

Specification: 8 cm CD/DVD Label

Typographic notes:

The CD-Label can be printed either in silk screen printing or offset printing. Possible printing inks are CMYK euroscale as well as Pantone-C or HKS-K colours. It is possible to use up to 6 colours. Euroscale colours will be applied translucent which leads to a gleamy effect of the CD surface. To avoid this effect we suggest a white background. The result will be an opaque printing. Please also keep in mind that silk screen printing and offset printing will lead to a different outcome.

Notes for choosing the printing methods:

Silk screen printing:

- Raster: 48-54 lines/cm
- Tonal value: 15% to 85%
- High colour application thus high brilliancy and luminance
- Possible printing inks: CMYK euroscale as well as Pantone-C or HKS-K colours.
- Can be printed directly on the silver surface of the CD.

Offset printing:

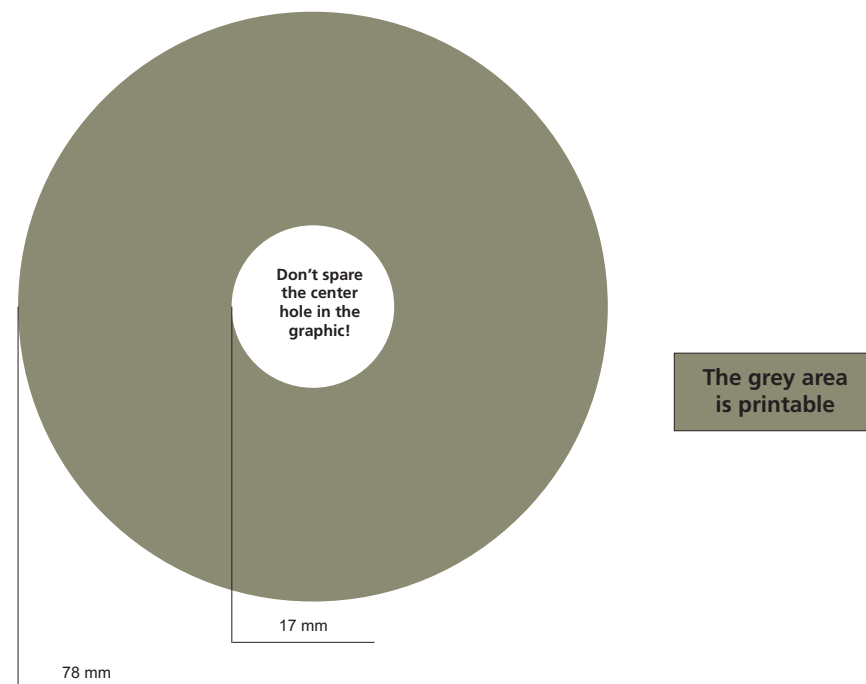
- Raster: 60-80 lines/cm
- Tonal value: 5% to 95%
- Low colour application thus less brilliancy and luminance
- Possible printing inks: Only CMYK (no Pantone oder HKS colours are possible)
- The 5th colour (e.g. white background, matt or brilliant varnish) will cover all over from 21 to 116mm.

General Information:

Font size: Positive print: not smaller than 4pts; Negative print: not smaller than 5 points. Please avoid small, light negative or outline fonts close to the edges. The lines shouldn't be smaller than 0,2mm. Smallest printable point: 0,1mm.

The artwork should be applied in a "round format" and should fit the measurements enclosed. Please set up your artwork according to our specifications. Delivered printing files, which do not correspond to our specifications, can be processed for a surcharge!

Note: The inner ring of your CD contains manufacturer information which includes your project number and the manufacturer's name as well as factory number.



Please consider:

From 21-37 mm the silver of the CD has a slightly darker underground. The inner ring with manufacturer information begins with 37 mm in the diameter and ends with 45mm. The surface of the writable part of the CD begins with 45mm in diameter.

If you want to print the complete printable range from 21-116mm, we recommend a white background on the CD.

Printing Specifications

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1. Basic Information:

In order to assure a prompt and reliable order transaction, as well as the optimum printing result, we will kindly advise you to consider the following hints carefully. Data thus obtained will also avoid further expenses for you.

