



SAIER
VERPACKUNGSTECHNIK


Graphics guidelines

In-mold label (IML)






Data quality

- ☒ **PDF:**
 - ☒ **At least PDF 1.5** (Acrobat 6)
No open files (e.g. InDesign, Illustrator, CorelDraw)
 - ☒ **No reduction in transparency** (flattening),
therefore *no* PDF 1.3!
 - ☐ **Image data recalculation:**
(downsampling)
 - ☐ Only for **colour images: Bicubic downsampling to 300 ppi**
No downsampling for greyscale or line art images (bitmap)!
 - ☐ **Image data compression:**
 - ☐ **ZIP** – for maximum quality, lossless
 - ☐ **JPEG** – higher compression rates than ZIP but lossy,
therefore image quality: **Maximum**
 - ☒ **Pixel images:**
 - ☒ Effective resolution of at least **300 ppi**
Also applies for effects, e.g. soft drop shadows
(always pay attention to Illustrator presets!)
- 

300 ppi

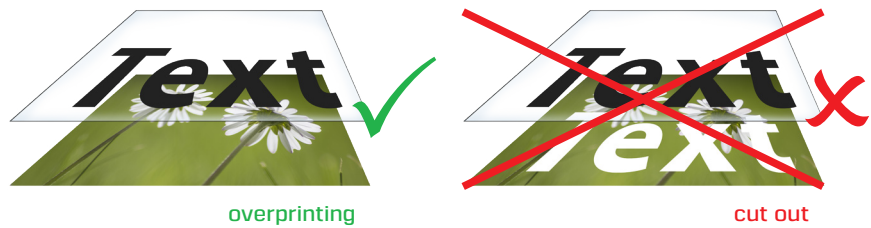


72 ppi
- ☒ For Illustrator designs: Always embed image data!
 - ☐ Effective resolution of at least 900 ppi, better **1200 ppi**
 - ☐ **Bitmap pixel images** (line art):
 - ☐ Ideally as pixel images
 - ☐ **Gradients:**
 - ☐ Ideally as pixel images
 - ☒ **Colour mode:**
 - ☒ **CMYK & spot colours** (PANTONE+ Solid Coated, HKS K)
 - ☒ **Colour adjustment:**
 - ☒ **FOGRA39/ISO Coated v2 or ISO Coated v2 300**
(Only applies to photographic representations,
technical colours shall be maintained)
 - ☒ **Total ink coverage:**
 - ☒ Maximum **320 %**
 - ☐ **Number of colours:**
 - ☐ Maximum of **8 colours** (incl. effect varnishes)
 - ☐ **Printing white:**
 - ☐ **White as undercoat / primer:**
Double colour application, as coverage is otherwise insufficient
 - ☐ **White as an independent, visible colour:**
Triple colour application, for best possible white coverage

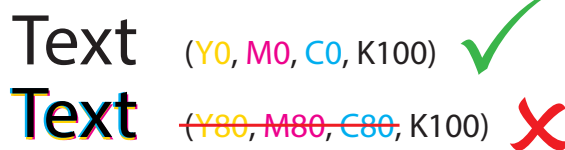


Overprinting behaviour:

- Black usually has to be set as **overprint**



- Do *not* build up black objects (e.g. text) with multiple colours



- Control of the overprinting behaviour and colour channels:
Acrobat Pro: *Output Preview* (Simulate Overprinting activated)
Illustrator: *Separations Preview* (Overprint Preview activated)
InDesign: *Separations Preview* (view: Separations)
 (Overprint Preview activated)

Line thicknesses:

- Minimum of 0.15 mm for positive lines
- Minimum of 0.2 mm for negative lines

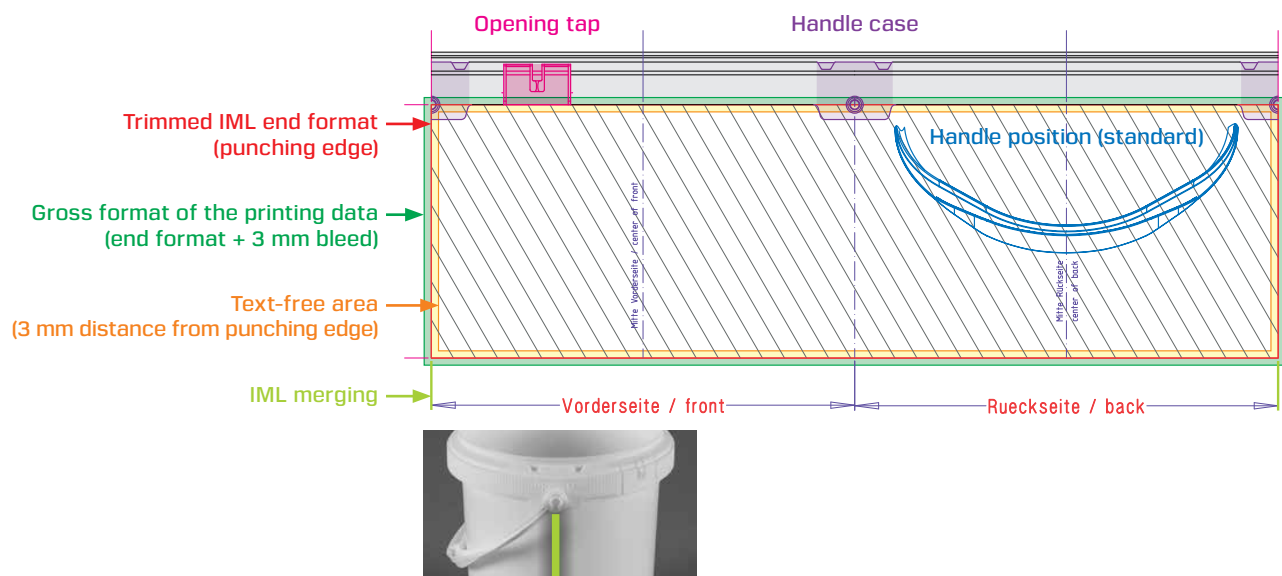
Codes (e.g. EAN, QR):

