

Hints round about printed buttons

Suitable file formats:

Our favoured file formats are: PDF, EPS, TIFF, JPEG, AI, Photoshop and Corel Draw (up to version 10). Files from Microsoft Word or e.g. Powerpoint are only conditionally suited for the printing. But we will have a look at these print files from you of course and try our best to achieve a satisfying print result anyway. But the general rule is:

The printing result can only become as good as your print file is!

Different designs:

An order for printed buttons can contain more than one design.

Example: You have two different button designs and you want us to produce 1.000 buttons with each design. So the complete order quantity is 2.000 pieces. When we calculate the price, we regard the cheaper scale price for 2.000 pieces (and not the more expensive scale price for 2 x 1.000 pieces). We will only add the one-time-costs for the arrangement of the second design (17,85 € including 19% VAT per further design if you have up to 15 different designs in total). Preconditions: The same button size + backside variation, same colour mode, minimum 100 pieces per design (if you want us to print spot colours Pantone or HKS the minimum quantity per design is 500 pieces). The order quantity of buttons must not be the same for every design. You can also order for example design 1 with 500 pieces and design 2 with 1.000 pieces (= 1.500 pieces total order quantity).



Spot colours (Pantone / HKS):

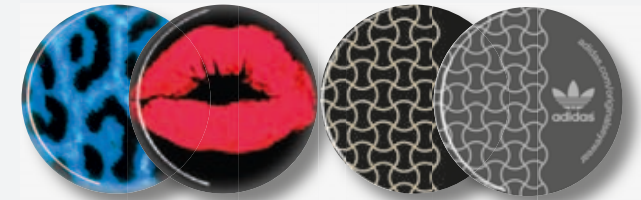
Actually we print in the 4-colour mode Euroscale (CMYK). From an order quantity of 500 pieces per design we can also print with Pantone or HKS spot colours. As there is a higher effort during the printing there is an additional charge of 35,70 € including VAT per spot colour. As quite a lot of colours can be brought out in the colour mode CMYK it is often not necessary to print with Pantone or HKS. But there are some certain colours which can definitely not be printed properly in CMYK.



Gold- / silver- and neon-colours:

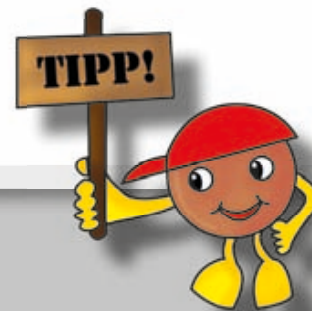
Gold-, silver- and neon-colours can not be brought out in the colour mode CMYK. If you do not express any special wish our print office will print the in-house available

standard-gold and standard-silver shade. The additional costs are 47,60 € including VAT per colour. If we print neon-colours we also have to charge an additional price. If you are interested in neon colours or in special Pantone-gold or silver shades please ask us, naming the exact colour number.



Digital Proof / press proof / PDF file for final clearance:

If you wish we can produce a PDF file, a digital proof or a true-colour press proof for final clearance. A PDF file only shows the position of the design on the button and is not matching the end-result-colours because it is only a monitor demonstration. A digital proof is about 98% matching these end-result-colours, a press proof is even



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100% matching because it is printed the same way as the whole print run later. If you do not want to order really high quantities a digital proof is not absolutely necessary. If your order contains 30.000 buttons or more we advise a digital proof or press proof for final clearance. The production of a press proof is obligatory if you order 100.000 pieces or more.

Reworking your print file:

We will of course check the print file you sent us before our print office starts the printing. It may happen that it is faulty and can not be used for the printing. In this case we will immediately contact you. You can send us a new print file then or –if possible- we ask our print office to rework this print file. Depending on the effort we will then charge you these costs according to prior agreement.

Special packaging

Differing from our standard packaging we also offer you to pack the buttons in smaller packing units and into little poly bags. The prices are according to the number of buttons per poly bag (see price list or article “special packaging”).



Problems during the creation of your print file?

Actually we need a printable file from you. We do not work out any graphic design ourselves. But if it should not be possible for you to create a printable file yourself or if you have any print file which must be adapted we will do our best to help you anyway. In this case we will order the graphic department of our print office. The price is depending on the effort and – of course – you need to agree with it before.

If you print your designs yourself...

... please take care of the **thickness of the paper you use**. We advise to use 80-90g paper (“normal” copying paper), so that no problem will occur during the button production. The usage of our pre-cut DIN A 4 “Print On Me” paper is even easier!



... why don't you use our **Badgematic Badge Designer**? You can easily create your own button designs with it and it is for free! In a further step you can even adjust the printing for the use of our “Print On Me” paper (individual adjustment for your own printer possible).



... **print a circle** for the punching size / the size of your paper inlay. This will help you cutting the design with a circle cutter or scissor, especially if the design contains a white background.

