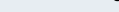
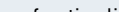
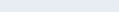

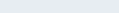


# General information: how to prepare a graphic file

## Templates & Die-lines

- use RORI template to position your artwork
- do not make any changes to the die-cut template
- do not move or delete any line
- do not change any line colours

## Die-cut template colour legend:

cut lines       perforation lines   
 crease lines       scores line   
 selection for glue 

## Bleeds & Margins

- images and background colours must overlap (bleed) 3 mm beyond the external outlines, to prevent white threads appearing along the cutting edges of the product
- text or any graphic elements should be placed at least 4mm away from the cutting lines and creasing lines



## Colours

- for offset printing you can use CMYK and Pantone colours with the FOGRA 39 colour profile
- for digital printing we use CMYK; the Pantone colours will be automatically converted to CMYK OV



## Layers

- place the die-cut template and the artwork on two separated layers
- delete all layers that are either invisible or contain elements that should not be printed



## Lines

- the lines used in your artwork must be at least 0,1 mm thick



## Texts

- the minimum font size is 6 pt
- fonts should be embedded in the PDF or converted into curves
- for black text only, we recommend to use 100 % K



## Image resolution

- for optimal resolution files should be a min 250 – max 300 ppi
- bitmaps should have a max 600ppi resolution



## White

- for prints on metallised cardboard, prepare an additional layer and name it "white"
- each colour must have a white underprint



## Rich Black

### For black backgrounds or large black elements, we suggest you use:

- for offset printing    C=0%    M=0%    Y=0%    K=100%
- for digital printing    C=40%    M= 40%    Y=40%    K=100%



## File saving

- save your file in CMYK mode
- save the file as Adobe PDF or Adobe Illustrator preset „high quality“



# General information: how to prepare embellishments & special effects

## Embossing / Scodix Sense Polymer

- use a spot colour named Embossing / Scodix Sense
- use it at 100 % at coverage
- choose from „Attribute“ => Overprint
- the minimum thickness line is 0,5 mm
- when using Scodix: the polymer cannot go through the creasing or cutting line. Keep safety distance of at least 2 mm from the edge



## Hot-Stamping / Scodix Cold Foil Stamping

- use a spot colour named after the selected foil colour (for gold foil use GOLD, for silver use SILVER etc.)
- for Scodix foil use a spot colour named after the selected foil colour with the Scodix reference (for gold scodix foil use SCODIX GOLD, for silver scodix foil use SCODIX SILVER etc.)
- use it at 100 % at coverage
- choose from „Attribute“ => Overprint
- the minimum thickness line is 0,2 mm
- the minimum distance between lines is 0,3 mm



## Raised spot varnish / Scodix Spot

- use a spot colour named Varnish /Scodix Spot
- use it at 100 % of coverage
- choose from „Attribute“ => Overprint



## Embellishment layer

- embellishments and special effects must be kept on a different layer from the graphics
- create a separate layer for every type of finishes and name it after the type of effect you used
- delete all layers with elements you do not wish to be printed



## Line thickness and distance between elements

- use lines that are at least thick 0,35 mm
- leave at least 0,35 mm gap between elements



## Texts

- the thickness of text lines must be at least 0,35 mm and the space between lines must be greater than 0,35 mm
- fonts must be converted into curves



## Minimum distances

- we recommend that any embellished element is kept at least 2mm away from cutting or creasing lines to ensure that the finishing is not damaged during the cutting / folding process



## Overprint

- all the embellished elements must be set to 100 % coverage and „overprint“

100%

## Warnings

- refrain from using transparencies, tones, or graphic effect (shadows, shades, glows, etc.)
- do not apply embellishments to large surfaces (should not exceed 5% of the total surfaces of the packaging)
- avoid placing embellishments on the bottom flap as well as on hidden parts of flaps



## File Saving

- keep artwork, embellishment and die-line on separate layers
- use CMYK mode
- save the file as Adobe PDF or Adobe Illustrator preset „high quality“