- Only as **vector graphics**
- Positive** representation, *not* negative
- Bar code line thickness reduction: 0.09 mm
- Single-colour** – black or spot colour – **overprinting**
 100% tonal value

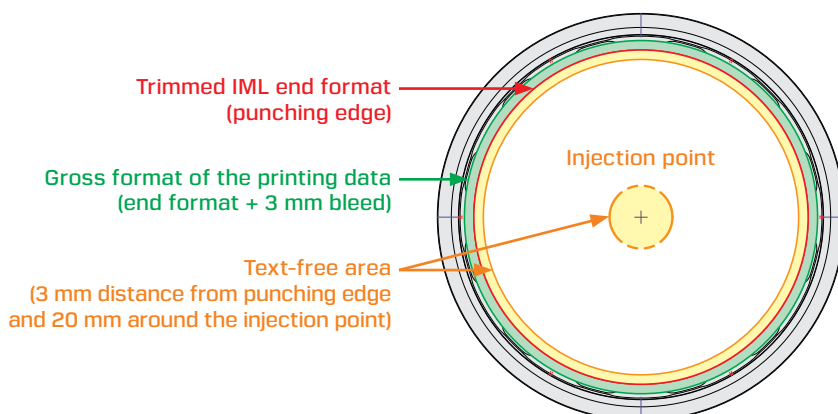


Print image assembly

- **Format templates:**
 - Print image assembly of the bucket and lid decorations with **exact format values** from the **SAIER design templates**.
In the **Illustrator graphic design programme**, the PDFs were provided with different **functional layers**, **functional colours** and **helpful constructs**.
- **Bleed:**
 - **3 mm bleed all around** for bleed-off print image designs.
- **Design principles:**
 - **3 mm minimum distance** to format edge (punching edge) for objects that are *not* bleed-off designs (e.g. text elements).
 - A slight offset on the IML merging point may be created during injection molding due to the process used. The dimensional accuracy of over-arching designs therefore cannot be guaranteed.
 - Always remove objects that are not needed. Do *not* make them invisible by hiding them underneath other elements.
- **Bucket layouts:**
 - Pay attention to the **front** and **back** as well as the **alignment** of the print image (opening tab, handle position, handle case, merging point).



- **Lid layouts:**
 - No text within 20 mm of the central injection point.



When using coloured plastic, there may be discolourations to the decoration in this area if the colour of the decoration and colour of the lid differ.

We therefore recommend matching the IML decoration colour to the lid colour in this area and not placing any text here.



Others

- **Cold foil finishing:**
 - Area coverage of metallic foil may be no more than 20% of the entire label.
Minimum print image distance of 5 mm at the merging point and the lower label edge.
- **Reverse printing:**
 - Print image distance to label edge at least 10 mm all around.
- **Text corrections:**
 - Changes and corrections to texts should be made in the original data.
Text corrections are only possible after consultation and to a very limited extent in our company.

Colour references

- **For spot colours:**
 - **Original samples of the spot colour manufacturers.**
In the case of PANTONE: Digital **L*a*b*C*h° colour values**.
Print samples (colour fans) are only binding to a limited extent due to deviations from digital PANTONE.
- **For custom spot colours:**
 - Colour binding **hardcopy references** must be supplied in duplicate by the customer (for SAIER & printer).
Digital **L*a*b*C*h° colour values** are determined at SAIER.
- **For CMYK-based print image components:**
 - Colour binding **GMG-Proofs in ISO Coated v2**.
The proofs are provided by our print partners.
- **Sampling of the IMLs:**
 - Visual: Under **norm light D50** with **UV component**
Metrological: **Spectrophotometer** (colour distance formula: **CIEDE2000**)

Data transfer

- **E-mail attachment:**
 - Possible up to a file size of 10 MB
- **Download link:**
 - Via Cryptshare or WeTransfer for files bigger than 10 MB
- **Contact:**
 - SAIER Verpackungstechnik GmbH & Co. KG
Reutiner Straße 7
72275 Alpirsbach, Germany
Tel.: +49 7444 611-210
E-mail: sales@saier-web.de
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