

# Guidelines

## GENERAL INFORMATION

### Computer

The material must be produced for or on a Macintosh computer.

### Programs

Artpro, Quark Xpress 7.0, Adobe Indesign CS, Adobe Illustrator CS, Adobe Photoshop CS or as high resolution pdf.

### Media transmission

Via ftp, e-mail or CD/DVD.

### Job information

The material must be produced in accordance with the print area available and to scale 1:1. The following material must be enclosed:

1. Print of the disc key page and a colour print to scale 1:1
2. Transcript of the colour separation
3. Printer fonts, screen fonts and all photo and illustration files
4. Sample of existing design, label or packaging

### Bar codes

The bar code must follow the print direction (from right to left) and must be placed horizontally.

There should be at least 2 mm free space around the bar code, and at least size 80.

### Type sizes

Reverse: Smallest type size is 8pt with normal spacing in bold type.

Positive: Smallest type size is 6pt with normal spacing.

### Print technology

All colours are printed on a blanket, that is "wet-on-wet".  
Two colours cannot be printed one on top of another to obtain a third colour.

### Picture print (process print)

Reproduction of colour photographs, diapositives, paintings, water colours and coloured drawings are carried out with European Standard colours CMYK in up to 36# per cm. Scannings to be made in at least 300 ppi (points per inch).

### Colours

The printing machine has up to 6 ink stations on the pots/containers (8 colours can be used in special cases only and must be agreed upon) and 6 for the lids. Because of the restrictions in mixing CMYK colours with this process, the Pantone system must be used in order to achieve the best end result.

It is possible to print pictures, but we recommend that Superfos handle the colour separation.

The colours, including black, are printed from edge to edge. If for instance a black text is printed on a coloured background it will become smeared.

Half-tone dots must not be below 3%.

Colours on transparent packaging will become slightly transparent and we strongly recommend that colour samples are obtained from Superfos before initiating a new design. Likewise we recommend that Superfos attends your pre-artwork meetings with guidance, advice and recommendation.

All colours on proofs are indicated as Pantone colours, but please note that colours on proofs may vary from the colours specified.

### Contact

For further information please contact your local Customer Services office.

### Superfos

Superfos@superfos.com  
www.superfos.com

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### OFFSET WORKFLOW

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 2 DAYS

#### Check In

Files will be imported into ArtPro and checked for screening, barcode, trapping, colours, dimensions and resolution.

 5 WORKING DAYS

#### Proofing

Various proofs can be made. Please state the required kind of proofing.

- Colour print
- PDF-file
- Approval at the press

Proof of the artwork (either colour proof or PDF-file) will be sent for approval within 7 working days of receipt of the material. Cromalins can be made, but take longer to produce and are more expensive. Please therefore ask for a specific price and lead time in such cases.

 WEEK 2

#### Approval

Once the proofing material has been approved by signature, the planning of the production can start.



#### Final packaging

The printing of the order will take place as soon as possible after receipt of signed artwork.

Lead time to be confirmed by Customer Services.