

## HOW TO CREATE A PRINT-READY FILE:

### SPECIAL FINISH ROLL LABELS

The following instructions are designed to help you create a print-ready file.

If after reading them you are still unsure about anything, please download the template, visit the FAQ section of our website, request a professional File Check or contact customer support.

#### 1 FILE FORMAT


Our systems can only process files in **PDF** format (not password-protected).

#### 2 COLOURS

The same colour can appear slightly different on different media. This is due to the material's physical composition. All files must be sent in **CMYK** (cyan, magenta, yellow and black), with a Fogra 39 colour profile. Any images which are sent in RGB or in PANTONE colours will be automatically converted using a standard separation profile.

To achieve a deep black with our printing technology we recommend using the following CMYK values:

C 63%, M 52%, Y 51%, K 100%.

 **Warning!** Do not use the technical colours used in the template in your artwork, as they will not be printed.

#### 3 RESOLUTION

The optimal resolution for the print files is **300 dpi**.

#### 4 FONTS AND PATHS

Fonts should be embedded into the PDF or converted into curves/paths. The minimum font size (below which we cannot guarantee perfect print quality) is 6 pt. The minimum printable line weight is 0.25 pt.

#### 5 MARGINS AND BLEED

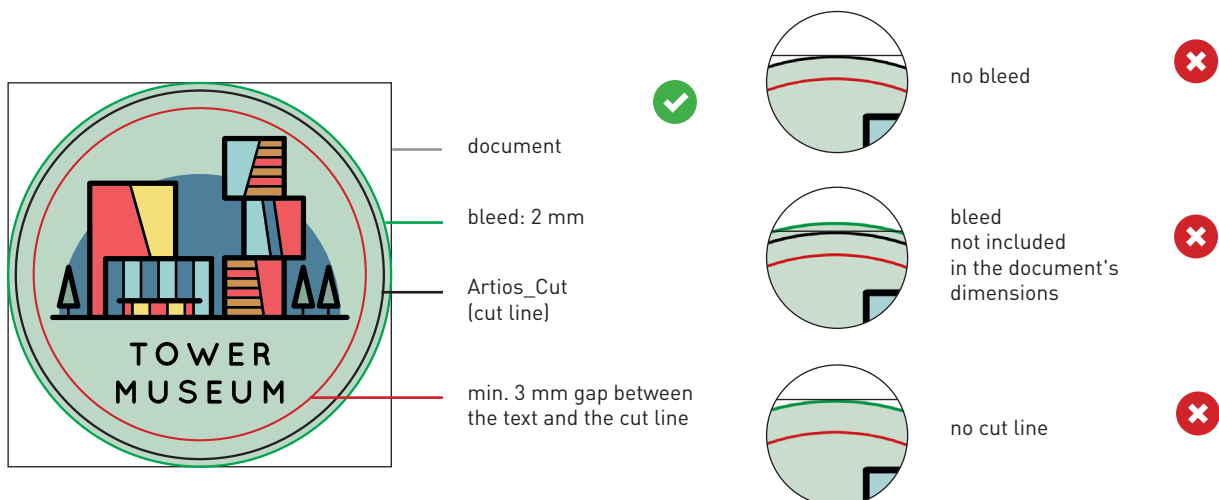
For roll stickers, create a file in 1:1 scale with a **2 mm bleed on each side**. If you have chosen one of the regular (not custom) formats, we recommend you download the template from the website, as the file dimensions and bleed will already be set up correctly.

#### 6 ROUND, SQUARE OR RECTANGULAR STICKERS

To create a print-ready file for these products **we recommend you download the template from the website**.

If you have chosen stickers with the "Round, Square or Rectangular" option, follow these steps to create a print-ready file:

- Download the template for your chosen configuration or, alternatively, create a new file with the same dimensions as your label, not forgetting to add a 2 mm bleed on each side.
- If you have chosen labels with selective or solid white or mirrored printing, please follow the instructions below for these options.
- Enter your artwork on the Artwork layer, inside the predefined area on the Artboard.
- Remove all guidelines except the bleed margin (the green line) and save the file in PDF format.

