

Specifications for printing

In order to guarantee your complete satisfaction, here are the technical requirements that must be followed when creating your files. This will improve the quality of the work you entrust to us and reduce production time.

First of all, we recommend using software that is suitable for printing, such as Illustrator, Photoshop, InDesign, Canva, Quark, etc.



Choose professional desktop publishing software, an office software (such as Word or PowerPoint) is not suitable for four-color printing and high resolution. When it comes to online platforms, pay particular attention to the following.

The export format for your file will be PDF.

- The color format must be set to CMYK, and if you wish to include specific named shades, please identify them using the PANTONE Solid Coated color chart for coated paper or Solid Uncoated for offset paper.

- The resolution to be used is 300 pixels/inch.

- A 5mm bleed is required beyond the edges of the file. The cut lines are markers indicating the edge of the product; please include them.

- Set your black to C0 M0 Y0 K100, especially for text. If you are using a large area of intense black, use C50 M40 Y30 K100 instead. This will enhance the flat color, making it denser and deeper, without causing overprinting.

- Vectorize the fonts in your text (this will allow us to open them without the risk of inconsistencies between two different fonts).

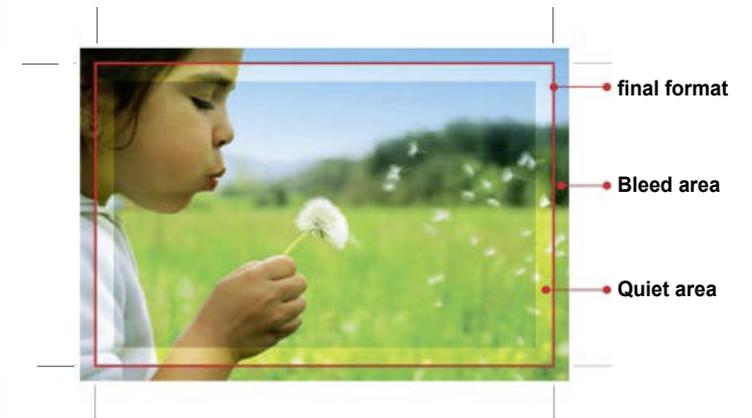
- Technical information (e.g., white ink, cut contours, or variable data) should be isolated on dedicated layers with named colors (e.g., White, CutContour, VariableData).

- Finally, be sure not to lock your files with a password.



BLEED: what is it ?

Bleed refers to extending the image beyond the edge of the page (usually by 5 mm) to prevent imperfections caused by folding or cutting. Without this, there is a high risk of a white border appearing between the image and the edge of the page. Also remember to clear the 2 mm “quiet area” inside the visual: to avoid any cutting, it must not contain any important elements or text.



Once we receive your files, we will process them and send you a press proof for approval. Here is an example opposite; this document summarizes the parameters of your project (templates, formats, colors, layout, and packaging). It is very important to take the time to read it carefully and check its contents because once it has been approved, we will start production and will no longer be able to make any change.

