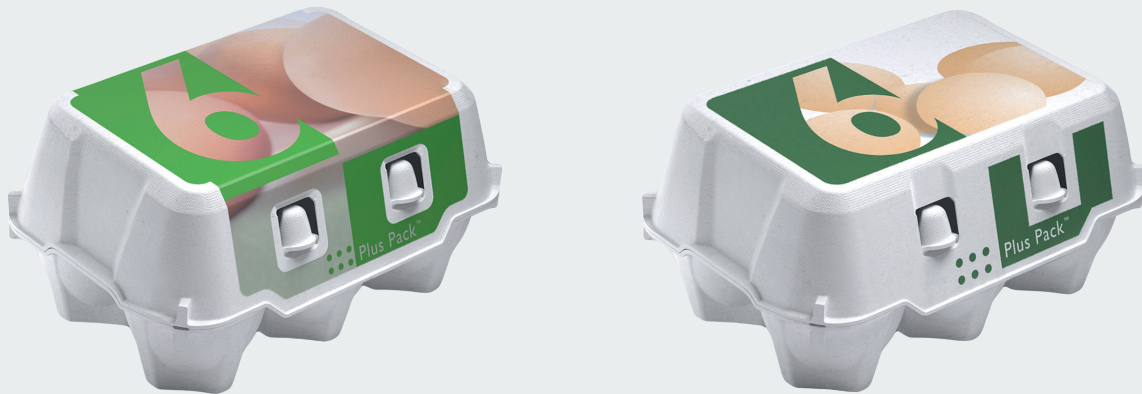


# Guidelines for labels and direct print



## 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

<b>Standards</b>	<b>Colours</b>	<b>Min. order size</b>
Standard	CMYK CMYK + 1 spot or varnish CMYK + 2 spot or varnish	50,000
Standard	CMYK + 3 spot or varnish 1–5 spot or varnish	300,000
<b>Refinements</b>	<b>Colours</b>	<b>Min. order size</b>
Full peel-off	CMYK CMYK + 1 spot or varnish CMYK + 2 spot or varnish	50,000
Full peel-off	CMYK + 3 spot or varnish 1–5 spot or varnish	125,000
Dispersion lacquer, UV lacquer, hot foil stamping	Only on request	125,000
Further specialities	Only on request	125,000

## Guidelines for labels and direct print

### 2.2 Printing method

The required print procedure is four-colour offset according to Euroscala [ISO Coated v2 (ECI)], which may be extended by special colours.

### 2.3 Types of paper

Whenever possible we choose paper sourced from FSC®-certified forests – see [www.fsc.org](http://www.fsc.org).

### 2.4 Inks

Hartmann only allows inks which are Diisobutylphthalate (DIBP)-free and which are approved for food packaging.

### 2.5 Bleed

Bleed must be 2 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 pt positive and 7 pt negative. 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 positive and 0.15 mm negative. 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 82% (30.5 mm x 10 mm) of EAN standard and have a quiet zone of 0.5 mm or larger 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 CC or a later version. 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.

## Guidelines for labels and direct print

### 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).

On the right is an overview of the number of printing inks on each carton panel.

#### 3.2 Printing colours

Standard printing inks are based on Hartmann colours with a Pantone description. See the Hartmann colour chart on the 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 Line thickness

Line thickness must be minimum 0.1 mm positive and 0.2 mm negative. Customers are allowed to deviate from the standard; however Hartmann does not accept claims regarding these deviations.

	<b>Fresh Pack™</b>	<b>Plus Pack®</b>	<b>imagic®</b>
Front	2	no / 2	4
Top	4	no / 4	6
Rear	2	no / 2	4
Inside	no	2	2

#### 3.5 Bar code

Bar code size must be minimum 140% (52 mm x 21 mm / printing area) including quiet zone of 1 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)
- 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.

#### 3.6 Handling of files from external design agencies

Files are accepted as open files in any common graphic programme, preferably Illustrator CC or a later version. Images minimum 150 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.

#### 3.7 Illustrations

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