

# THIS IS WHAT WE DO WITH YOUR DATA

## General data check

We carry out the following tests:

### Is the resolution right?

If your print data contains elements with insufficient resolution (between 269 ppi and 299 ppi), you will receive a message quickly. If your print data contains elements with a resolution under 269 ppi, you will receive a message immediately. This is also the case with line drawings with a resolution under 1200 ppi.

### Are the colours specified correctly?

If you supply data in the colour space RGB, it will automatically be converted to CMYK. All items ordered in 4-c digital printing and containing special colours will also be converted to CMYK. Please note that converting colours can lead to colour deviations.

### Are all the fonts embedded?

If they are not, your fonts will be displayed incorrectly in a standard font and we will contact you to ask you to revise your data. Embedded font sizes are checked for minimum font size to guarantee average legibility (this does not apply to all fonts except e.g. scripts, fine fonts etc.). Fonts that were converted to paths cannot be automatically tested for the minimum size.

If required, and to be more sure of the result, you can opt for the extended data check (subject to a fee) when ordering. If this check results in errors, you will be notified by email asking you to send us a new print file.

We also check the following:

- Does the document size suit the article ordered?
- Has the image trim been created in compliance with the specifications and is there any bleeding of texts/elements?
- Are folds, perforations, cutting lines etc. coordinated with the layout?
- Each product and the relevant printing method is taken into individual consideration (e.g. screen definition in pad printing)
- Visibility of individual elements on the relevant product colour is checked (e.g. white lettering on a white box)

## We do not check:

Spelling, image definition and image quality (some images are blurred in spite of 300 ppi), quality of design.

## Printing and quality

High-quality standards are a matter of course for us. Because the very best quality is the basic requirement for the top-quality production of packaging.

With our state-of-the-art, technological equipment, we are capable of implementing your ideas at the highest level, whether on foil, paper, or metal. The best printing results require the very best equipment.

Four colours in one work process, finishing with constant quality control. As our products are mostly created in digital printing, there is a very slight decrease in quality in comparison to offset printing.

There are no register differences. The colours are always compiled from the 4-c process. Special colours in acc. with HKS, RAL, or Pantone can only be approximated. In the case of silver boxes, the colours are transparent and therefore often do not achieve the desired colour tone but can have a very elegant effect thanks to the show-through. Slight streaking may be visible with extensive colour designs. With bled-off prints, an ink mist may be visible at the sides and on any box hinges a product may have. Slight scratches and unevenness may appear due to the material. A white background or printing with white on silver boxes is not possible with digital printing.

After printing, the orders are then transferred for finishing. Most printing products are cut and punched on a modern flat-bed die-cutter. In large print runs, machine processing is standard, but some details require individual handcraft to ensure the desired quality. The quality policy comprises both the expert command of all corporate processes and the provision of packaging and services that comply with the desired quality. Quality assurance involves in-process control over all production steps and comprehensive pre-delivery inspection before dispatch.

## What do 4/0, 4/1, 4/4 mean?

The first number indicates the number of possible colours on the front, the second number indicates the number of possible colours on the back.

- 4/0 means that the products are only printed on the front – in four colours (CMYK). The back is not printed.
- 4/1 means that the front is printed in four colours (CMYK) and the back in one.
- 4/4 means that both the front and the back are printed in four colours (CMYK).

# DATA OUTPUT AS PDF

General information on creating PDFs:

- The PDF file should be compatible with Acrobat 4 (PDF 1.3)
- All fonts must be embedded in the file or converted to paths
- The PDF can only contain grey levels, CMYK, or special colours
- The trim has to be defined
- Please ensure there is no colour conversion
- The PDF must not contain any external cutting marks, register marks, folding marks, colour patches
- The PDF must not be protected with a password

## From InDesign:

A PDF file can be generated from InDesign from Version CS2. To generate a PDF file, click “File” – “Export”. First specify the storage location for your document and then assign a file name. Select “Adobe PDF (Print)” and click “Save”. Another dialog box appears: “Export Adobe PDF”. In the “General” window, please select “Acrobat 4 (PDF 1.3)” under Compatibility. Other preferences have already been preset by InDesign. Do not change the “Compression” as prescribed by InDesign in the second dialog box. In the dialog box “Marks and Bleeds”, we require a bleed of 2 mm each all round, but only with images/areas that are to be shown bled-off. “No colour conversion” should be set with “Output”. Finally, set the transparency reduction to “High resolution” in “Advanced” if you are working with transparencies.

