



# Delivery specifications

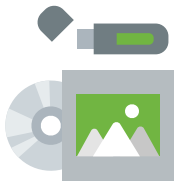
**reclameonline.**

✕ printshop voor uw visuele communicatie

# How do you deliver a print-ready file?

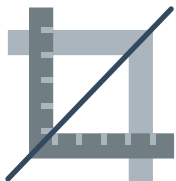
Supplying a print-ready file is not always straightforward.  
Via this overview, we will guide you through the main points your file must meet.

We always recommend starting from our templates.  
These are available via our webshop or you can request them from our studio.



## 01. File format

Preferably, we prefer a pdf file.  
In addition, .jpg or .eps files are also suitable.  
Always ensure the correct resolution of images. Always  
enclose images and fonts when creating files.  
Keep the file size below 100 mb to avoid uploading  
problems.



## 02. Sizes

### Clean cut

For products where you, the customer, enter the format yourself, we  
ask you to format the file to the format you entered.

*E.g. You order a banner or a sticker of 200 x 100cm, then preferably also supply a file of  
200 x 100cm. .*

This always without bleed, cut marks or other registration marks.

To do this, take a close look at the templates accompanying the  
product to know how to place the file in the correct format and  
what to take into account.

If the file is larger than 450cm, the file should be at 1/10th scale.

### Contour cutting

Contour cutting means that the product will be cut into 1 specific  
shape (to be determined by you). This requires a cutting line in your  
file. This cut contour line should be in a separate layer, in a spot  
colour.

To do this, carefully look at the templates accompanying the  
product to know how to place the file in the correct format and  
what to take into account. If the file is larger than 450cm, the file  
should be at 1/10th scale.



## 03. Colours

Our printers work with CMYK so printing in RGB can cause colour differences. Create your design in CMYK or convert the RGB file to CMYK before saving.

Make sure your RGB file contains an embedded RGB profile before converting to CMYK.

Any PMS colours inserted are approximated as closely as possible by CMYK values.



## 04. Resolution

For static images, we first distinguish between two types of images: a raster image and vector image.

The resolution of an image is measured according to the number of pixels located in one inch (dots per inch). This expresses the quality of an image. The higher the dpi, the sharper the image will be.

With a vector file, resolution does not apply. This type of file always has the best resolution, no matter how large or small the file is. You can recognise a vector file by its file format .ai, .eps or .pdf.



## 05. Bleed

### Clean cut

Bleed is a margin required to cut your printed material and prevent white edges.

For products where clean-cutting has been chosen, no bleed needs to be provided as we provide it automatically. If you have used your design on one of our templates, no bleed is needed. This is already included in the template itself or will be added by us afterwards.

### Contour cutting

If contour cutting is chosen as the finish, a cutting line should be provided and a bleed of 0.5cm all around. If no bleed is given to your document, white lines may be visible on the final product.