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**PREPRESS**  
FOR **SCREEN**  
**PRINTING**

**metalac**  
**PRINT**

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# INTRO

To ensure the desired and good quality of printed products, also to exclude the possibility of unnecessary errors, please read carefully and follow the instructions below.

First and foremost, you need to complete the document in the program you're working on (Adobe Illustrator, InDesign, PhotoShop, CorelDraw, etc.). The file should always be made on the specified dimension.

**Word, Excel, Power Point, Word Pad and similar are not prepress programs!**  
You can only use them to send us data and instructions for the prepress. We'll do all the rest!

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# FILE PREPARATION

## FORMATS

Determination of the format size depends of the printing techniques.

**SCREEN** printing is printing technique we use to make the décor transfers.

Décor transfer dimension is prescribed for each cookware form from our assortment.

Design is preferably applied in a ratio of 1:1.

Thickness of the stroke/line is desirable not to be on less than **0.2 mm**, and if it's in white, thickness have to be not less than **0.5mm**. Only in this way all the elements can be printed.

Feel free to contact us for any additional questions.

# COLORS

In Screen printing, each color is printed separately, so it's desirable for you to separate each color and define it as a spot - Pantone color. If you are unable, or don't know how to do this, it's best to leave the document in CMYK color mode so we'll define the colors most similar to yours.

## **Important notes:**

- Prepress **can't be in RGB mode** (Red, Green, Blue).
- Best time for the transfer from RGB to CMYK is at the beginning of your work. We suggest to do it in PhotoShop - it's the easiest way to adjust color profiles, resolution and the picture size.
- If you're sending images in an inappropriate or undefined color profile, we cannot be responsible of not getting the right color tones.
- The standard deviation from the desired tone during serial printing (in relation to the approved sample) can be 5-10%.

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# RASTERISED PICTURES

The resolution of rasterised / pixel images in the document (if there's any) shouldn't be lower than 300 dpi. If there's a possibility (if the document allows it) document resolution can go up to 600 dpi. This way we'll achieve the maximum quality of the pixel image / elements.

You need to embed linked images, or send us a linked file, in **.tiff** or **.psd** format, by parameters that are prescribed (CMYK, min.300dpi).

# VECTORS

**Design elements must not be traced!**

Each vector element should be arranged and clearly defined, with a small number of dots included.

**Stroke / line thickness** should not be less than 0.2mm, but in case white, dark green or blue are included, the thickness should not be less than 0.5mm.

If the text is a part of the design, it's necessary to be converted to the curves before sending any finals.

# Things that needs to be **CHECKED** before you send the file

**FORMAT / DIMENSION** - whether the preparation is adapted to the required dimension.

**File FORMAT** - whether the document is in the appropriate format (vector preparation - document must be in PDF format, according to press quality standards; pixel preparation - PSD or TIFF at min. 300 dpi).

**COLORS** - all colors have to be transferred and defined by the PANTONE color scale.

**FONTS** - whether they are converted into curves and, if possible, into vectors ( pixelate text is not good choice).

**OTHER** - (line thicknesses, all gradients, fountain fill - must be rasterized, Corel effects must be rasterized too).

**Thanks in advance for your cooperation!**  
Feel free to contact us for any additional questions.

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**PRIPREMA**  
**FAJLOVA ZA**  
**SITO ŠTAMPU**

**metalac**  
**PRINT**

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# UVOD

Da bi obezbedili željeni kvalitet, izgled štampanih proizvoda i da bi se isključila mogućnost pojave greške molimo Vas da pažljivo pročitate i da se pridržavate uputstva koja su ovde navedena.

Prvo i osnovno je da dokument morate srediti u programu u kojem ste radili ( Adobe Illustrator, InDesign, PhotoShop, CorelDraw i sl.). Fajl uvek treba praviti na tačno zadatoj dimenziji.

**Word, Excel, Power Point, Word Pad i slično nisu programi za pripremu za štampu!**  
U njima nam možete poslati samo podatke i uputstva za pripremu koja se radi kod nas.

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# PRIPREMA FAJLA

## FORMATI

Određivanje formata zavisi od tehnike štampe.

Za izradu preslikča koristi se **SITO** štampa.

Dimenzija površine koja se dekoriše - preslikača je propisana za svaku formu posude iz našeg asortimana. Dizajn raditi na dostavljenu dimenziju artikla u razmeri 1:1.

Poželjno je da na svakoj pripremi **debljina linije** ne bude manja od **0,2 mm**, odnosno ako je bela boja u pitanju **0,5mm** kako bi svi elementi mogli biti realizovani u štampi.

Za svaku konsultaciju smo na raspolaganju.

# BOJE

U SITO štampi se svaka boja štampa posebno pa je zbog toga i poželjno svaku boju izdvojiti i definisati kao spot - **Pantone** boje . Ukoliko niste u mogućnosti ili Vam nije poznato kako to da uradite, onda je najbolje da dokument ostavite u CMYK kolor modu pa ćemo mi definisati i što približnije odrediti tražene boje.

## **Važne napomene:**

- Priprema za štampu **ne može biti u RGB modelu** (Red – crvena, Green – zelena, Blue – plava).
- Konverziju slika iz RGB u CMYK je najbolje izvršiti pre početka sa pripremom fajla. Naša preporuka je da za to koristite Photoshop gde je najjednostavnije podesiti profil boja, rezoluciju i veličinu slika.
- **Ukoliko šaljete slike u neodgovarajućem ili nedefinisanom kolornom profilu, ne možemo snositi odgovornost za dobijanje željenih tonova.**
- Standardno odstupanje od željenog tona tokom serijske štampe u odnosu na odobreni uzorak može biti **5-10%**

# RASTERSKE SLIKE

Rezolucija rasterskih/pikselnih slika u dokumentu (ako ih ima) potrebno je da ne bude manja od 300 dpi. Ako postoji mogućnost, i ako dokument to dozvoljava rezolucija dokumenta može ići i do 600 dpi. Time se postiže maksimalni kvalitet pikselne slike /elemenata u štampi.

Linkovane slike embed-ujte, ili dostavite linkovan fajl, u .tiff ili .psd formatu, po parametrima koji su propisani ( CMYK, min.300dpi).

# VEKTORI

**Elementi dekora ne smeju biti trace-ovani i kao takvi upotrebljeni kao elementi dekora!**

Svaki element vektorskog dekora mora biti sređen i jasno definisan, sa što manjim brojem tačaka u njemu.

**Outline/debljina linije** ne treba da bude manja od 0.2mm, ali u slučaju da je u pitanju bela boja, tamno zelena ili plava, debljina linije ne bi trebala biti manja od 0.5mm.

U slučaju da je deo dizajna/pripreme **tekst**, neophodno je da se **pretvori u krive** pre slanja finalnog fajla.

# PRE SLANJA OBAVEZNO PREKONTROLIŠITE:

**FORMAT/DIMENZIJA** - da li je priprema prilagođena traženoj dimenziji.

**FORMAT fajla** - da li je dokument u odgovarajućem formatu ( **vektorska priprema** - dokument mora biti u PDF formatu, po standardima press quality; **pixelna priprema** - PSD ili TIFF na min. 300 dpi).

**BOJE** - proveriti da li su sve boje prebačene i definisane po **PANTONE** skali boja

**FONTOVI** - da li su pretvoreni u krive i, ako je moguće, da budu u vektorima.

**OSTALO** (debljine linija, svi gradijenti – ferlauf, fountain fill – moraju biti rasterizovani, Corel-ovi efekti moraju biti rasterizovani).

**Hvala unapred na saradnji!**

Za sva dodatna pitanja stojimo na raspolaganju.