*Note: Please check before output that you are using no special colours in connection with transparencies. Now you can export your PDF file.*

## From Illustrator:

Please first ensure that your document is created in the CMYK colour mode under “File” – “Document Color Mode”. A PDF file can also be generated in Illustrator from Version CS2. To generate a PDF file, click “File” – “Save As”. First specify the storage location for your document and then assign a file name. In “Format”, select the format “Adobe PDF (pdf)” and click “Save”. In the “General” dialog box, select “Top-quality print” for Adobe PDF specification and “Acrobat 4 (PDF 1.3)” for compatibility. Please do not change the setting of “Compression” in the second dialog box either. In the dialog box “Marks and Bleeds”, we require a bleed of 2 mm each all round, but only with images/areas that are to be shown bled-off. “No conversion” should be set for colour conversion in the “Output” dialog box. Please do not change any other settings and save your file as a PDF.

# COLOUR SPACE/MODE

## CMYK:

The letters CMY refer to the basic colours of subtractive colour synthesis cyan, magenta, and yellow. These three basic colours mixed together result in black.

In four-colour printing, black (or Key) is printed to support contrasts. This colour space is used in all print products.



## RGB:

Red, green, and blue (RGB) are the additive basic colours. If you mix these three colours, you obtain white. This colour space is used for TVs, monitors, cameras, scanners ... As the RGB colour space is much more extensive than the CMYK colour space, documents created in RGB have to be reduced in their colour space. This results in a change of colour for which we cannot be held responsible/made liable.

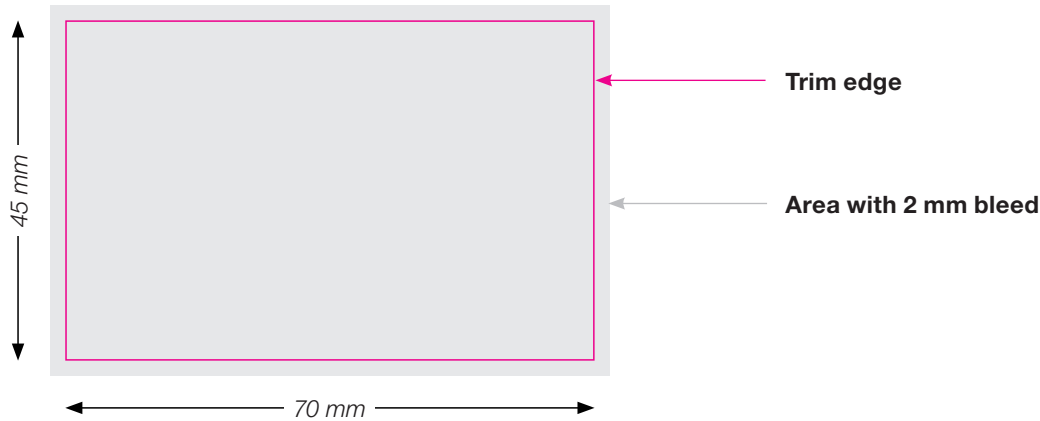


# BLEED AND TRIM EDGE

The end format (magenta base line) of the product is lengthened by an additional 2 mm.

Example: End format: 70x45 mm → plus trim 74x49 mm.

All bled-off objects have to be extended into the trim area to avoid unattractive blank streaks. In further processing, the trim of 2 mm is removed and the end format output. However, please position writing and logos at a secure distance of at least 2 mm from the trimming edge.

