DATA DELIVERY TIPS

High-quality printed materials are only possible if produced based on the right underlying data. To guarantee the correct and optimal import of your print data, we have compiled a list of useful tips to help you prepare your print data properly.

If you have any questions, don›t hesitate to call us: +41 71 686 84 70

OPENING HOURS

The Flyerline Team are happy to offer you personal assistance during the following hours: Monday to Friday from 8 a.m. to noon and from 1 to 5 p.m. Phone +41 71 686 84 70 or send an e-mail to info@flyerline.ch

DATA DELIVERY

Deliver your print data:

- through the online shop
- by e-mail to info@flyerline.ch
- via online services such as Wetransfer, Swisstransfer or Dropbox
- on a data carrier sent by post or delivered personally

WE NEED THE FOLLOWING ORDER INFORMATION FROM YOU

If you are placing your order by e-mail, our Customer Centre needs the following information to ensure that we can process your order on schedule:

- delivery address
- billing address
- customer number (if you have one or have it at hand)
- e-mail address for your order confirmation
- phone number or e-mail address to contact you if we have any questions about your order
- product information: desired print run, paper weight, desired format, colour, number of pages, finishing and any special wishes
- non-binding deadline request (please refer to our anticipated shipping dates in the online shop)
- your print data

DELIVERY TIMES

Please note that the deadlines published in our shop or communicated to you by our customer service agents are estimated delivery times. These depend on when we receive your print-ready data and any necessary confirmations, approvals and/or replies. Any confirmed delivery dates apply only if confirmed in writing by your customer service agent and if the required documentation is received by the date agreed.

If your print job is urgent, we ask that you please order the express production and express delivery options if these are offered for your product. Not only will this expedite the processing of your order but it will also ensure that you receive it more quickly. Please keep in mind that these options are subject to an additional fee.

WE ACCEPT THE FOLLOWING DATA FORMATS

PC or Mac data formats

PDF	**Portable Document Format**	(preferred format: PDF-X1a)
EPS	**Encapsulated PostScript**	
JPG/JPEG	**Joint Photographic Expert Group**	
TIFF	**Tagged Image File Format**	
PSD	**Adobe Photoshop**	(reduce Photoshop files to the background layer)
AI	**Adobe Illustrator**	(fonts must be vectorised)
CDR (up to X3)	**Corel Draw**	(fonts must be vectorised)

The following apply to all data formats: 300 dpi, CMYK, bleed (we need 3 mm at each edge)

Please note that we have to charge CHF 25.– plus VAT per file to convert files with the following extensions to a print-ready format. You will receive a printing proof from your customer service agent as soon as we have converted your data.

.doc, .docx, .xls, .xlsx, .pps, .ppsx, .ppt, .pptx, .pub, .wps, .rtf, .odt
Please send us the fonts used if you are sending publisher›s files.

BASIC DATA CHECK

Your print data are checked for the following criteria at no extra charge:

- correct file format (PDF, JPG, EPS, TIFF)
- adequate resolution for printing
- correct document format incl. bleed
- correct number of pages
- that all fonts are embedded
- defective or password-protected data
- automatic conversion to CMYK if provided in a different colour space (except products printed in special colours)

If our basic data check reveals that the print data contain errors with regard to any of the aspects listed above, you will be sent an e-mail notification with a description of the error. Your order will be put on hold until we receive corrected print data or you have granted us print approval. Error-free print data go directly into production; you are not notified of this unless you ordered a proof.

If you want a proof sent regardless of the quality of your print data, this can be ordered for a fee. In this case, you will be sent a proof by e-mail no matter what. Production only begins once you have granted us written approval to print.

PROFESSIONAL DATA CHECK

The professional data check is subject to an additional fee and comprises the following in addition to the basic data check:

- colour shifts that could arise through the conversion of print data to the CMYK colour space
- correct overprint settings
- font sizes and styles
- correctly indicated cuting paths
- tolerance ranges: to ensure that there is enough space between design elements and the edge of the product, the folded edge, grooves and hole punches, etc.
- fold type and position for folded flyers
- correct sequence if page numbers are used
- clean transition in two-page layouts
- correctly indicated perforated lines
- correct positioning of hole punch markings for custom hole punching
- correct data for partial varnish application

If our professional data check reveals that the print data contain errors, you will be sent an e-mail notification with a description of the error. Your order will be put on hold until we receive corrected print data or you have granted us print approval. Error-free print data go directly into production; you are not notified of this unless you ordered proofs.

If you want a proof sent regardless of the quality of your print data, this can be ordered for a fee. In this case, you will be sent a proof by e-mail no matter what. Production only begins once you have granted us written approval to print.

