



# Promotional Products

## Layout Requirements

For our „Promotional Candy & Sweets“, please use our specialised [data sheet](#).

### 1/0 TO 4/0 COLOUR PRINTING (PANTONE/HKS)

- Document format: PDF, EPS
- Create image as a vector graphic
- Convert fonts to paths
- The colour has to be created as spot colour with the desired Pantone or HKS colour
- White colour fields have to be created in full-tone colour white
- Fonts and lines must be at least 0.3 mm
- Font size must be at least 12 pt

Download our free Pantone and HKS colour selection to choose the right colour for your project. Please note: the colour displayed does not exactly match the HKS colour. Depending on your monitor settings, small colour variations can occur. If your logo requires a defined colour number, please use the Pantone/HKS colour guide.

### 4/0 (EUROSCALE), DIGITAL STICKER, FULL COLOUR DOME PRINTING, SUBLIMATION

- Document format: JPG, TIF, PDF, EPS
- Minimum resolution: 300 dpi
- Convert fonts to paths
- Colour mode: CMYK
- Fonts and lines must be at least 0.3 mm for sublimation printing
- Font size must be at least 12 pt

### LASER ENGRAVING

- Document format: PDF, EPS
- Create image as a vector graphic in 100% black (no pixel images or bitmaps)
- Convert fonts to paths
- Fonts and lines must be at least 0.08 mm
- Fonts must be at least 3 pt

### BLIND EMBOSING AND FOIL EMBOSING, GOLD/SILVER

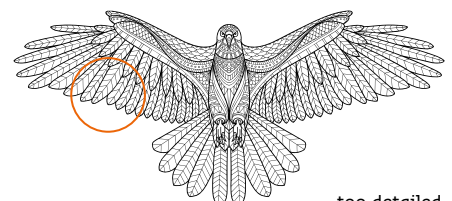
- Document format: PDF, EPS
- Create image to be embossed as a vector graphic in 100% black (no pixel images or bitmaps)
- For foil embossing, create the vector graphic as spot colour channel and, based on request, as Pantone gold or silver or HKS gold or silver.
- Convert fonts to paths
- Fonts and lines must be at least 0.5 mm
- Fonts must be at least 12 pt

*Loreum*

Lines too fine

LOREUM®

Symbol too small



too detailed



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## Pixel vs. Vector

### PIXEL IMAGES

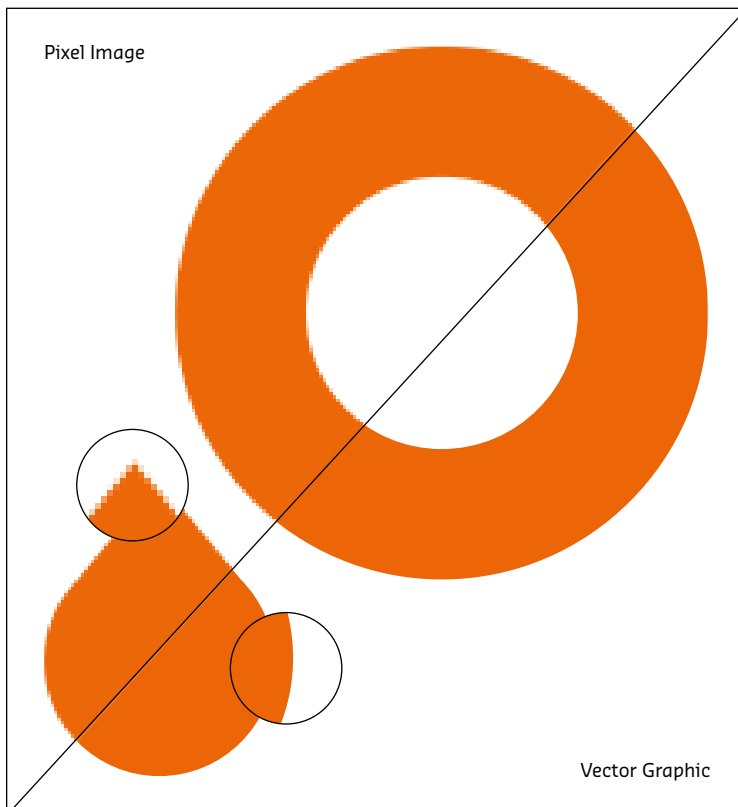
- Resolution: 300 dpi
- Colour mode: CMYK
- For digital printing, digital sticker, full colour dome printing and sublimation printing
- **Not advisable** for 1/0 to 4/0 colour printing (Pantone/HKS), engraving and embossing

Please make sure to follow the instructions for the correct layout format.

### VECTOR GRAPHICS

- For all types of printing
- Required for 1/0 to 4/0 colour printing (Pantone/HKS)

Please make sure to follow the instructions for the correct layout format.





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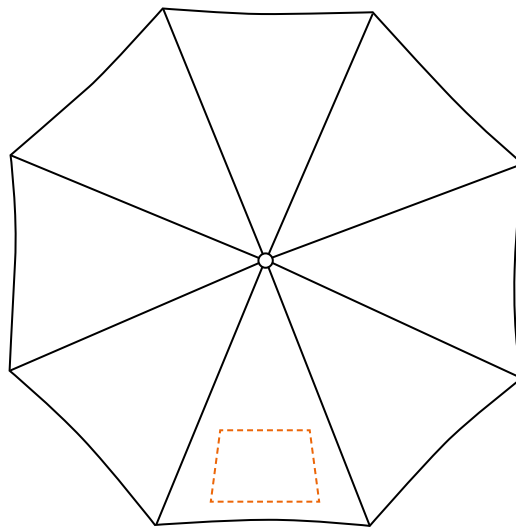
## Printable Area

**Tip**

Your design will be scaled to the largest possible format and positioned in the centre.