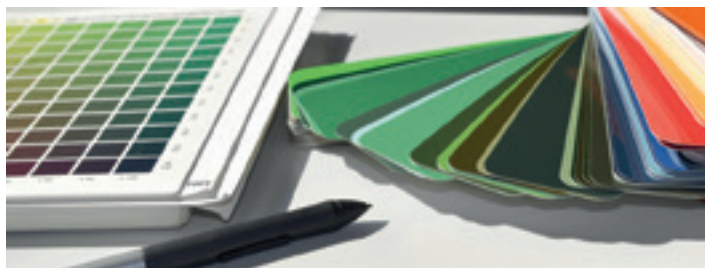


# IMAGE RESOLUTION

ppi (pixel per inch) is the unit used to denote the resolution of pixel images. An image resolution of at least 300 ppi is recommended for printing. With a lower resolution, images can be blurred or pixelated.

It is important in this case to create the data 1:1 as the resolution. Otherwise the quality of images decrease when images are enlarged.

Vector data is better suited for logos and other line elements (areas of colour, illustrations etc.). Vector data do not have any pixels, but only information about points, curves, filling, and other specifications, and can be enlarged and scaled down as necessary. As vector data are not converted into printer dots until they are at the printing machine, clear edges in printing are guaranteed, nothing can become blurred or pixelated. Vector data can be created in programmes such as Adobe Illustrator, QuarkXPress, and Corel-Draw.



300 ppi



72 ppi



Vector file



Pixel file

# DOCUMENT FORMATS

## The following file formats can be processed:

- .pdf (Portable Document Format)
- .ai (Adobe Illustrator)
- .eps (Encapsulated PostScript)
- .indd and .idml (Adobe InDesign)

## Our imposition layouts are available in the following formats:

- .ai
- .eps
- if required .pdf or .indd/idml

# OVERPRINTING AND SPACES LEFT WHITE

Printed sheets are pulled through printing machines at top speed. This can lead to a paper draft which in turn can lead to small blank streaks in the print.

Small streaks can also occur if the printing plates slip slightly in flexo, offset, or screen printing. Overprinting, leaving white spaces, and spreading are all used to avoid this effect when creating the repro copy. This can lead to slight dot fringes and colour changes with certain colours.

*Note: Offset printing colours are transparent (translucent).*

If, for example, a yellow circle is printed on a blue base, there are no blank streaks, but there is also no yellow circle as the mixed colour green is created. Overprinting thus does not work with coloured motifs; in most cases only black objects can overprint coloured backgrounds.

Please remember never to set white elements and fonts to overprint as these are otherwise not printed. Black fonts should be set to overprinting. This leads to a richer, more legible typeface, avoiding the blank streaks mentioned above at the edge of the characters. We make the specific spreading settings for the relevant printing methods.

# FONTS

Fonts always have to be embedded in your PDF. Unfortunately, if the fonts are missing, we cannot process your data. Normally, fonts are automatically embedded during the PDF export providing they are available on your system. If you send us open data, please always send the fonts too. In Adobe InDesign, for example, this is possible using the “Package” button. If you do not have this option, you can also convert the fonts to paths/vectors. It is also important to create black fonts with 100% in the black channel. This helps avoid coloured streaks in the font.

# LINE WEIGHTS

Various minimum line weights have to be taken into consideration depending on the printing method. Particularly with fine typefaces, lines often cannot be printed or are filled-in. You can determine the line weight easily on the bar of a lower case “e” as this is often the finest line in a font. This value should not be undercut even with negative lines and spaces.

## We have included a list of the minimum line weights in the various printing methods:

- Pad printing: 0,18 mm/0,51 pt
- Flexo printing: 0,18 mm/0,51 pt
- Digital printing: 0,12 mm/0,34 pt
- Screen printing: 0,18 mm/0,51 pt
- Offset printing: 0,12 mm/0,34 pt

# ALLGEMEINGÜLTIGE HINWEISE

We have put some basic information together for you. Please note that every inquiry naturally has to be dealt with individually as we could not hope to cover every possible case in writing here. Our customer advisers would be happy to advise you and answer any questions you may have by phone. To make sure the advice you get corresponds to your particular inquiry, we require your desired print subject.

