

S&K LABEL

Labelling the World

MATTER

We prefer the matter to be prepared in **Adobe Illustrator - *.ai**. If you prepare it using software other than **Adobe Illustrator**, please send us the source file. Photographs and bitmapped pictures in **Adobe Photoshop - *.psd**. Please pack the matter data (*.zip) and add a *.jpg or *.pdf preview with a brief description (colour scheme, label size, etc.). If you have any **colour pattern** that you wish to keep to (digital proof, Cromalin, etc), please send it to us along with the matter or do so by mail or in person as soon as possible. This colour pattern of yours will only be used for orientation purposes. **The final colour pattern will be determined by our digital proof, which is equipped with MX4 profiles of our flexographic (not offset) printing machines. If you do not have any colour pattern, then it will be determined by our digital proof.** We can reach a similarity of 90 - 95% to your colour pattern (the percentage depends on the quality of the matter supplied by you and on the colour pattern).

PHOTOGRAPHS AND BITMAPMED IMAGES

If your label contains a photograph or bitmapped image, convert it to the CMYK colour range. **Assembled images are to be kept in layers and saved in *.psd format.** We recommend saving to formats in the following order: *.psd, *.tif, *.eps, *.jpg. If the size is 1:1 use a picture definition of 300 dpi.

FONTS

Texts are to be converted to curves only if they have been proofread and no further changes will be made. Otherwise do not convert texts to curves and **send along with the order all fonts used** or the names of fonts used if they are standard or any other common fonts.

USE OF COLOURS

For preparing your design use the **CMYK** colour range; use **PANTONE** colours only if you insist on printing with spot colours. **The maximum number of colours is 10.**

COVER-PRINTS, OFFSETS, REGISTERS

Labels are printed by elastic printing plates on elastic materials. Therefore the contact zone of different colours must be treated with **cover-printing of at least 0.5 d**. When preparing your design, count on a minimum offset of **2 mm beyond label cut-outs** (label size). It is also difficult to insert minor negative texts into a background formed by a register of more colours.

PROFFESIONAL CONSULTATION

The data you prepared for flexography require certain alterations to the graphics in practically all cases. Therefore, to achieve the best result possible, we recommend you to consult our DTP studio, which directly cooperates with our company's production engineer. This preliminary consultation should prevent undesirable results and can rapidly increase the final quality of the product.

EQUIPMENT

Computers: APPLE, PC

Software: EskoArtwork - Automation Engine 16, DeskPack Plugins 16.0 for Adobe Illustrator and Adobe Photoshop, Adobe Illustrator CC 2018, Adobe Photoshop CC 2018, Adobe InDesign CC 2018, Adobe Acrobat PRO DC, CorelDRAW X7, QuarkXPress 7

Rip: FLEXRIP 16, HP SMARTSTREAM LABELS AND PACKAGING PRINT SERVER

Lightbox: JUST NORMLICHT

Spectrophotometer: X-RITE EXACT

Preparation for flex printing (CTP): CDI SPARK 4835

Thermic polymer elution: Cyrel FAST 1000TD

Digital proof: Epson Stylus Pro 4880 controlled by GMG ColorProof RIPServer

Digital print: HP Indigo press WS6600, HP Indigo press WS6800, HP Indigo press WS4500

Printers: Xerox Phaser 7500 DT (color laser printer A3)

Scanner: Canon 9000F Mark II

Data mediums: CD, DVD, USB

Others: Color cards PANTONE, CMYK, HKS, RAL, microscope Peak 100x

E-mail for sending matter data and consultation: dtp@sklabel.cz