

## Digital printing specifications

### Accepted file formats

- Adobe Acrobat PDF 1.5 or higher (.pdf)
- ArtPro (.ap)

### Extra work required for

- Adobe Illustrator (.ai, generate PDF-compatible file)
- Adobe InDesign (.ind)

Please include all required images, graphics, logos, and fonts with your delivery.  
Use short file names and avoid special characters (?\* < > . , \ + : = / » ; [ ] etc.)

Make sure the files are clearly identifiable by mentioning the customer (company) and product designation in the file and zip names.

### Printing format & technical drawing

- The dimensions and the final size need to be specified in the data and shown in a 1:1 format
- Please ask your contact person for the technical drawing.
- Important: Place the stand sketch in your design to remain your document
- The maximum printable width is 728 mm.
- The maximum printable length is 1095 mm.

### Trimming

The trimming requires at least a surplus of 2 mm all around.

### Levels

The files must be structured in several levels and the print levels must be activated. All elements used for a simulation must be shown in a separate level and clearly separated from the production levels! If white is printed, a separate level must be created.

- Level 1 = design elements (layout, images)
- Level 2 = technical drawing
- Level 3 = dimensions
- Level 4 = white

### Fonts / legibility

- All fonts must be converted into paths or vectors.
- Fonts must be delivered with open files.
- The fonts must be embedded in PDF data records.
- For an optimized printing result, we recommend:
  - Positive fonts at least 4.5pt / 1.6 mm
  - Negative fonts at least 5pt / 1.8 mm

## **Digital printing specifications**

### **Images and graphics**

- TIFF and PSD are accepted image formats
- The optimal image resolution is 360 ppi and at least 300 ppi with 100% scaling
- Images must be linked with the file and delivered in full.
- The images are to be delivered in the CMYK colour space. For more information, please follow the section below “Colour space and colour profiles”.

### **Color space and color profiles**

- The data must be delivered in the CMYK colour profile Coated FOGRA39 or ISO Coated v2.
- For other profiles, please send us your profile as an ICC file.
- To colour-coordinate your data, we need a colour master (e.g. proof, existing print product, etc.). Otherwise, printing will be directly ex data record without corrections.

### **Color separations**

- Up to 18 color separations can be handled per variety. (CMYK, white and spot colours)
- Build black as 100% black and not in 4C (max. ink cover 400% including white must not be exceeded).
- Spot colours must be defined in Pantone Solid Coated.
- Metallic colours can be simulated on an aluminium laminate.
- An additional separation is required for white.
- All non-printable elements such as the sketch must be coloured in a clearly identified production-independent separation and set to overprint.
- Special customer colours (signature colours) must be clearly designated in the separation and we must have access to the respective colour proof. Alternatively, you can provide us with the LAB values.

### **Number of printing inks**

Our HP Indigo 20'000 can handle up to 7 inks.

The following colours are available:

cyan, magenta, yellow, violet, green, orange and white.

Spot colours are simulated with these inks.

### **Line thickness**

- For an optimum printing result, we recommend:
  - positive min. 0.1 mm / 0.3pt
  - negativ min. 0.15 mm / 0.4pt

## Digital printing specifications

### Barcode (ISO/IEC 15416:2016)

- The barcode must be sized 100% or at least 80% to GS1.
- Please note, the colour of the barcode must be readable with a barcode scanner.
- Observe the free zone around the barcode. If the specifications pursuant to GS1 are not observed, the code will not be readable.
- Our prepress department regenerates the code with the appropriate line reduction, which can result in deviations of the reproduction of the numbers.  
You can also insert a placeholder in your file and share with us your barcode specifications (numbers and size) so that we can generate the code for you.

! We cannot guarantee flawless readability for barcodes outside the GS1 standard.

### QR-Code (ISO/IEC 18004:2015)

The contrast is decisive for the QR code (ideal black / white). The QR code should be generated according to ISO standard 18004: 2015. The readability of the code depends on the device type and the software used.

### Eye-mark / photocells

The field printed before the eye-mark must be at least 10 mm long, have enough contrast for the eye-mark and must be free of gradations (ideal black/white), text, and image elements. Size and positioning must be described in the sketch.

### Lacquer

Externally produced packaging must be protected and finished with a special lacquer. Our lacquer is always applied over the entire surface. Glossy and mat lacquers are available. Unless otherwise instructed, glossy lacquer will be used.

### Personalization

We can manufacture personalized packaging for you (images, text, codes, etc.). A separate document with instructions is available for personalization projects. Ask your contact person for this document and let our prepress department answer your questions.

### Data delivery

- WebCenter Wipf
- Mail
- Link (WeTransfer, Dropbox, etc.)
- CD-R
- USB stick
- Wipf FTP server. Ask our sales team for the URL

Compress your files as “.zip” for transmission purposes.

## **Digital printing specifications**

### **Additional notes**

- No trapping (spreads or chokes) are needed in digital printing.
- Data media and proofs are returned only on request.
- If many varieties are involved, you can also send us one variety for preliminary analyses.

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