WHAT YOU SHOULD KEEP IN MIND

1. Resolution
The resolution of your images must be set at 300 dpi to ensure a crisp printout; we recommend a resolution of 1200 dpi for line art (bitmaps). Make sure that these settings are correct when scanning. Lower resolutions may result in a loss of quality and are thus at the discretion and responsibility of our customers. It is technically impossible for us to increase the resolution at a later stage (see below for more detailed information).

2. Bleed
The bleed in your document must be at least 3 mm along the left, right, top and bottom edges. Please ensure that the crop marks are outside the bleed (i.e. outside the layout; see below for more detailed information).

3. CMYK
Unless otherwise indicated, you must send us your data in CMYK colour mode. RGB and indexed colours cannot be used. Pantone colours may only be used for special products, like letter paper, if Pantone colours were ordered separately. We recommend setting the colours accordingly before you begin with your layout (see below for more detailed information).

4. PDF export
Always export PDFs with a 3 mm bleed and crop marks outside the bleed area. No print control strips or registration marks are needed. Our preferred PDF formats are PDF-X1, PDF-X3, PDF-X4.

5. Colour profiles
Please use the following output profiles:
Coated papers: PSO Coated V3
Uncoated/natural papers: PSO Uncoated V3

The colour profiles are not included in the standard offer. We would be happy to send you the corresponding colour profile upon request.

6. Fonts
Fonts smaller than 7 pt in size as well as light/thin font styles under 9 pt cannot be rendered properly during printing. Please ensure that you avoid critical font sizes and styles and never create black fonts in four colours as this could cause blurriness.

7. Line Weights
The minimum line weight is 0.25 pt (0.09 mm). Lines thinner than 0.25 pt cannot be rendered properly during printing.

8. Page Layout
For brochures:
To prevent errors from occurring when data are imported, we prefer multi-page PDF files with the pages arranged in chronological order. If you deliver individual pages, we ask that you please name your files as follows: page 1 = 001.pdf, page 2 = 002.pdf etc.

For folded flyers:
Folded flyers: Always send data for folded flyers as two-page files as specified in the data sheet for the relevant product.

9. Perforation
Please keep in mind that perforated lines must be indicated in the print file (clearly recognisable as a dotted, 0.25 pt line). As an alternative, you can also specify the precise positions of these lines in the comment space of the order. Please also indicate whether or not the perforated line(s) should also be printed.

10. Grooves
Please keep in mind that groove lines must be indicated in the print file (clearly recognisable as a dotted, 0.25 pt line). As an alternative, you can also specify the precise positions of these lines in the comment space of the order. Please also indicate whether or not the groove line(s) should also be printed.

11. Rounded corners
Please ensure that there is enough space between design elements such as logos or images and the corners. The corner radius is 5 mm. Corners are rounded automatically and the file does not need to contain any guidelines.

12. Hole punching
If you want a simple hole punch or holes punched in a way that deviates from the DIN standard, the position(s) of the hole(s) must be marked clearly by a dot with a 3 mm diameter. Please indicate the diameter of the hole you want in the comment space of the order. Choose between: 4, 5, 6, 7, 8, 9 or 10 mm.

13. Cutting paths
Cutting paths for freeform products can only be indicated in 100 % special or spot colour. These must be set to «overprint» mode and have a line weight of 0.25 pt. The name of the spot colour should be defined as «Cutting path».

