flagprint
stoff für werbung

To ensure high-quality printed products, the submitted files must comply with the following specifications:

Supported software	Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Acrobat
File formats	PDF (X-1a or X-3) uncompressed, TIFF, AI, EPS, PSD, JPEG. *Note: If possible, please also send open files plus a view/approval PDF.*
Scale	Create artwork at 1:10 scale.
Resolution	Minimum 750 ppi at 1:10 scale (equivalent to 75 ppi at 1:1). *Tip: Check your files at 100% (1:1) on screen for blur or stair-stepping.*
Safe area (inner margin)	Keep sufficient distance between text/logos and the final size (approx. 5 mm at 1:10), so a seam won't run through important elements.
Bleed	Provide at least 3 mm bleed at the scale 1:10.
Colour mode	Supply data in CMYK only.
Deep black	C = 0% l M = 0% l Y = 0% l K = 100%
Pure greys	C = 0% l M = 0% l Y = 0% l K = 0 – 100%
Gradients	Create colour gradients in Photoshop as image files.
Spot colours	Define Pantone and RAL as spot colours. *Note: Exact reproduction of defined colours is not 100% possible in digital printing.*
ICC profiles	Use ISOcoated v2 300% (Download: ISOcoated v2 300% eci.icc). The profile is available from the ECI (European Color Initiative l www.eci.org) website.
Fonts	Convert all fonts to outlines, or supply the fonts (zipped).
Minimum line width	Positive lines: 0.05 mm at scale 1:10 Reversed (knocked-out) lines: 0.1 mm at scale 1:10
Overprint / trapping	Do not use overprint or trapping in your files.
Transparencies	Avoid transparencies (especially in combination with spot colours).
Design service	If you don't have press-ready artwork, we can handle design and file preparation.
File delivery	www.swisstransfer.com or www.wetransfer.com: send us the download link by email. E-Mail: sales@flagprint.ch for files up to 10 MB Physical media: USB memory stick.
Desktop work rates	Scanning, image editing, layout and typesetting are billed at CHF 140.00/hour. Final costs are determined after we receive your materials and are charged according to effort.

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Resolution

Minimum resolution* **75 pp**i at scale **1:1**
Minimum resolution* **750 ppi** at scale **1:10**

You can also check the image properties at www.pixelcalculator.com

How to check with the pixel calculator:

mm	cm	in	dpi	ppi	Clear

Templates		Analyze your image [Privacy Info]	Browse

Ratio Custom ▾ x:y Info ⓘ

mm ⇒ Pixel		Pixel ⇒ mm		Pixels & mm ⇒ ppi	
Width mm	mm	Width px	px		mm
Height mm	mm	Height px	px		px
Resolution	ppi	Resolution	ppi		
= × Pixel		= × mm		= 300 ppi	

* Depending on purpose and viewing distance, some tolerance is possible (see next page 3).

Different factors such as intended use or viewing distance, some tolerance in resolution is acceptable.

mm ⇒ Pixel		Pixel ⇒ mm		Pixels & mm ⇒ ppi	
5000	mm	14764	px	5000	mm
2000	mm	5906	px	14764	px
75	ppi	75	ppi		
= 14764 × 5906 Pixel		= 5000 × 2000 mm		= 75 ppi	

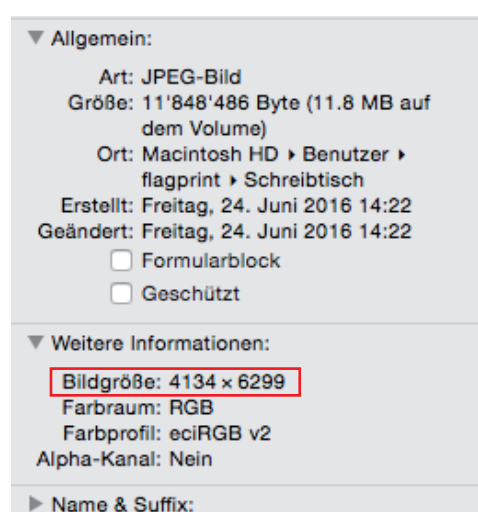Compare with your image's actual pixels to see if it's sufficient.

How to find an image's pixel dimensions:

Windows: -> right-click file -> properties -> details
MacOS: -> right-click file -> information -> more information

Windows
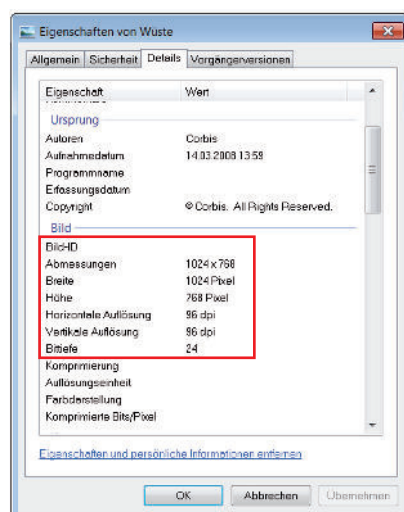
Mac OS

Adobe Stock images

flagprint works with Adobe Stock. We can procure any images you need.
Standard license CHF 25 per image / www.stock.adobe.com

Viewing Distance

0 – 1 m	min.	75 ppi
1 – 2 m	min.	60 ppi
2 – 4 m	min.	45 ppi
4 – 6 m	min.	35 ppi
over 6 m		25 ppi

75

60

45

35

25

Tip: Print this page and judge from the intended viewing distance to choose the optimal minimum resolution for your print.