TECHNICAL SPECIFICATION

FOR PREPARATION OF HOLDERS AND APPLICATION FORMS PRINTING



CARDS PRINT
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THE PLASTIC CARD SPECIALISTS



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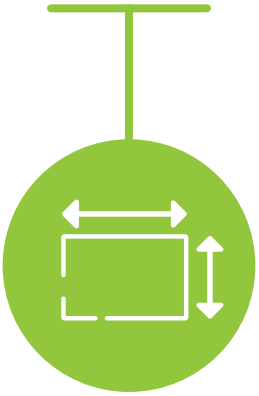
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CARDS PRINT

CHAPTER 1

MODELS & DIMENSIONS



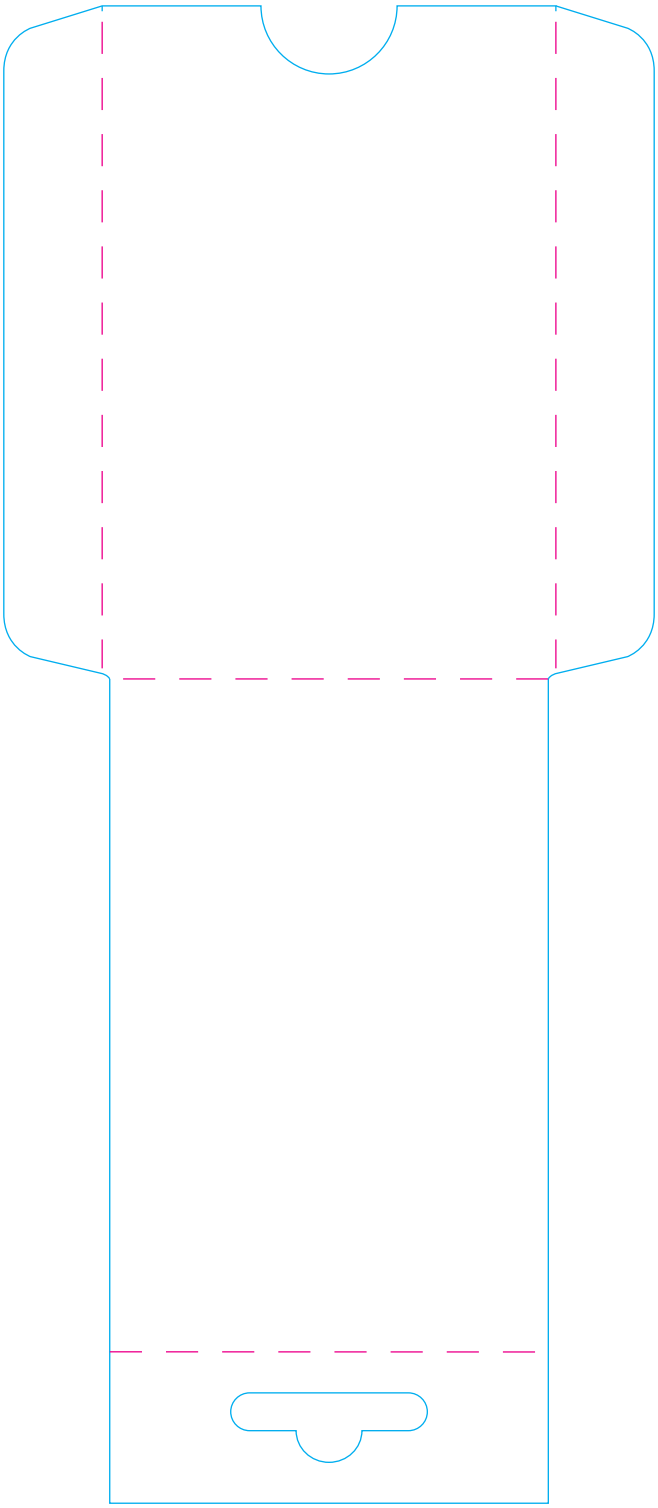
1.1 HOLDERS

1.1.1 Model 01

Outside and inside tools

LEGEND

Cutting
Creasing
Perforation



1.1 HOLDERS

1.1.1 Model 01



DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
62 mm	110 mm	143.5 mm	129.5 mm	It is necessary to leave 3 mm ON ALL SIDES