RESOLUTION – 300 DPI – HOW TO MAKE YOUR IMAGES CRISP

Although we at Flyerline have a lot of tricks up our sleeve, we cannot produce a crisp image out of a poor quality photo file. Generally speaking, images downloaded from the Internet are not of print quality and therefore unsuitable for printing. Pay attention to the quality of your photos – it pays off in the end! To make sure that your images are rendered correctly on your printed items, please take note of the following points:
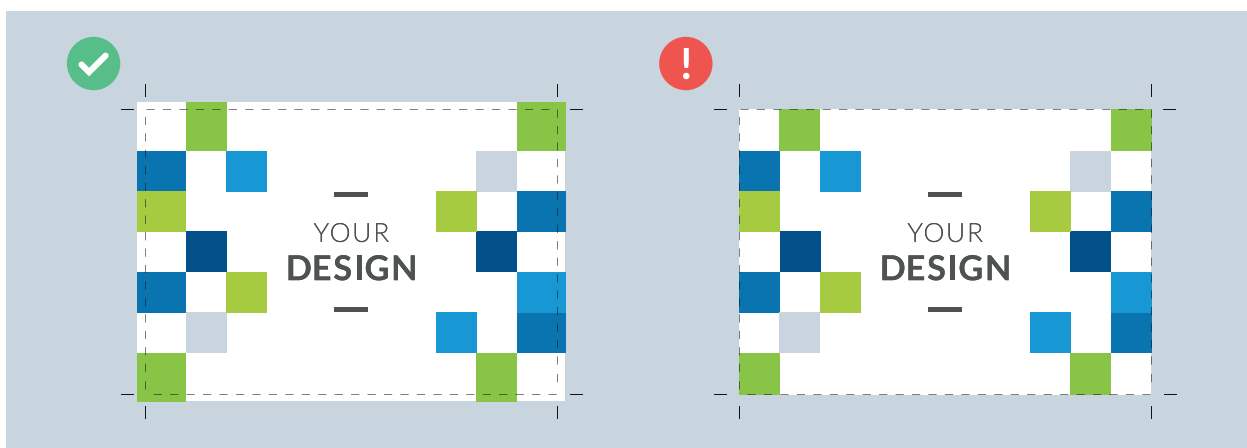
• Lay the foundations for perfect print quality when you take the photo. Set your photo format at a large enough size before shooting.
• Select the right settings in your photo editor (e.g. Adobe Photoshop). To ensure a crisp printout, your images should be set at a resolution of 300 dpi. Look for this option in your photo editor regardless of whether your image is in colour or black and white. A resolution of 1200 dpi is recommended for line art (bitmaps). Bitmaps are used mostly for line art logos or plans. In the case of JPGs, the resolution is often reduced automatically (depending on the programme settings); simply set the quality to «high» when using this format.
• Please ensure that you use the right resolution setting even when scanning. The following also apply in this case: 300 dpi for coloured images and 1200 dpi for line art (bitmaps). Lower resolutions result in a loss of quality and are used at the customer›s discretion and responsibility. It is technically impossible for us to increase the resolution at a later stage.
• You should position your images at a scale of 1:1 in your layout programme wherever possible, i.e. at 100 %. Images with 300 dpi can be increased in size by up to 200 % without any perceptible impact on the print result. Increases of more than 200 % (e.g. for posters) result in a loss of quality and are thus at the discretion and responsibility of our customers.
• Select CMYK mode for coloured images and greyscale for black and white images.
• Set the contrast and colour intensity at your discretion.

WHAT DOES BLEED MEAN?

The left-hand image below shows a correct example with bleed; the bleed was forgotten on the right. The bleed in the correct example on the left is 3 mm (along the left, right, top and bottom edges) beyond the crop marks.

Remember to take the bleed into consideration when when creating your print files (e.g. PDF, EPS, etc.). Your print file will be 6 mm wider and higher than your actual document. For more precise information, please refer to the product data sheets which can be downloaded in our online shop.

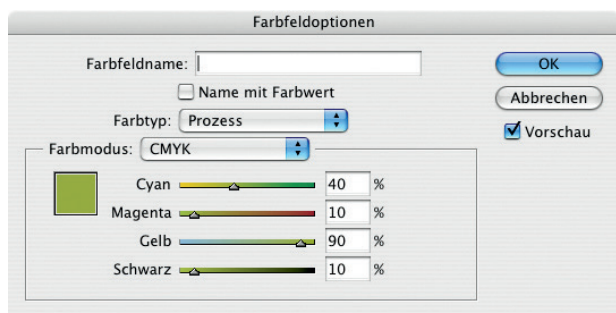Also make sure that you do not place text, logos or images too near the edge.

WE NEED CMYK FILES

A variety of colour systems and colour spaces can be used when creating files. Flyerline prints most of its standard range in CMYK (also known as Euroscale), although some individual products can also be ordered in Pantone. Please note this when ordering and create your files in the appropriate format. We cannot print any RGB or indexed colours. Before sending your files to Flyerline, you should convert colours to CMYK so that you can check for any colour variations that this might have caused and adjust them as needed.

If you work with programmes that do not support this (e.g. Office), Flyerline will convert the files. We do not adjust colours, however. If you did not opt for a professional data check, your data with the converted colours will be sent for printing. We do not assume any liability if colour shifts occur.

If you use a layout programme like Photoshop, you can set or change the colours either before or after setting the colour space:

Menu > Image > Mode > CMYK color. Therefore select "Process" as the colour type rather than "Spot". Converting the colours can result in colour variations which you can adjust as desired using the colour slider.

In contrast to professionally calibrated machines, your monitor and printer never render the colours exactly and are therefore no guarantee of the final appearance of the colour. Different monitor calibrations, colour profiles, differences in materials, etc. can cause the colours of your printed product to deviate from the colours you see on the screen. For this reason, we cannot accept any complaints for any such colour variations.

If you have any questions, don't hesitate to call us:

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