

HOW TO CREATE THE PRINT SPECIFICATIONS.

file formats

tif, .pdf, .psd (Photoshop), in exceptional cases as well .jpg or other file formats after consulting. Resolution at least 300dpi.

usual dimensions

there are different truck types with different dimensions, but the size of the trailer is always the same

the dimensions of the trailer of a trailer truck are always:

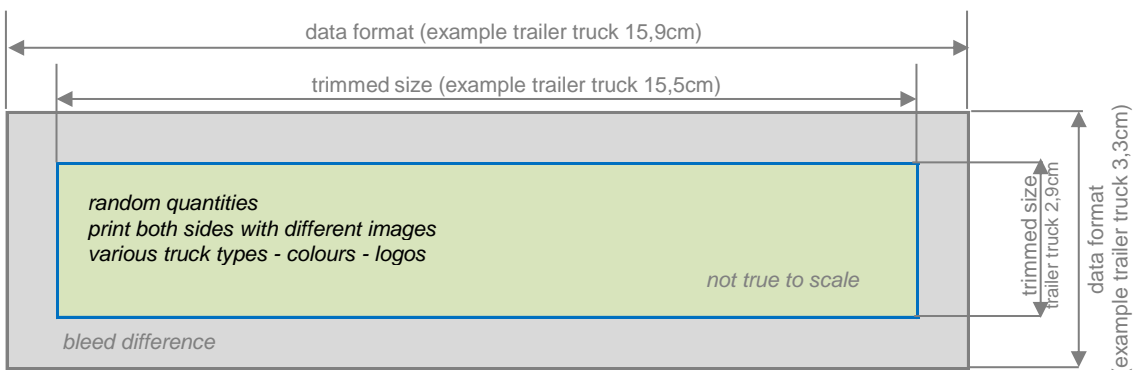
trimmed size sides: 15,5cm x 2,9cm (plus 2mm cutting for each side/rim = data format 15,9cm x 3,3cm)

trimmed size rear: 2,8cm x 2,9cm plus 2mm cutting for each side/rim = data format 3,2cm x 3,3cm

the dimensions of the trailer of a double trailer truck are always:

trimmed size sides: 7,8cm x 2,8cm (plus 2mm cutting for each side/rim = data format 8,2cm x 3,2cm)

trimmed size rear: 2,8cm x 2,8cm (plus 2mm cutting for each side/rim = data format 3,2cm x 3,2cm)



example

this is how the final label is supposed to look like



correct

shown is the data format, trimmed size in the blue frame

wooden background and strawberries stretch out to the edge/rim of the data format



incorrect

this is only the creation of the trimmed size

After cutting at the blue frame there are partially 1-2mm from the label material visible. The strawberries aren't cut, even though this has been the aim.



The text is either too near on the edge/rim or is even cutted.

trimmed size
is the final label for the truck side

bleed difference
2mm on each edge/rim.
Is the area which is not applicable after cutting. This is the solution to avoid white cutting edges.

data format
= trimmed size + bleed difference.
Background colours and background graphics fully filled to the edge/rim of the data format, so that they will be printed completely.

safety distance
2 mm to each edge/rim.
To avoid squishing of important text and logos at the edge.