

## Technical requirements for PDF documents POS and DISPLAY

We only accept PDF files for POS and Display.

Adobe PDF is the standard for the exchange of digital complete pages (images and fonts included) published as the International Prepare the files for POS and DISPLAY always in real format.

You can find our profiles for Acrobat and Pitstop on <https://www.creaset.com/specs>  
For more information about the correct creation of Adobe PDF ask your commercial contact.

We currently only accept full size **PDF 1.4 to 1.7 + 5mm** overfill and centred within Adobe PDF file. Layered PDF 1.6 created with Indesign can only be delivered in consultation.

In case of delivery of non-compliant files, costs will be charged! 65 euro/hour.

The color images must be delivered in **CMYK** mode (no RGB, LAB or indexed colours).

The **resolution** of the images must be **300 dpi** for raster 150lpi. (260dpi for 133lpi and 200dpi for 100lpi).

A higher resolution can be refused and is not necessary for better quality.

A lower resolution may cause a possible pixel formation in the image and may need to be printed with a lower raster lineature. Higher resolution images will only slow down the RIP process without quality improvement.

Maximum total ink coverage of 320 % for images and colour areas. Please ensure that all pantone colours are correctly named.

As well as any pantone lines always show «CutContour» as an extra colour in overprint, fold lines as «CutCrease» (as 5th and 6th colour) within the same pdf file.

Digital cap shapes supplied by Creaset may not be modified without informing us. Please save layers of varnish in a separate pdf also on true size.

Please remove the unused colours in your files. Make sure that the colours have been processed as such and not as personalised colours, or vice versa.

We strongly recommend that you use programs such as Enfocus Pitstoppreflight or Adobe Acrobatcheck to check your files. You can download our profiles at <https://www.creaset.com/specs>.

### **Printfile names if you have more versions or expressions:**

You create 1 file per version or utterance with the correct name of the version and number of copies as mentioned in the excel file. Try to limit your file name to a maximum of 30 characters.

Example: V001 Tomatoes\_13.pdf (Version 001, expression tomatoes, 13 copies)  
V002 Apples\_22.pdf (Version 002, expression Apples, 22 copies)

### Colour proof

A calibrated colour proof « ISO Coated V2 of FOGRA39L » printed from the file submitted must be delivered. This proof must sport a Eurostandard colour bar in order to measure the density and the dot gain.

If no colour proof is delivered, Creaset will not be held responsible for any colour shift during printing.

Creaset can produce a colour proof of your document.

For further details and price information, please contact our customer service.

Please note that laser prints cannot be accepted as valid colour proofs.

### Upload transfer server

After forwarding, please send an e-mail to your contact person.

Webbrowser: <https://upload.hecht.be> or <https://81.246.30.9>

### Excelfile for delivery addresses

1. Send an address file as an Excel file (.xls/.xlsx).

Always use the example XLS file that you can download on <https://www.creaset.com/specs>.

2. If different formats are used in the same campaign, always 1 list per format or paper type.  
(different tab or other excel file)

3. Please sort per item and then number the file name in ascending order

- **Name of the Campaign:** please put the name of the campaign here
- **Format:** write here for example 120x160 cm
- **File name version:** ascending starting with V001 + name image expression.  
(e.g.: V001 Tomatoes Frame = file name V001 Tomatoes\_13.pdf)
- Number of: **Number of copies** to be delivered to the address in the same line.
- **Delivery company:** Name of the company to which delivery is to be made (e.g. JCDecaux, ClearChannel).
- Street: **street and number**
- Additional address: possibly industrial zone or other indication for address
- **Postal code:** the postal code delivery address  
(e.g. 1080 for Belgium, 8011 HP for the Netherlands, 06200 for France)
- **Municipality:** Correct town corresponding to postcode!
- **Country code:** international code example for Belgium «BE», for the Netherlands «NL», France «FR»
- **Country:** BELGIUM, NETHERLANDS (best in capitals)
- **Comments:** Text or code that may need to be added to the delivery note (this may be a poster code)
- **Delivery date:** indicate here the desired delivery date

**CORRECT INFORMATION FOR ADDRESSES IS IMPORTANT FOR CORRECT DELIVERY BY OUR TRANSPORT SERVICES,**