Printing Specifications
Gravure, Flexo and Digital Printing

wipf ▪ ▪ ▪
Innovative Packaging Solutions

Printing Specifications Gravure, Flexo and Digital Printing

■ Accepted File Formats

Please provide us with all images, graphics, logos and fonts used. Pay attention to short file names and do not use any special characters (?*<>.,\+: =/»; [] etc.) Make sure that the data can be unambiguously assigned the customer (company) and the product name in the file and zip name.

Preferred File Formats
- Artwork-Systems ArtPro (.ap)
- Adobe Acrobat from version 1.5 (.pdf)
  - > Please request our PDF specifications (job options) from your contact person (or see contact details p. 9.)
- Adobe Illustrator (.ai, .eps, create PDF compatible file)
  - > Digital printing: additional costs associated with additional work.
- Adobe InDesign (.indd)
  - > Digital printing: With additional costs.

■ Print Layout and Technical Drawing

Your layout must be delivered in original size and placed on the technical drawing provided by us.

IMPORTANT: Always place the technical drawing in your design to preserve your document settings.
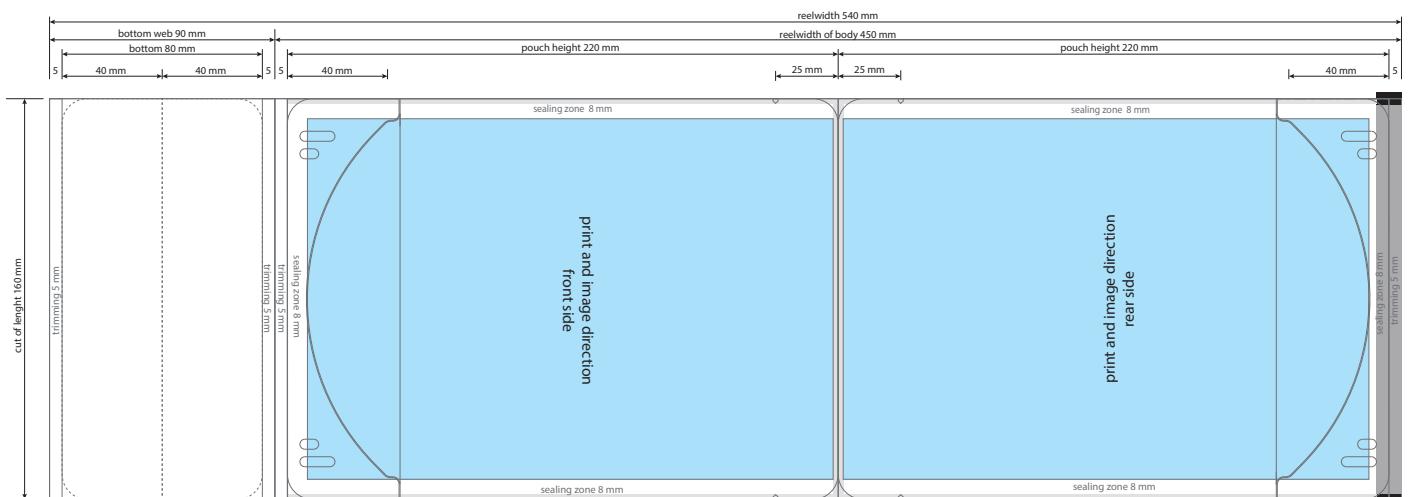
● Gravure printing
- The max. printing width is 1200 mm.
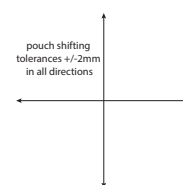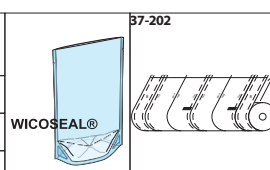- The max. printing length is 880 mm.

◓ Flexo printing
- The max. printing width is 1320 mm.
- The max. print length is 700 mm.

◇ Digital printing
- The max. printing width is 728 mm.
- The max. print length is 1095 mm.

