



KATZ BEVERAGE COASTER

Digital artwork information for litho printed coasters

For design and template production, please follow the guidelines below:

1. Reference

- › Please note that our cardboard is an uncoated printing material and that the processing performance differs to coated material.
- › The colour application must not exceed 320%.
- › Please make available a true to colour template on uncoated material or colour printout referencing size, position and text.
- › Where we combine many jobs together colour tolerances are possible.

2. Requirements

- › We recommend using the current ISO standard colour profile for uncoated papers „PSO Uncoated v3 FOGRA 52) to reduce colour deviations.
- › Please be sure to attach all fonts / scripts used or convert them into paths (vectors). Please attach fonts as a ZIP file, as font files tend to be damaged when sent by e-mail.
- › Asymmetrical forms: make sure that the front and back sides are positioned accordingly (countered).
- › Data transfer via download link and/or upload to a server (<https://fs.koehlerweb.com>).

3. Technical information

- › Make sure your design matches one of the following colour options:
 - CMYK scale + max. 1 spot colour (image data only in CMYK, resolution: 300dpi, no RGB data).
 - max. 5 spot colours (only for uncoated papers). Spot colours must be clearly defined as Pantone uncoated (PMS U), HKS N colour schemes).
- › Please make available either a print ready PDF or open files with all linked images and graphics (TIFF, BMP, EPS); separate images - all links must be updated. PDF standard: PDF/X-4:2008
- › Be sure to state the program (Adobe InDesign, Adobe Illustrator, Photoshop, CoralDraw) and version used.
- › For negative fonts, the font size must be at least 8 point bold so that the font is readable.



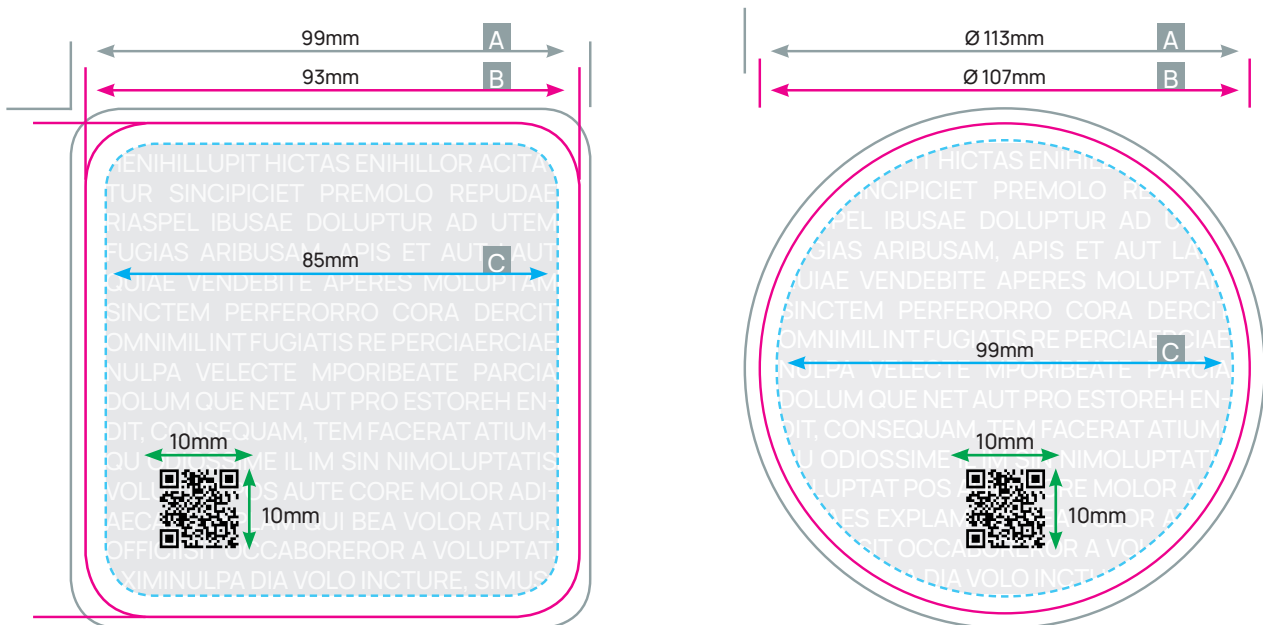
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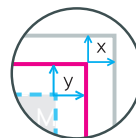
- Shapes: Standard shapes:
 - round 107mm
 - square 93mm x 93mm, corner radius (12mm)

Of course, we also have a variety of other special shapes available. We will be happy to inform you about these as well as assist you in creating your individual forms - please contact us.



- Punch rule must be positioned on top of your artwork defined as a spot colour and set to overprint.
- Objects that bleed off the beverage coaster must have 3mm outward bleed.
- The margin to the inside must be at least 4mm wide. For rectangular cutting dies, the corner radius must also be observed.
- QR codes must be placed in a minimum size of 10mm x 10mm and in one color, optimally in 100% black (free placement)

- A = Data format
- B = Final format
- - - C = Safety distance



- Bleed (x)
3mm
- Safety distance content (y)
4mm

For any further inquiries, we will be happy to help you! (Phone: +49 7224 647 0)