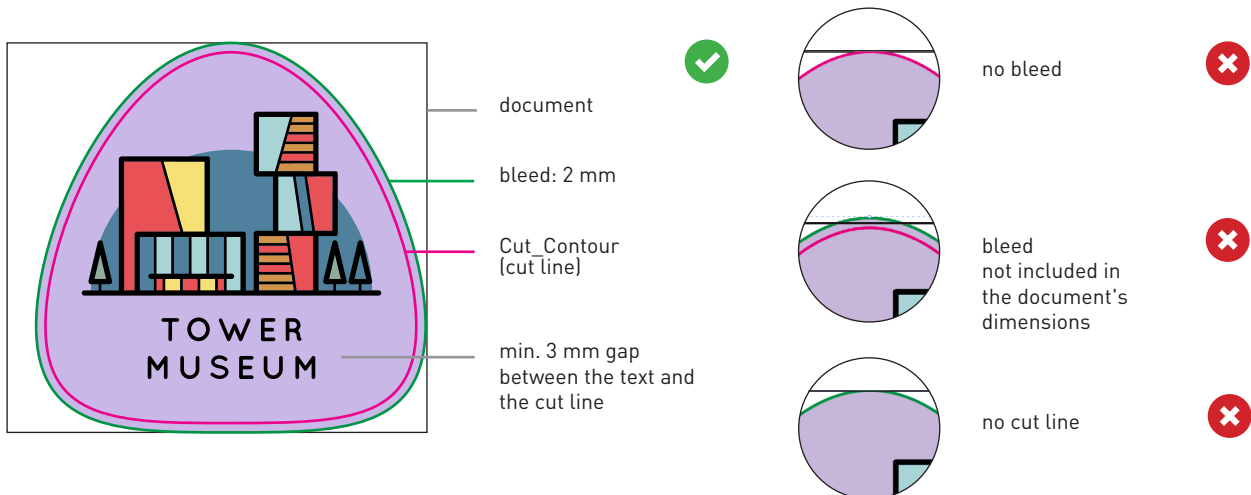


## LABELS WITH CUSTOM SIZE AND SHAPE

To create a print-ready file, **we recommend you download the template from the website** or create the file following the instructions in this document for your chosen options.

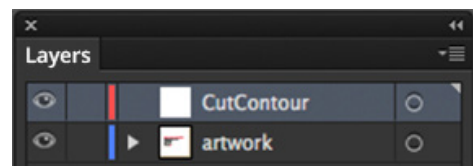
If you have chosen labels with the "Custom size and shape" option, follow these steps to create a print-ready file:

- Download the template for your chosen configuration or, alternatively, create a new file with the same dimensions as your label, not forgetting to add a 2 mm bleed on each side.
- Create a new layer from the **Layers** palette, and name it **"CutContour"**.
- Create a new colour swatch from the **Swatches** palette and name it **"CutContour"**; select **Spot Colour** as the **Colour Type** and assign the following CMYK percentages: 0, 100, 0, 0 (magenta only).
- Create a vector path on the **CutContour** layer which corresponds to the cut line for your sticker, and assign it a stroke colour that corresponds to the newly-created **CutContour** swatch.



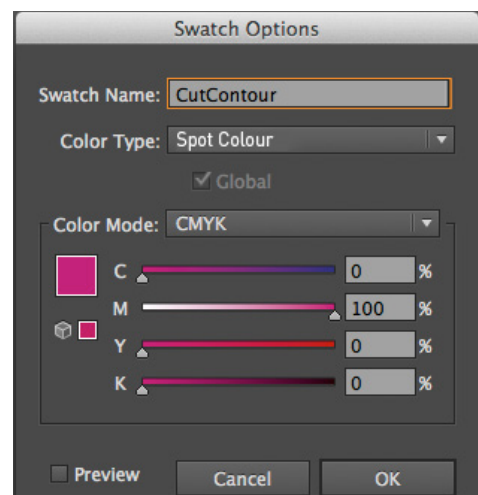
- 1 Enter your artwork on a single layer, and give it the name 'Artwork'.

- 2 **LAYERS > CREATE NEW > CutContour**  
Create a new layer above the Artwork layer from the **Layers** panel and name it **"CutContour"**.