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## Delivery times

Our delivery dates are valid as stated in the order confirmation, in each case within the delivery week/day of delivery. Our delivery times depend on the approval of the printing copies and not on when printing copies were received. We cannot confirm a delivery time without an approval of the printing copies.

In the case of high capacity utilisation, delivery times may be extended (e.g. during the Christmas and Easter seasons)

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## Perishable foodstuffs

Foodstuffs cannot be exchanged. Please check the goods as soon as you receive them and send us any complaints within 24 hours. We cannot accept any complaints received after this period of time. Once the goods leave our premises, we no longer have any influence on our foodstuffs and thus cannot accept any responsibility or liability either in terms of quality or in terms of the food law.

In warm weather, it might be necessary to deliver some products by cold-storage lorry to guarantee the goods arrive in perfect condition (note: different freight costs).

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## Corrections

Nothing is printed until you have given us your approval in writing. Making changes to the proof you receive from us does not constitute an approval. You will receive a corrected proof to be checked and approved. Please make sure you check the proof we send you very carefully. If you are at all unsure, give us a call. We would be happy to help you. Your approval is a mandatory part of the order. It has unlimited validity and cannot be revoked. We cannot assume any responsibility for the prints you approve or for errors of any kind which may have been overseen.

If we are in possession of your data 1:1, the proof is created free of charge. We reserve the right to charge a flat rate for changes made to the proof starting with the third corrected proof.

You will be charged for any work carried out by us in preparation for your approval if you subsequently cancel your order. For extra ordered or seasonal goods, we will also have to charge you for these costs.

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## Order Changes

After receiving the order confirmation, we can only make system-relevant changes requested by you for a fee of 49,- €

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## Complaints

If you have any complaints, please get in touch with us immediately. We require at least ten per cent of the total order as proof of the fault. Please send the goods back to us as proof in the original packaging. This also applies to any complaints you have about printing. Complaints about the taste and appearance of foodstuffs can only be accepted if you handled and stored the goods correctly.

Example: Foodstuffs must be stored in a dry place and be protected from changes in temperature (warm/cold).

If you have any questions, please do not hesitate to contact one of our customer advisers.

## Damage during transport:

All delivered goods, whether on pallets or in the form of parcels, must be checked immediately for any damage (correct securing, wrapping/boxes undamaged). The driver (freight/logistics company) must be made aware of any visible damage and should confirm this damage in writing on the delivery papers.

Please note down the exact details of the damage, including photos, and inform us immediately. Claims concerning damage reported at a later date and/or damage not recorded on the delivery papers cannot be claimed retroactively!

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## Order quantities

For technical reasons, divergence of quantities up to  $\pm 10\%$  is possible. Depending on the category of product, our products are either counted or weighed before they are packed. This can result in different quantities in individual boxes. The final number is checked and logged by us. If there are any irregularities per packing unit, please check the final number.

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## Notes on packing

When ordering, please take our packing units into consideration. The specified freight costs are approximated, not binding, and cannot be determined precisely until the order has been completed.

Biscuits, cookies, and other baked articles can break during transport.

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## Colours

Depending on the material and product, colours may deviate.

In the case of multi-coloured printing, a colour-binding proof of the provided data is mandatory.

When using a transparent, coloured, or metallic base, colour reproduction can vary if a white background is not used. We would therefore recommend that you use a white background, if technically possible, which is charged as an additional print colour (not in digital printing). To avoid complaints about colour, please make sure you include a colour-binding proof.

Unchanged reprints can also demonstrate colour deviation. This is for technical reasons and cannot be avoided. Nuances of colour deviation will therefore not be recognised as a complaint.