0924	**wipf** ■■■ Innovative Packaging Solutions	Wipf AG Industriestrasse 29 8604 Volketswil Schweiz / Switzerland	Tel: +41 44 947 22 11 Fax: +41 44 947 22 89 www.wipf.ch dv@wipf.ch	Datum / date: 28.04.2021 erstellt durch / created by: vse	37-202	
Format / dimension: 160 x 220 x 40 mm			Bedruckbare Fläche für Fondfarbe und Designelemente (Bild) / printable area only for fond colour and design elements (image)		WICOSEAL®	pouch shifting tolerances +/-2mm in all directions
Produkt / product: Standbodenbeutel / stand up pouch			Bedruckbare Fläche für Text und Designelemente (Bild) / printable area for text and design elements (image)			
Bodenwerkzeug / bottom tool: Runder Boden / round bottom			Vorlaufzone der Packmarke / the zone before the eye mark			
Ecken / Edges: Gerundet (R10) / rounded (R10)			2mm Tolleranzen Beutelfabrikation 2mm Tolerance of pouch fabrication			

■ Trim Waste

A trim waste of at least 3 mm must be applied all around.

■ Fonts / Readability

- All fonts must be converted to character paths (paths, vectors).
- For open data, fonts must be supplied.
- For PDF data the fonts must be embedded.

x-height   x-height (center length)

upper limit
x-line

baseline
lower limit

● Gravure printing

SERIFS / ITALICS:
- Positive fonts smallest print size
  ≥ font size 5 pt.
  ≥ x-height (center length) 0.91 mm
  ≥ line width 0.13 mm

- Negative fonts smallest print size
  ≥ font size 5 pt.
  ≥ x-height (center length) 0.91 mm
  ≥ line width 0.13 mm

SERIFLESS:
- Positive fonts smallest print size
  ≥ font size 4 pt.
  ≥ x-height (center length) 0.73 mm
  ≥ line width 0.13 mm

- Negative fonts smallest print size
  ≥ font size 4 pt.
  ≥ x-height (center length) 0.73 mm
  ≥ line width 0.13 mm

OUTLINE:
- In a multicolor background negative fonts embedded in a multicolor background require a 0.20 mm outline.

● Flexo printing

SERIFS / ITALICS:
- Positive fonts smallest print size
  ≥ font size 5 pt.
  ≥ x-height (center length) 0.91 mm
  ≥ line width 0.13 mm

- Negative fonts smallest print size
  ≥ font size 5 pt.
  ≥ x-height (center length) 0.91 mm
  ≥ line width 0.13 mm

SERIFLESS:
- Positive fonts smallest print size
  ≥ font size 4 pt.
  ≥ x-height (center length) 0.73 mm
  ≥ line width 0.13 mm

- Negative fonts smallest print size
  ≥ font size 4 pt.
  ≥ x-height (center length) 0.73 mm
  ≥ line width 0.13 mm

OUTLINE:
- In a multicolor background negative fonts embedded in a multicolor background require a 0.20 mm outline.

○ Digital printing

SERIF / ITALIC / SANS SERIF:
- Positive fonts smallest print size
  ≥ font size 4.5 pt.
  ≥ x-height (center length) 0.82 mm
  ≥ line width 0.10 mm

- Negative fonts smallest print size
  ≥ font size 5 pt.
  ≥ x-height (center length) 0.91 mm
  ≥ line width 0.15 mm
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Printing Specifications Gravure, Flexo and Digital Printing

■ Layers

The data must be built with multiple layers and the layers to be printed must be enabled. All elements serving as simulation must be displayed in a separate layer and clearly separated from the layers to be printed.

NOTE: IF WHITE IS PRINTED, a separate layer must be created.

Example:
- Layer 4 = White
- Layer 3 = Dimension
- Layer 2 = Technical drawing
- Layer 1 = Design elements (layout, image)

■ Line Width (text, logos, pictograms, etc.)