- 3 **SWATCHES > CREATE NEW > CutContour**  
Create a new colour swatch from the **Swatches** palette and name it **"CutContour"**; select **Spot Colour** as the Colour Type and assign the following CMYK percentages: 0, 100, 0, 0.

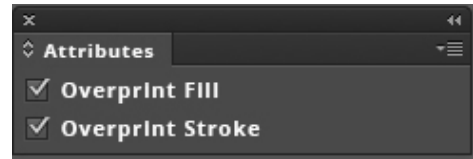
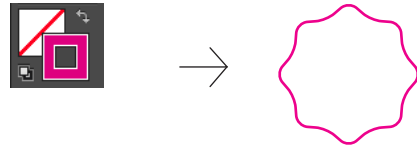
CutContour  
Spot Colour  
CMYK  
C: 0%  
M: 100%  
Y: 0%  
K: 0%



④ **PATH > CutContour**

Create a vector path on the **CutContour** layer which corresponds to the custom cut line for your label, and assign it the CutContour spot colour.

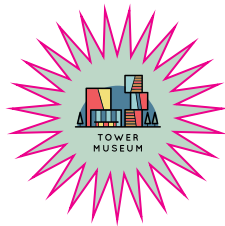
Overprint must be selected for all paths on the CutContour layer.



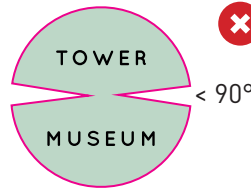
⑤ Save the PDF, keeping the layers separate.

## GOOD TO KNOW - Specifications

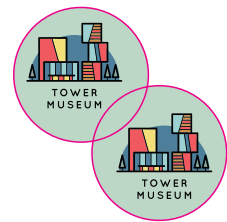
We recommend that you do not create overly complex cut lines, as this could cause the cut to be inaccurate or uneven. The CutContour line must consist of a single, closed line.



TOO COMPLEX



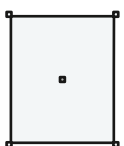
INTERNAL ANGLES < 90°



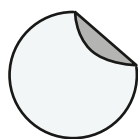
MULTIPLE CUTS

If you have chosen a **round**, **square** or **rectangular** shape we recommend choosing the dedicated configurations through the order page and using the corresponding downloadable templates.

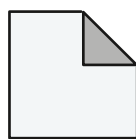
### Format:



Custom size and shape



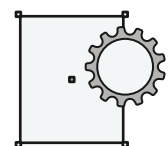
Circular format



Square format



Rectangular format



Mechanical die cutting

## 7 TRANSPARENT STICKERS

If you have chosen stickers made from a transparent material, **remember that the printed colours will not have a solid appearance**. We therefore recommend using the white printing options, which allow you to create an opaque and uniform background to highlight all or part of your artwork.

The white printing options allow you to cover only part of the area of the label (Selective White): for this option you need a specific "white" layer and fill, which you can create following the instructions in point 8.

### TRANSPARENT STICKERS



NO SELECTIVE WHITE



WITH SELECTIVE WHITE

## 8 SILVER STICKERS

If you have chosen stickers made from silver-coloured material, **remember that the printed colours will not have a solid appearance**. We therefore recommend using the white printing options, which allow you to create an opaque and uniform background to highlight all or part of your artwork.

The white printing options allow you to cover only part of the area of the label (Selective White): for this option you need a specific "white" layer and fill, which you can create following the instructions in point 8.

### SILVER STICKERS



NO SELECTIVE WHITE



WITH SELECTIVE WHITE

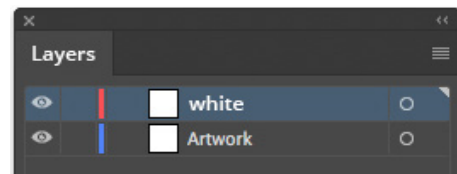
## 9 SELECTIVE WHITE

If you have chosen the "white printing" option for transparent or silver stickers, follow these instructions:

- Create a new layer from the **Layers** palette, and name it **'white'**.
- Create a new colour swatch from the **Swatches** palette and name it **"white"**; select **Spot Colour** as the **Colour Type** and assign the following CMYK percentages: 100, 0, 0, 0 (cyan only).
- Create a vector path on the **"white"** layer (no raster images) which corresponds to the area of the artwork you want to highlight with the selective white.
- Give the vector path the newly-created **"white"** fill colour.
- Ensure you keep the layers separate when saving the PDF.

