Information

This information will help you create a perfect print file. Further information can be found on our website under “Artwork requirements”.

**Alignment**
- All files (1, 2, 3 etc.) should have identical format alignment: vertical or horizontal
- A combination of vertical and horizontal formats is not possible
- The format alignment must be selected as early as in your graphic programme - do not create any rotation in pages with pdf print files
- The format alignment must correspond to the artwork reading direction

### Vertical format

#### A 1 A 2 A 3

### Horizontal format

#### A 1 A 2 A 3

### Not possible!

#### A 1 A 2 A 1 A 2

**Order of artwork pages**

Please create artwork pages in chronological order, starting with page no. 1 / title.

**Various reading directions in double-sided print products**

Please note: When uploading artwork in various reading directions (A) for a double-sided print, the printing sheet is rotated by 180 degrees along the vertical axis. Please lay out your artwork and the format alignment accordingly.

### Examples:

#### Vertical format

A 1 < A 2 > A 3

#### Horizontal format

A 1 < A 2 > A 1

#### Horizontal format single fold

**How to make bleed for printing**

Example: Sketches are not to scale

| Bleed (x) | 2.5 mm |
| Safety distance (z) | 4 mm |

**Explanations**

- **Artwork format:** format / size of the artwork
- **Finished format:** format / size of the finished product
- Background area (colours / photos / graphics / texts) should bleed over the edge of the finished format in order to avoid white lines in the finished format.
- **Bleed:** Area that is cut off in further processing
- **Seam allowance:** Area for the seam
- **Safety distance to artwork format:** Distance between text / elements and the edge of the artwork format
- **Safety distance to finished format:** Distance between text / elements and the edge of the finished format
### International Paper Sizes & Weights

<table>
<thead>
<tr>
<th>A Series Formats (mm)</th>
<th>B Series Formats (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4A0 2378 × 1682</td>
<td>-  -</td>
</tr>
<tr>
<td>2A0 1682 × 1189</td>
<td>-  -</td>
</tr>
<tr>
<td>A0 1189 × 841</td>
<td>B0 1414 × 1000</td>
</tr>
<tr>
<td>A1 841 × 594</td>
<td>B1 1000 × 707</td>
</tr>
<tr>
<td>A2 594 × 420</td>
<td>B2 707 × 500</td>
</tr>
<tr>
<td>A3 420 × 297</td>
<td>B3 500 × 353</td>
</tr>
<tr>
<td>A4 297 × 210</td>
<td>B4 353 × 250</td>
</tr>
<tr>
<td>A5 210 × 148</td>
<td>B5 250 × 176</td>
</tr>
<tr>
<td>A6 148 × 105</td>
<td>B6 176 × 125</td>
</tr>
<tr>
<td>A7 105 × 74</td>
<td>B7 125 × 88</td>
</tr>
<tr>
<td>A8 74 × 52</td>
<td>B8 88 × 62</td>
</tr>
<tr>
<td>A9 52 × 37</td>
<td>B9 62 × 44</td>
</tr>
<tr>
<td>A10 37 × 26</td>
<td>B10 44 × 31</td>
</tr>
</tbody>
</table>

### Paper Weights

The thickness of paper (or weight) is measured in grams per square metre (gsm). Because an A0 sheet is exactly a metre squared, an 80gsm sheet would weigh 80 grams. An 80gsm A4 page would weigh exactly one-sixteenth of this: 5 grams.

- 120–80gsm: letterhead weights.
- 200–120gsm: text pages of brochures and reports.
- 300–200gsm: covers and folders.

### Envelopes

- Plain face envelopes.
- Window face envelopes.
- Wallet envelopes.
- Pocket envelopes.
- Banker envelopes.
- Custom-sized envelopes.
Finishing Informations

## Finishing Touches
- Golden Foiling
- Silver Foiling
- Engraved
- Spot UV
- Special Die Cut Shape

## Folding
- Tri Fold
- Z Fold
- Half Fold
- Parallel Fold
- Single Open Gate Fold
- Double Open Gate Fold
- Accordion Fold (4 Panel)
- Roll Fold (4 Panel)
- Half Fold then Half Fold
- Half Fold then Tri Fold

## Binding
- Coil Binding
- Comb Binding
- Hard Cover Binding
- Perfect Binding
- Saddle Stitching
- Spiral Binding
- Tape Binding
- Velcro Binding
- Wire Binding