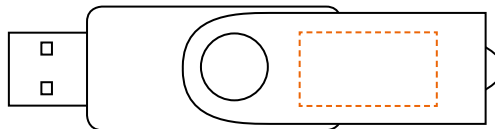
**Example 1**

Max. printable area 1,  
Largest segment: 205 x 160 mm



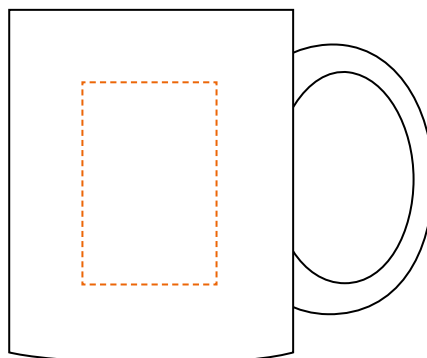
**Example 2**

Max. printable area,  
Front side: 23 x 12 mm



**Example 3**

Max. printable area,  
Front side: 30 x 50 mm





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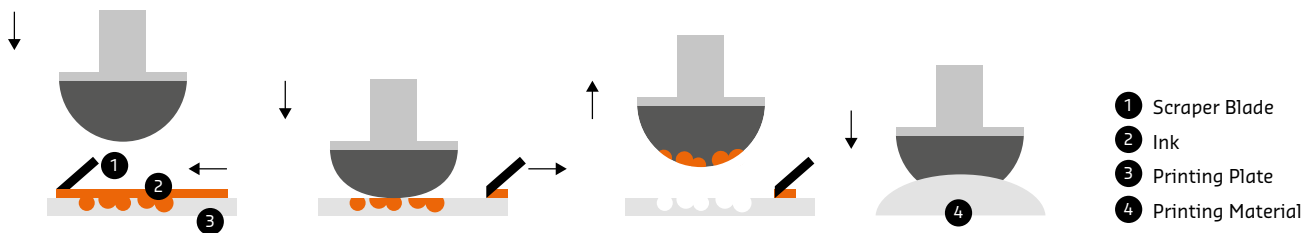
## Printing Process Overview

### 1/0 TO 4/0 PANTONE/HKS (PAD PRINTING, SCREEN PRINTING AND TRANSFER PRINTING)

Here promotional products are printed using either pad printing, screen printing or transfer printing.

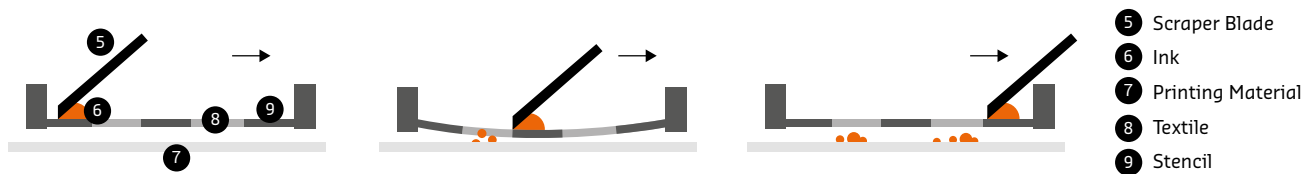
#### Pad Printing

Colour is applied by a silicon stamp. This allows printing on curved or uneven surfaces.



#### Screen Printing and Transfer Printing

The colour is printed on the material with by scraping the colour through a screen. With transfer printing, the image is printed on paper first and is then transferred with a transfer press to the product.



The type of printing depends on the product, material and the surface conditions.

### 4/0 EUROSCALE (DIGITAL PRINTING, DIGITAL STICKER, FULL COLOUR DOME PRINTING AND SUBLIMATION)

With 4-colour printing the promotional product will be printed using digital printing or sublimation.

#### Digital Printing

Digital printing transmits the artwork directly from the computer. **Digital sticker** printing does not print directly on the product, instead artwork is printed on a sticker and then placed on the product.





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## Printing Process Overview

### Sublimation

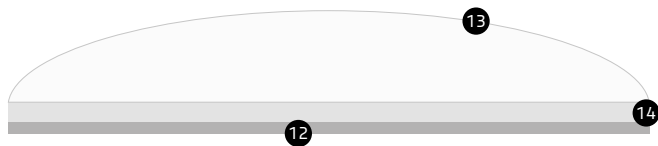
With sublimation, the colour is evaporated into the material.



- 10 Material
- 11 Ink

### Doming

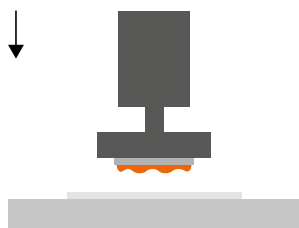
Full colour dome printing is a digital print with a raised epoxy resin coating over the printed image.



- 12 Adhesive Film
- 13 Print Design
- 14 Printed Motif

### BLIND EMBOSING/FOIL EMBOSING

Here the design is stamped into the material using a specially made stamp, resulting in a three dimensional design. Foil embossing refers to this process where an additional gold or silver foil is applied.



### LASER ENGRAVING

Designs are burned into the material with laser engraving. In contrast to mechanical engraving, this process allows small and uneven surfaces to be embellished.