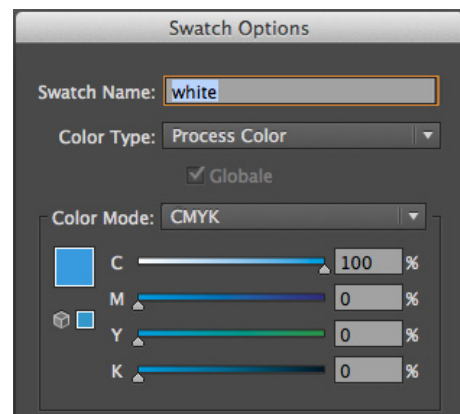
① Enter your artwork on a single layer, and give it the name 'Artwork'.

② **LAYERS > CREATE NEW > white**  
Create a new layer from the **Layers** panel above the Artwork layer, and name it **white**. PLEASE NOTE: keep the 'white' layer above the Artwork layer.

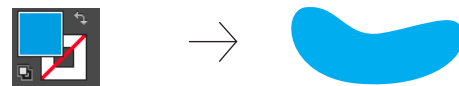


③ **SWATCHES > CREATE NEW > white**  
Create a new colour swatch from the **Swatches** panel and name it **'white'**; select **Spot Colour** as the Colour Type and assign the CMYK percentages 100, 0, 0, 0.

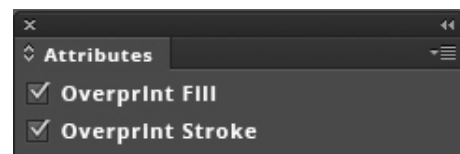
white  
Spot Colour  
CMYK  
C: 100%  
M: 0%  
Y: 0%  
K: 0%



④ **FILL > white**  
Create a vector fill on the **'white'** layer which corresponds to the area of the artwork to which you want to add the finish, and assign it the 'white' spot colour.



Overprint must be selected for all paths on the 'white' layer.



⑤ Save the PDF, keeping the layers separate.



**Warning!** Remember to leave at least 4 mm between the area of selective white and the cut line.

## 10 HOT FOIL STAMPING

If you have chosen the **Hot Stamping** option, remember that the artwork must be added in the specific **HOTPRINT** layer.

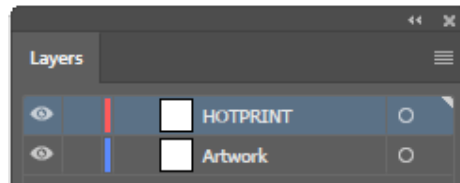
Artwork in the HOTPRINT layer must not contain gradients, halftone screens or transparency, must consist of vector graphics and must use the **HOTPRINT** colour swatch. You can make the finishes any shape you like, giving you more creative freedom. The minimum font size is 7 pt, and the minimum line weight is 1.5 pt.

We recommend avoiding placing finishes over the edges, to prevent the varnish or coating from breaking.

Follow these steps to recreate the correct colour swatch.

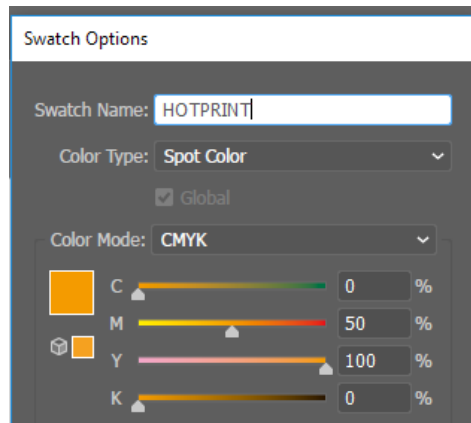
### 1 **LAYERS > CREATE NEW > HOTPRINT**

Create a new layer from the **Layers** panel above the Artwork layer, and name it **HOTPRINT**.



