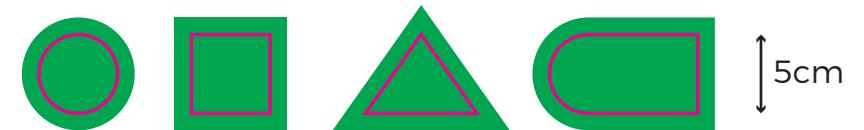
When designing graphics, be aware of possible misalignment when cutting out, e.g. if you design a frame that is 10mm thick, it may happen that it is 8mm on one side and 12mm on the other.

# Milling

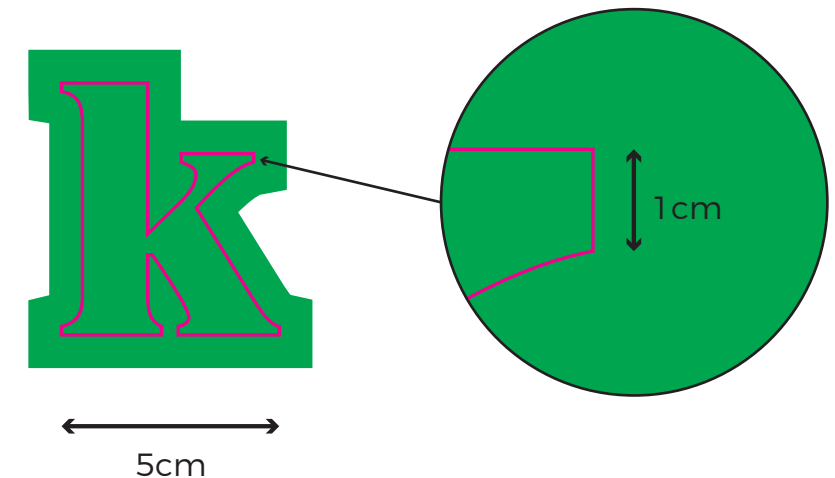
Be aware that round milling cutters (instead of knives) of different diameters are used to cut some flat materials. Sharp angles in shapes will have ends with the radius of the cutter used.



For straight shapes, the minimum size of the object to be milled cannot be smaller than 5x5cm.

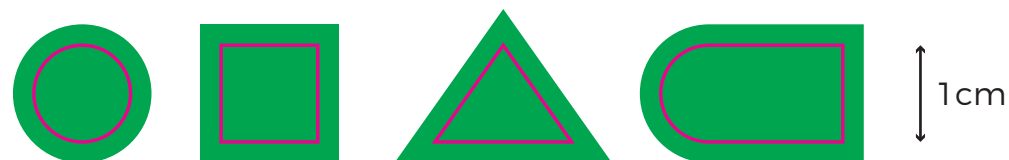


For complex shapes and letters the minimum size of one milled object cannot be smaller than 5x5cm. The line thickness at its widest point must not be less than 1 cm.



# Plotting

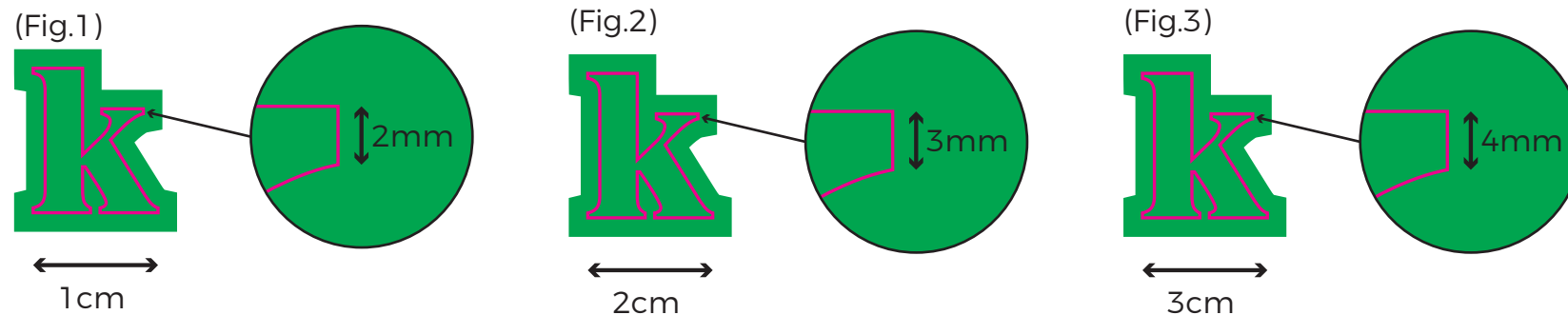
For simple shapes, the minimum size of the plotted object must not be smaller than 1x1cm.



In case of complicated shapes and letters, the minimum size of one plotted object cannot be smaller than

- for cast foil- dimension 1x1cm and thickness at the largest point 2mm (fig.1)
- for printed foils: 2x2cm and thickness at the thickest point 3mm (fig.2)
- for printed and laminated foil - dimensions 3x3cm and thickness at the thickest point 4mm (fig.3)

This size does not apply to the entire graphic in the file but to a single element to be processed.