● Gravure printing
- Positive min. printable
  ≥ 0.13 mm
  ≥ 0.37 pt.

- Negative min. printable
  ≥ 0.13 mm
  ≥ 0.37 pt.

◗ Flexo printing
- Positive min. printable
  ≥ 0.13 mm
  ≥ 0.37 pt.

- Negative min. printable
  ≥ 0.13 mm
  ≥ 0.37 pt.

◌ Digital printing
- Positive min. printable
  ≥ 0.10 mm
  ≥ 0.30 pt.

- Negative min. printable
  ≥ 0.15 mm
  ≥ 0.40 pt.

■ Colors / Separations

- Spot colors must be created in Pantone Solid Coated.
- An additional separation is required for white.
- All elements that are not to be printed, e.g. the technical drawing must be inked in a clearly named, separation independent from the print data and be set to overprint.
- Special customer specific colors (corporate colors) must be clearly designated in the separation and should be part of the delivered data.nAlternatively, you can provide us with the LAB values.
- Neon colors cannot be printed
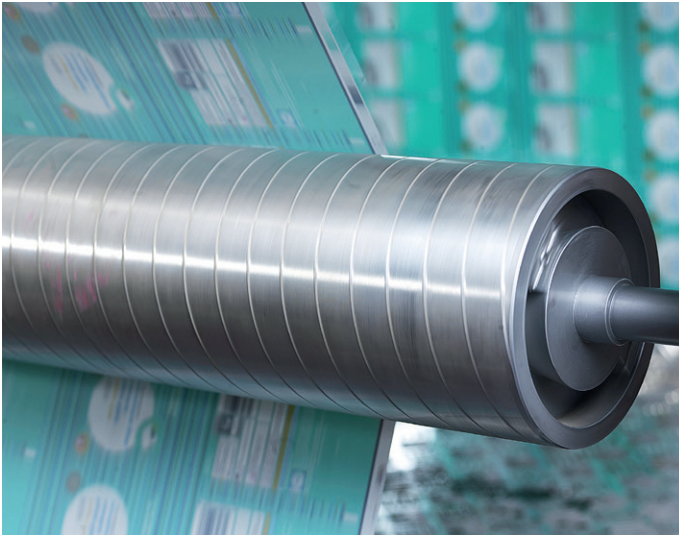- Hexachromes cannot be printed

● Gravure printing
- A maximum of 10 separations per print design can be used. (CMYK, white, varnish and special colors)
- Metallic colors can be printed

◗ Flexo printing
- A maximum of 8 separations per print design can be used. (CMYK, white, varnish and special colors)
- Metallic colors can be printed

◌ Digital printing
- A maximum of 18 separations per print design can be used. (CMYK, white and special colors)
- Provide Black as 100% Black and not as a 4 color separation (max. color coverage of 400 % incl. white must not be exceeded).
- Metallic colors can be simulated on aluminum laminates.

Images / Gradients / Graphics

- Accepted image formats are Tiff and PSD.
- Optimal image resolution is 360 ppi and minimum 300 ppi at 100% scaling.
- Images must be linked to the file and supplied complete.
- Images must be supplied in CMYK. All important information can be found in the next section under Color Space and Color Profiles.

Gravure printing
- Max. 70 L/cm and a min. 3 - 5 % tonal value printed

Flexo printing
- Max. 54 L/cm and a min. 9 - 12 % tonal value printed

Digital printing
- Max. 71 L/cm and a min. 0 % tonal value printed

Color Space & Color Profiles

- The data must be supplied in CMYK or ISO Coated v2.
- In case of a different color profile, please provide us with the profile used as an ICC file.
- In order to color match your data, we require a color proof (e.g. proof, already existing printed material, etc.).

Gravure printing
- Please ask your contact person for the Wipf profiles (aluminum-free, aluminum, matte lacquer)
- The data must be supplied in RGB.

Flexo printing
- The data must be supplied in RGB.

Digital printing
- If no color proof is provided, the data will be printed without any adaptations.

