

Guidelines for labels and direct print



1 Introduction

This short information about Hartmann's offer on labels and direct prints is mainly for customers and external design agencies.

2 Guidelines for labels

2.1 Label variants on offer

STANDARDS		
Standard	CMYK CMYK + 1 spot or varnish CMYK + 2 spot or varnish	minimum order size 50.000
Standard	CMYK + 3 spot or varnish 1-5 spot or varnish	minimum order size 300.000
REFINEMENTS		
Full peel-off	CMYK CMYK + 1 spot or varnish CMYK + 2 spot or varnish	minimum order size 50.000
Full peel-off	CMYK + 3 spot or varnish 1-5 spot or varnish	minimum order size 300.000
Dipersion lacquer, UV lacquer, hot foil stamping	Only on request	minimum order size 300.000
Further specialities	Only on request	To be defined

2.2 Printing method

The required print procedure is four-colour offset according to Euroscala, which may be extended by special colours.

2.3 Types of paper

Whenever possible we choose paper, which originates from FSC certified forests - see www.fsc.org.

2.4 Inks

Hartmann allows only inks, which are Diisobutyl phthalate (DIBP) free and which are allowed in packaging for food.

2.5 Bleed

Bleed is must be 2-3 mm from die cut, also around the holes in the labels. Customers are allowed to deviate from the standard, however, Hartmann does not accept claims regarding these deviations.

2.6 Font size

Font size must be minimum 5 points. Customers are allowed to deviate from the standard, however, Hartmann does not accept claims regarding these deviations.

2.7 Line thickness

Line thickness must be minimum 0.1 mm. Customers are allowed to deviate from the standard, however, Hartmann does not accept claims regarding these deviations.

2.8 Bar code

Bar code size must be minimum 80% of EAN standard and have a quiet zone of 4 mm on both left and right side according to EAN standard.

Bar codes must be printed in full colour. Black on white is preferred, however, other colours are accepted if they are in accordance with EAN standard.

2.9 Handling of files from external design agencies

Files are accepted as open files in any common graphic programme, preferably Illustrator CS3, Images minimum 300 dpi in actual size.

Files can be transferred to Hartmann via:

- E-Mail
- CD/DVD
- FTS (File Transfer System), address available on request

Along with the files Hartmann must receive a certified colour proof or a Chromalin, if possible.

3 Guidelines for direct printing

3.1 Method of printing

Hartmann's standard method of printing is dry offset (Letter press) 28 l/cm (70 l/inch).

Below is an overview of the number of printing inks on each carton panel:

	Fresh Pack™	Mini Poster Pack™ / Plus Pack™	imagic®	Superface®
Front	2	no / 2	4	no
Top	4	no / 4	6	no
Rear	2	no / 2	4	no
Inside	No	2	2	2

3.2 Printing colours

Standard printing inks are based on Hartmann colours with a Pantone description. See Hartmann's colour chart on our Hartmann website.

3.3 Font size

Font size for positive must be minimum 6 point. For negative, the font size must be minimum 8 point. Customers are allowed to deviate from the standard, however, Hartmann does not accept claims regarding these deviations.

3.4 Bar code

Bar code size must be minimum 54 X 21 mm (printing area) including quiet zone of 4 mm on both left and right side.

Bar codes must be printed in full colour and black is preferred.

Bar code readability must be at least classified as code C according to ISO standard.

At present Hartmann provides guaranteed readability of black bar codes printed on the following pulp colours:

- Champagne (06)
- White (00)
- Special Grey (20)
- Terracotta (59)
- Yellow (11)
- Sunflower (51)

If customers choose to print bar codes on other pulp colours, Hartmann does not accept claims regarding readability.

3.5 Illustrations

Visuals (illustrations and photos) will have to be adapted to the printing method to ensure satisfactory quality.