# Print with white ink

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We can print with white ink, however, it is necessary to choose a variant from the options below:

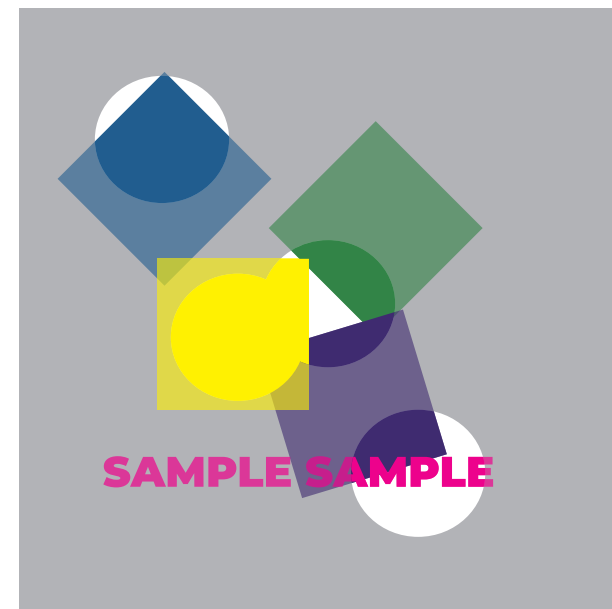
1. Full print with white



2. White ink under a top layer of CMYK



3. Printed partially in white



Transparent



White

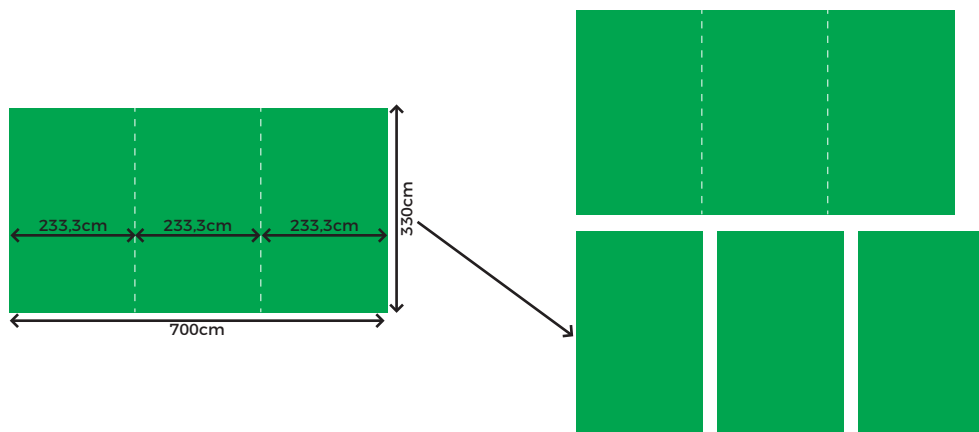
# Finishing standards

## Panelling:

Artwork which dimensions (including finishing) do not allow to be printed in one piece are divided into the widest possible parts (panels).

The division is made by the printing house according to a certain standard

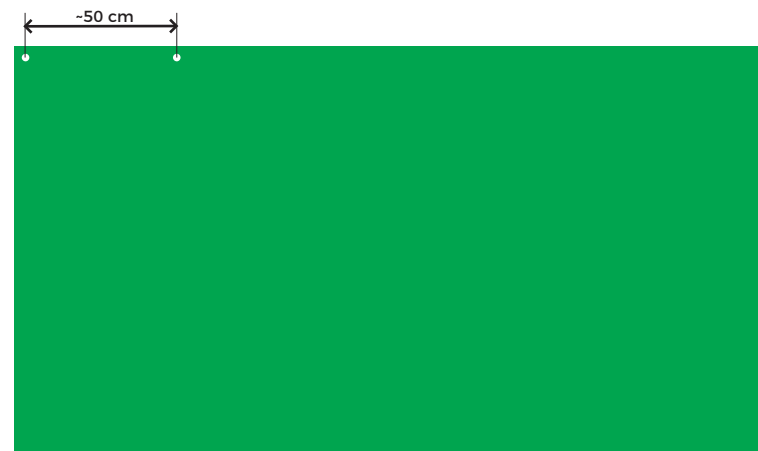
- vertical division into equal, widest possible parts
- banners - welded by the production and sent as a whole
- textiles - sewed by production and shipped as a whole
- wallpapers, papers, flat materials - divided without overlaps, sent as pieces
- foils - divided with a 1cm overlap on one side, sent in pieces



**The above standards are only used by the printing house when it does not have the specified finishing details.**

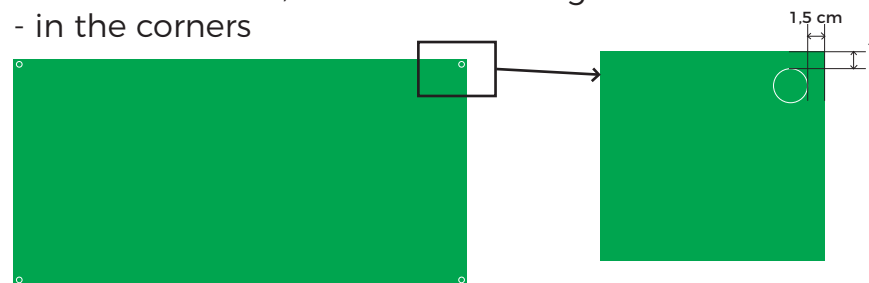
## Eyelets:

- banners - 10mm eyelets every ~50 cm
- fabrics - 10mm eyelets every ~50 cm



## Holes (flat materials):

- diameter 5mm
- centre of hole 1,5 cm from the edge
- in the corners



# Automatic file checking

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We use an automatic system to check and prepare files for printing. For correct file preparation and effective processing by our system, please follow the „Guidelines for file preparation“.

Kreativia verifies each time the correctness of a file submitted by the client, however it does not guarantee that all errors and incompatibilities in relation to the specification will be noticed.

Additional operations aiming at adjusting the file to the specification and all changes made by the printing house at the Client's request are treated as additional services that are subject to payment according to the price list.

# Summary

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Sending to production a file that does not comply with „Guidelines“, may result in printing errors, for which Printing House is not responsible. If the above information is not sufficient, we encourage you to contact Sales Department or Customer Service Department, who will direct all questions to the DTP Department.