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## QR CODE and barcode

Please note that we cannot guarantee that QR codes will be legible.

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## Further processing

Variations can occur during processing for technical reasons. This applies, for example, to press cuts and blanks of cardboard packaging. In the case of foil products, there can be a slight shift of the motif during packing.

In the case of solid designs, cutting can only be controlled within a certain tolerance. It is therefore possible that colour transitions in the motif are displaced in the cutting area and thus visible as a fine stripe (of the other print colour) at the cutting end of the packing.

In the case of bags, the content text may be concealed in part by the sealed seam.

## Tetrahedron packaging:

Due to the packaging, it could happen that the position of the printed image varies on the triangular advertising space.

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## Sticky wrappers:

Slight blistering may occur and it could happen that the ends of the wrapper may not meet exactly.

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## Shelf life

The best before date printed on the promotion packaging (1 week tolerance) is based on the delivery date at the time the print is approved. If there are postponements on your part, we will only adjust the best before date at your request and will charge 49,- € for the change. No more changes are possible if the print has already been made.

The best before date can only be guaranteed if the storage is suitable for use with foods. Taking the product specific properties into account, please ensure you store the product in a dry, cool place protected from sunlight. Temperature fluctuations should be avoided, especially with products containing chocolate, as otherwise a bloom of fat (white coating) can form.

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## Manufacturer's notification on products

In accordance with EU directive 178/2002 for the guarantee of food safety and in compliance with the requirements of the food law, we will be attaching a manufacturer's notification to our products/selling units. For most products, the end customer, dealer, or agency can decide whether he himself as the issuer should be specified on the product packaging or outer packaging or whether the manufacturer should be named. If we are not provided with a manufacturer's notification, we will use our manufacturer. If the end customer explicitly rejects all these specifications, the manufacturer must be released from all claims in writing.

We are obliged to advise you that manufacturer's data must comply with legal specifications. The data are not intended for any promotional purpose.

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## Declaration

Due to food law regulations in accordance with VO 1169/2001, the declaration must be in the official language of the country in which the goods are distributed. If declared in another language, we can not guarantee the marketability of the goods. The responsibility of marketability in this case passes to the customer.

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## Distribution list

If the products are to be sent to different shipping addresses, please send us the address data as an EXCEL file with one address component per column (e.g. company1/company2/street/postal code etc.). Just ask for our template. Bills of delivery must be provided in triplicate. Depending on the work involved, additional costs may be incurred.

# IMPORTANT INFORMATION

## Information on creating printing copies

If possible, match our provided imposition layout 1:1.  
Data editing costs will otherwise be incurred.

- Line drawings should have an optimum resolution of 1.200 dpi or be vectorised. Continuous-tone illustrations should have a resolution of 300 dpi.
- When sending files by email, please make sure you use the appropriate program extension (e.g. .indd for InDesign, .ai for Adobe Illustrator, .psd for Photoshop).

### Our programs:

- Adobe Illustrator CC
- Photoshop CC
- InDesign CC

### Open data:

If your document includes any imported/embedded files (e.g. tif, eps, bmp, or jpeg files), please make sure you save these separately! Please change the fonts into character paths to avoid the loading of any other fonts. If this is not possible, send us the fonts (only Mac fonts).