We are looking forward to handle your order with care from the complete artwork design to pre-press. Printing data that is not set up according to our specifications can be processed for a surcharge on agreement with HOFA Media. Please also note that data not set up according to our specifications might delay the production process.

2. General Information on Preparing the Art Design Ready to Print

If possible, please include your graphics colourproof printouts. If you neither submit printouts nor instruct HOFA to create some, the risk of a colour variation in the final product will be on your responsibility. Please note that PDFs for clearance are not colourproof at all and the best way to avoid a difference in colour is to send a proof. As the printed matters are produced in collective sheet print, slight differences in colour are not avoidable.

2.1 Dimensioning, Bleed

The page layout needs to be set up according to our guidelines. Bleed of 3mm at each side of the page is essential. Objects placed over the entire page or at the margin must reach into the bleed area. The bleed will be cut off later on and has to be set up only in order to avoid white borders in the final print, which are due to mechanical limited tolerances.



2.2 Printing Ink

- All coloured data will be printed in CMYK mode. Therefore you need to set up the data either in euroscale coated V2 or Europe ISO Coated FOGRA 27 colour mode. Monochrome data needs to be set up in grayscale. Also spot colours of the HKS K or Pantone C Coated colour range are printable, though for printed matter it is an extra charge. RGB or LAB colours cannot be used for printing. A subsequent change in these colour modes to CMYK can lead into a significant colour variation.

- The application in colour (cyan, magenta, yellow, black) should not exceed 300% as the print result can smear up. This mainly has to be considered if a fine white font stands on a black background.

- All colours should ideally be chosen with a colour chart. The screen of your computer should not be used as a benchmark therefor.

- When setting up the colours please also consider the tolerance of 3% in colour application. The minimum colour application of each colour channel should therefore not fall below 8% for offset printing and 12% for silk screen printing.

2.3 Pictures, Logos, Text

- For line drawings the optimum resolution of the pictures should be 1200 dpi, for photos 300 dpi in the final size.

- Do not overprint coloured motives on a non-white ground. However, black fonts or motives on a unicolour background should overprint.

- Text saved as image file are of a lower printing quality than stored as vector file.

- Don't set up alpha-channels in your image. Also avoid compressed images as for example LZW.

- Due to technical reasons, a printing motive which is set up over two pages will result in a slight mismatch when stapling.

- As soon as you are working on the basis of distribution-oriented services like e.g. amazon we do need a barcode. Please contact us if you do not possess one.

- We do not automatically place any logos in your files unless you instruct us to do so.

3. Supplement of Data

3.1 Data Transfer

- In order to check your supplied printing files, we need a contract from you. Should you not supply the print data together with the remaining production material, it is important to state your production number. Otherwise there might be problems in relating them to your order. We do not assume liability for print data which we cannot relate.

- If it is necessary to pack your data please use Winzip or Stuffit. Self-extracting files do not work on a Macintosh basis.

- If you prefer a data transfer using our ftp-server please contact us for details on login and inform us as soon as you have uploaded the files on our server. Therefor you should create a folder with your production number. Always use an ftp-program (freeware for Mac-OSX user Cyberduck / Windows user Filezilla). If you encounter dial-in problems try switching from active to passive mode.

3.2 Ready to Print PDFs

- The ideal data format is a X3-PDF. We need them as composite and version 1.3 compatible. PDF files cannot be modified. Therefore it is important that your delivered files fit our printing specifications. The appropriate settings for the Distiller can be found on our home page www.hofa-shop.de. The client takes on responsibility for the use of the supplied PDF. Should the PDF not match our printing specifications, and a new file supply will be necessary, a surcharge will occur because of production reasons.

3.3 Open Files

Data which has been created with one of the following programs can be processed for an additional charge (see price list):

- Adobe Indesign up to Vers. CS3
- Adobe Illustrator up to Vers. CS3
- Adobe Photoshop up to Vers. CS3
- QuarkXPress up to Vers. 7.0
- Freehand up to Version 1.1
- Corel Draw (Mac up to Version 11.0 / PC up to Version X3)
- Graphics and text from other programs in accordance with HOFA Media

- Please enclose all fonts (font, character and symbol types) used in the files. Alternatively the fonts can be convert into paths. However, once text is converted into paths it is not editable anymore.

- All pictures that are not embedded in the file should be delivered separately, because they are needed for further processing.