

“Proof” (preprint)

DIN A3, on the material of the main product

How to create your print file



File setting

Format: DIN A3 (actual size / 1:1 cutout)
Resolution: according to the original file
Bleed: no
Crop marks: no
Overprint: deactivated
Fonts: embedded or converted to paths
Do not use: clipping paths, alpha channels, masks in PSD



File formats

Digital- and large format printing:
- PDF X-3*, TIFF, JPG, PSD (flattened to background layer), EPS*, AI*

***important notice**

The file formats can be created with different programs with various attributes. That can cause numerous errors, e.g. deviation of colours, missing or incorrect fonts, missing elements etc.

To avoid such problems please create your data as a ready to print file in PDF / X-3:2002. To prevent incorrect printing, please feel free to send or upload your original file's preview (JPG) for comparison.



Colors

Color mode: CMYK
Color profile: ISO Coated v2, Coated Fogra 27 / 39

Do not use:

RGB and spot colors such as Pantone, HKS and RAL. They will be converted / simulated to CMYK. We cannot guarantee for color differences caused by conversion.



Notes

- We print and produce with a tolerance up to 0,25%, so the size could differ.
- We could not guarantee precisely sizes by millimeter.
- According to the file format, color anomalies may occur.

Bildwirkung - 1:1 Ausschnitt optimal



Farbwirkung - z.B. multiplizieren von Farben (kein Überdrucken)



Verläufe - 1:1 Ausschnitt optimal



Testfelder mit Farbwerten



File upload



upload to our server

Please register in our onlineshop:
www.werbecenter-onlineshop.de
When you finished the ordering process, you can upload your artwork directly in our upload-center.



e-mail

daten@werbecenter-berlin.de



by mail

Advertising & Displays
Werbecenter-Berlin GmbH
Zitadellenweg 34
D-13599 Berlin
Germany

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Workflow/planning

A proof / preprint can be ordered for almost every product. It will be printed on the original material, in the original colors and with the print settings of your ordered main product. We recommend to order both together.

We send the proof to you in advance. Please schedule more time for the main print.

Create data correctly

The proof and final print data must be created and saved in the same way in order to achieve a binding proof result. This refers to the layout program, the colors, the color profile, the output file format (PDF, TIFF, JPG) and all related settings.

1:1 cutouts

In order to give you an impression of the later print quality of your product, a 1:1 cutout is made for the proof in DIN A3 format. Please send us a print file with the desired section. You can also create a file with different color fields and image details.

If you send us your complete picture (final artwork) we will select a 1:1 cutout at our choice. This will include important elements such as your logo or important layout objects when given.

Overall theme

Alternatively it is possible to reduce your overall motif to DIN A3. Please note, however, that this is only for matching the colors and is not suitable for quality control of the subsequent printing.

Please inform us before or during the data transmission, otherwise the section will be chosen at our discretion.

Examples (3 different prints)



1 1:1 cutouts
Test the quality of your image by printing a DIN A3 section.

2 Collection sheet
You can also create a DIN A3 sheet, which contains different colors, picture qualities and image processing.

Our tip:

Note the color values when you want to try different color nuances.

3 Overall theme
We need the artwork in the final format of your order or in a corresponding scale. For the preprint we will reduce the artwork and print it in DIN A3.