### Please note the following when supplying data as a PDF:

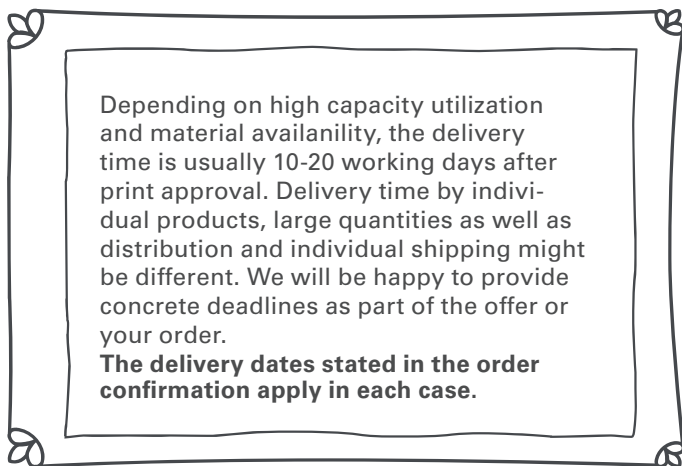
- Your created data should correspond to our layout template, please do not change it.
- PDF compatible up to PDF/X-4 (Acrobat 1.6)
- No encrypted PDF files (password protection or the like)
- No coloured pattern cells/tile patterns
- No comments, form fields, or the like
- No transfer curves
- Leave layout sketches at "overprint" and you must leave it at our separate special colour with the name "Stand"

### Data carriers (if you want to send your data by post):

- Please write your address, file name, logo name, product name, and order number clearly on the data carrier (e.g. CD) and include a printout of the files.
- The printout should include the file name and the name of the printing colour(s) required, e.g. HKS, Pantone.

### The fastest way to order:

Just send your data, including the name of the motif, by email to your customer adviser. If the data exceeds 100 MB, we recommend you send us the data via FTP server. If you have any further questions on exchanging data, please do not hesitate to contact your customer adviser.



## Printing information

Fine details, small fonts, and trademarks can smear or disappear. In the case of multi-coloured printing, a colour-binding proof of the provided data is mandatory.

### Printing methods:

**4-c digital printing:** Paper/cardboard, boxes, foils, labels

4-c designs are available at attractive prices even with small quantities. Register differences cannot occur. The colours are always compiled from the 4-c process. Special colours in accordance with HKS or Pantone can only be approximated.

**Boxes:** Applying a white background to the motif, as is usual with silver boxes in pad printing, is not possible. In these cases, transparent inks are not opaque and therefore often do not achieve the desired colour tone (can look dirty). Please also note that negatively recessed elements will appear in box colours in print. On the other hand, this can result in a very elegant effect thanks to the shining through e.g. of a shiny box. Slight streaking may be visible with extensive colour designs.

Due to the bled-off round surface structure of the product, there may be slight distortion of the printed image.

**Foils:** Some parts of the sealed seams cannot be printed (see imposition layouts)

### 1-4-colour flexo: Foils

In full-surface printing, register differences are possible to an extent. A fine unprinted line over the foil is a result of the block ends meeting. Colour rubbing on the sealed seam is also possible in full-surface printing. Designs with extensive ink coverage and metallic colours should be varnished to protect them from colour rubbing (counts as an additional print colour).

In printing technology, breaks in the screen cannot be avoided. The tolerances for this are:  
- Flexo printing 3%

**Sweets:** In full-surface printing, a white edge (each of 1 mm) remains on the side at the end of the wrapper ends. Due to the block ends meeting, a fine white stripe runs across the width of the paper.

Note: Halftone motifs only after a printability check. A colour-binding proof of the data provided is required with multi-colour screen motifs.

### 1-4-colour offset: Paper, cardboard

An attractive price for larger print runs. Printing of special colours in acc. with HKS and Pantone is possible. Fluorescent inks cannot be used.

### 1-4-colour pad: Boxes, dispensers

Register differences are possible to an extent. The double printing of individual colours may be necessary for full-surface motifs (counts as an additional print colour in each case). Slight scratches and unevenness may appear due to the material.

In printing technology, breaks in the screen cannot be avoided. The tolerances for this are:  
- Pad printing 15%

**Sleeve:** A slight distortion is possible on rounded parts.

**We alone make the decision on which printing process we use for our products/orders.**

**The prices are valid from January 1st, 2023 and do not include VAT. Subject to alteration of prices.**

The products in the catalogue are not shown true to the original and differ in size, shape and colour from the original. Printing errors, mistakes and changes are possible. With the publication of this issue, all previous sales documents lose their validity.

The offered Easter and Christmas items are valid for the Easter and Christmas season of 2023.