



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

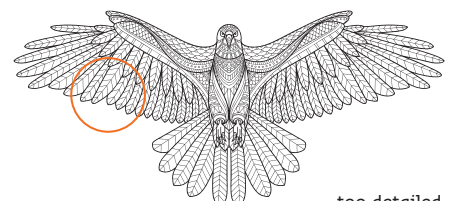
- Document format: PDF, EPS
- Create image to be embossed as a vector graphic in 100% black (no pixel images or bitmaps)
- For foil embossing, create the vector graphic as spot colour channel and, based on request, as Pantone gold or silver or HKS gold or silver.
- Convert fonts to paths
- Fonts and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



Promotional Products

Pixel vs. Vector

PIXEL IMAGES

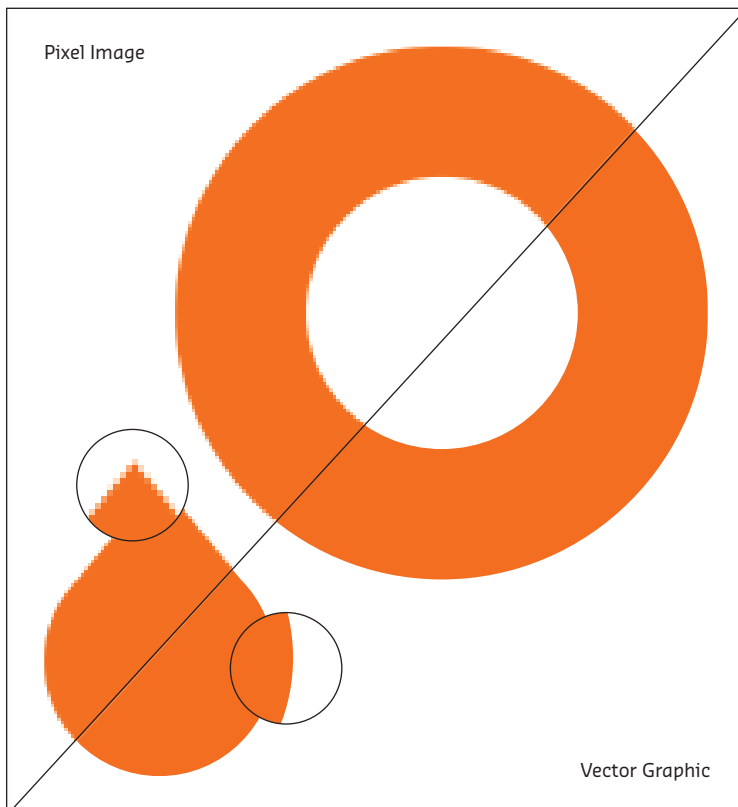
- Resolution: 300 dpi
- Colour mode: CMYK
- For digital printing, digital sticker, full colour dome printing and sublimation printing
- **Not advisable** for 1/0 to 4/0 colour printing (Pantone/HKS), engraving and embossing

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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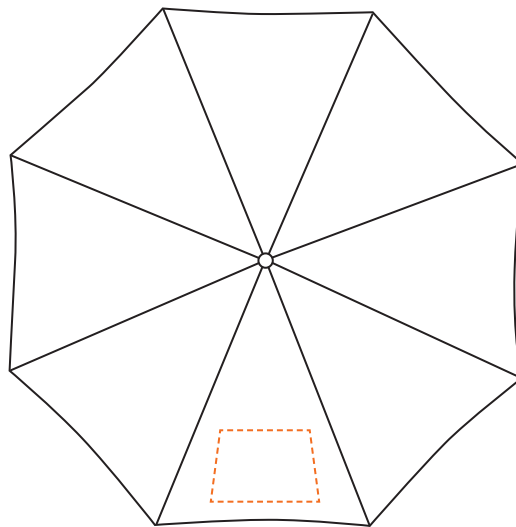
Printable Area

Tip

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

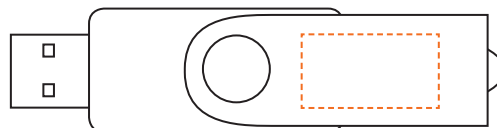
Example 1

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



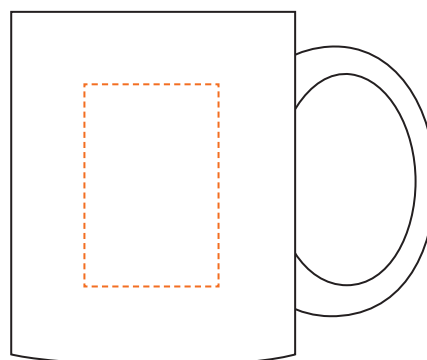
Example 2

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



Example 3

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





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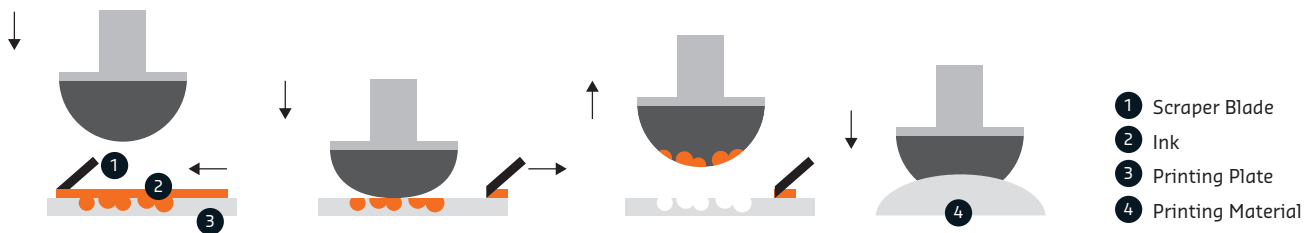
Printing Process Overview

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.

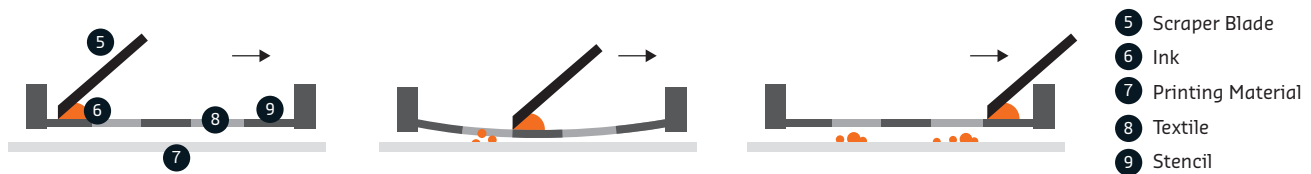
Pad Printing

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

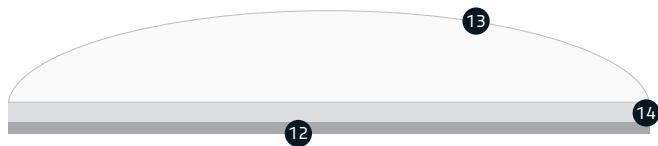
With sublimation, the colour is evaporated into the material.



- 10 Material
- 11 Ink

Doming

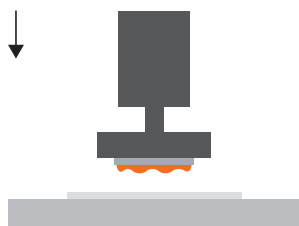
Full colour dome printing is a digital print with a raised epoxy resin coating over the printed image.



- 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.

