



# ROYAL HOITSEMA LABELS

## DIGITAL SPECIFICATIONS

DEC. 2020

QUALITY IN QUANTITY

*Digital material should match the following specifications:*

Apple Macintosh:	Adobe 2021: Illustrator (PDF Compatible), Photoshop and Indesign. High Res. PDF 1.6
Esko/Artpro:	Esko Software Suite 12.0 and ArtPro 12.0
Media:	We Transfer or a link for a FTP server
E-Mail:	tsm@hoitsema.nl (with a maximum of 7 Mb)
FTP:	FTP transfer is possible; an account will be created by us and communicated to you.
Compacting files:	Zip, Stuff-it ("self-extracting" files), Esko Linkedge 7.0 (PAF files).
Lay-out/ scans/illustrations:	<ul style="list-style-type: none"><li>• Wording and essential images must be 1.5 mm within the net size.</li><li>• Colours which bleed off should show at least 1.5 mm overlap relative to the net size.</li><li>• Dot compensation documented in ISO 12647-2 standard printing conditions for the paper groups 1 and 2.</li><li>• We dispose of an 8-colour printing press + double lacker-unit. Therefore keep designs preferably within 8 printing colours, if necessary hexachrome. In case labels need to be finished with printing varnish, the printing varnish needs to be regarded as a printing colour. In that case, preferably keep designs within 7 printing colours. Stochastic screen is also a possibility</li><li>• Minimum line width for Flexo/Offset printing; pos. 0.12 mm and neg. 0.3 mm.</li><li>• Minimum line width for Offset printing; pos. 0.05 mm and neg. 0.12 mm.</li><li>• Supplied scans/images in format as psd with layers, tiff, or Esko ct.</li><li>• If possible not embedded.</li><li>• The resolution of supplied scans should be at least 300 dpi (actual size),</li><li>• The resolution of bitmaps 1.200 dpi (actual size).</li><li>• Colours specified as CMYK and/or PMS/HKS colours (preferably not RGB).</li><li>• Wording reversed out of full colour or out of heavy backgrounds to be preferably sanserif and not reversed out too thinly or small (minimum size 6).</li></ul>
ICC profile:	ICC profile of Royal Hoitsema Labels is to be requested at tsm@hoitsema.nl
Trapping:	Trappings line work/halftone: 0,08 mm – 0,1 mm (depending on design).
Barcodes:	Barcodes must meet the directions set out in the UAC handbook "the EAN-coding system in trade and industry" published by the Uniform Article Coding Organization. The minimum size is 80%. The minimum width of EAN-13 is 30 mm (for EAN-8 this is 22 mm).
Typefaces:	Always supply fonts used in a complete font set in a separate folder. Please supply special typefaces (Chinese, Arab, etc.) as illustration (outlines) or high res. scan.
Colours:	Specify PMS- of HKS-numbers with colours other than CMYK. Please send both composite and separated print-outs of the file. Preferably send a colour reference of new files (ISO certified Epson print or press proof).
Die-cut labels: drawing/specification.	In case of new-to-be-made die-cut labels, please add a technical drawing.