Printing Specifications Gravure, Flexo and Digital Printing

■ Number of Printing Units / Colors

● Gravure printing
- There are 10 printing units available

◖ Flexo printing
- There are 8 printing units available.

◌ Digital printing
- Our HP Indigo 20000 has got 7 print colors: Cyan, Magenta, Yellow, violet, green, orange and white.
- Special colors are simulated with these 7 colors.

■ Over- or Underfilling

● Gravure printing
- If required, an overfill or underfill of 0.20 mm is generated in prepress.

◖ Flexo printing
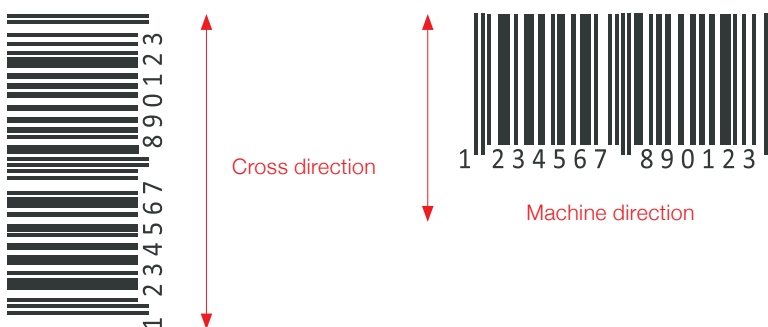- If required, an overfill or underfill of 0.20 mm is generated in prepress.

◌ Digital printing
- No overfill or underfill is required.

■ Bar Code (ISO/IEC 15416:2016)

- The bar code is to be displayed in the size of 100 % or at least 80 % according to GS1.
- Please take into account the color (contrast) of the barcode, it must be readable by a barcode scanner.
- Pay attention to the light zone around the barcode. If the specifications according to GS1 are not met, the code is not readable.
- The code is regenerated in our prepress department with the corresponding line reduction, which can lead to differences in the appearance of the numbers. You can also insert an empty space in your file and give us the barcode specifications (numbers and size) so that we can generate the code for you.

IMPORTANT: For barcodes outside the GS1 standard, we cannot guarantee perfect readability.

Cross direction

Machine direction

● Gravure printing
- In machine direction = size of 80 % legible
- In cross direction = size of 100 % legible

◖ Flexo printing
- In machine irection = size of 100 % legible
- In cross direction = size of 110 % legible

◌ Digital printing
- In machine direction = size of 80 % legible
- In cross direction = size from 80 % legible

■ QR-Code (ISO/IEC 18004:2015)

For the QR code, the contrast is crucial (ideally 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 Marks / Photocells

For the bag production at Wipf AG the following has to be considered:
A zone of at least 10 mm before the eye mark must have a suitable contrast to the eye mark and be free of gradients, text and image elements. Size and positioning is indicated in the technical drawing.

■ Protective lacquer

Digital printing
Surface printed packaging materials need to be protected by a special lacquer. This lacquer is applied only over the entire surface. There is a choice of lacquers with glossy and matte appearance.

■ Personalization

Digital printing
You have the possibility to realize personalized packaging (pictures, texts, codes, etc.) with us. We will be happy to provide a separate document/instruction for the personalized data preparation. Ask for this from your contact person and ask for advice from our prepress department if you have any questions.

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■ Data Delivery

- Mail
- Link (WeTransfer, Dropbox, etc.)
- WebCenter Wipf
- CD-R
- USB stick
- FTP-Server Wipf (Nextcloud), we can provide you with the URL address.

For the transfer it is suitable to compress the file as „.zip".

■ Other

- Data carriers and color artwork will only be returned on request.

NOTICE: The parameters listed in this document are binding!
Wipf AG accepts no liability for errors in content or technical errors, delays in data delivery, additional costs in case of complications resulting from this or additional expenses for the preparation for printing.

CONTACT: In case of prepress and printing queries, please contact us
by phone +41 44 947 22 11 or by email to dv@wipf.ch.

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