### 2 **SWATCHES > CREATE NEW > HOTPRINT**

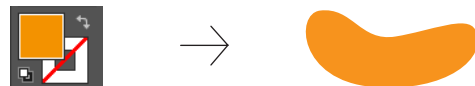
Create a new colour swatch from the **Swatches** panel and name it **HOTPRINT**; select **Spot Colour** as the Colour Type and assign the CMYK percentages 0, 50, 100, 0.



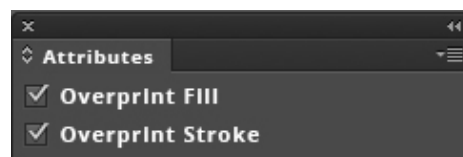
HOTPRINT  
Spot Colour  
CMYK  
C: 0%  
M: 50%  
Y: 100%  
K: 0%

### 3 **FILL > HOTPRINT**

Create a vector fill on the **HOTPRINT** layer which corresponds to the area of the artwork to which you want to add the finish, and assign it the **HOTPRINT** spot colour.



Overprint must be selected for all paths on the **HOTPRINT** layer.

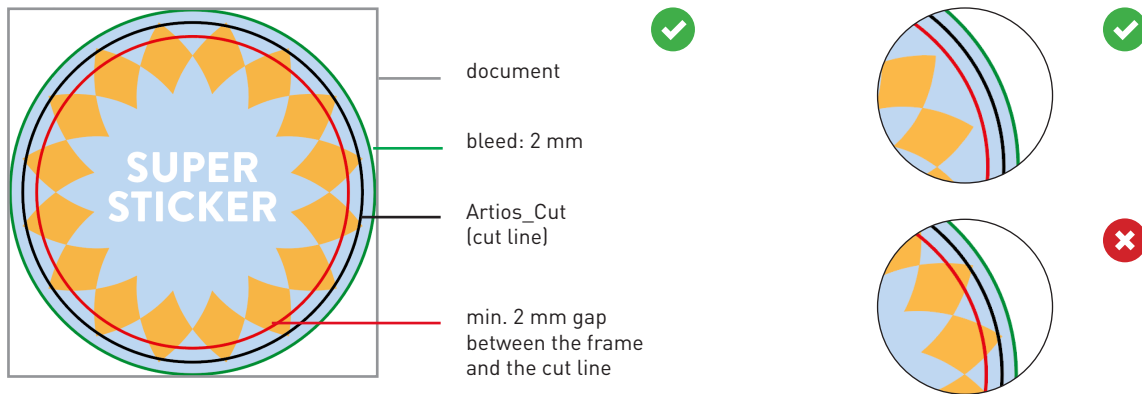


### 4 Save the PDF, keeping the layers separate.

## 12 FRAMES AND PASSEPARTOUTS

We do not advise placing frames and passepartouts too close to the edges, to avoid any inaccuracy due to the cutting tolerances ( $\pm 0.1$  mm).

To avoid poor results, frames should not be positioned less than 2 mm from the cut line.

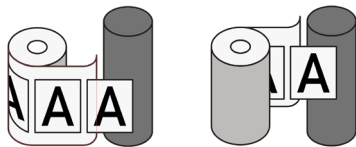


## 13 ROLL PREPARATION

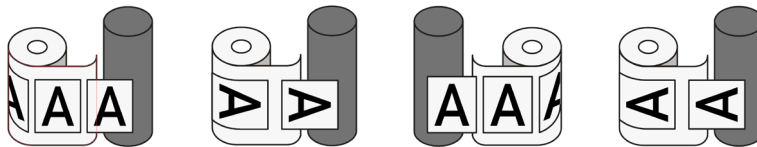
Roll preparation can either be **Standard**, in which case you will receive a single 33-cm-high roll, or **Custom**, in which case you will receive one or more rolls that are the same height as the label (plus the distance between labels that you selected when ordering).

You can also choose:

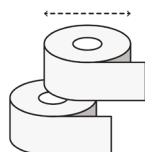
- 1 The direction in which the reel unrolls and whether labels are on the inside or outside of the strip



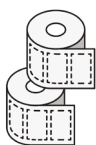
- 2 The orientation of the label on the roll



- 3 The maximum outer diameter of the roll



- 4 The number of labels per roll



**Warning!** If you select the option to customise the number of labels per roll, you must choose a suitable total number. When ordering, the optimal total number of labels will be suggested to you.