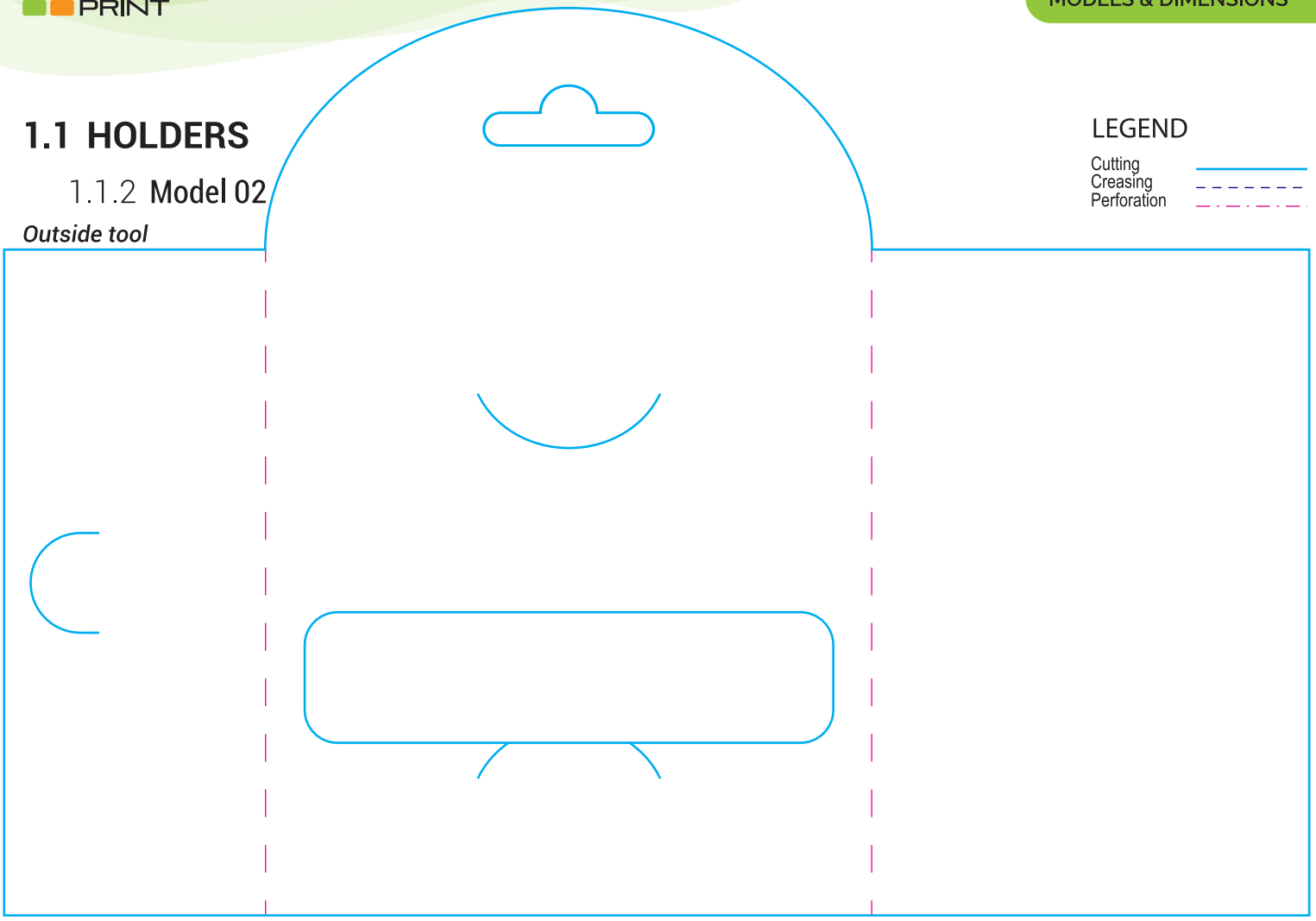
1.1 HOLDERS

1.1.2 Model 02

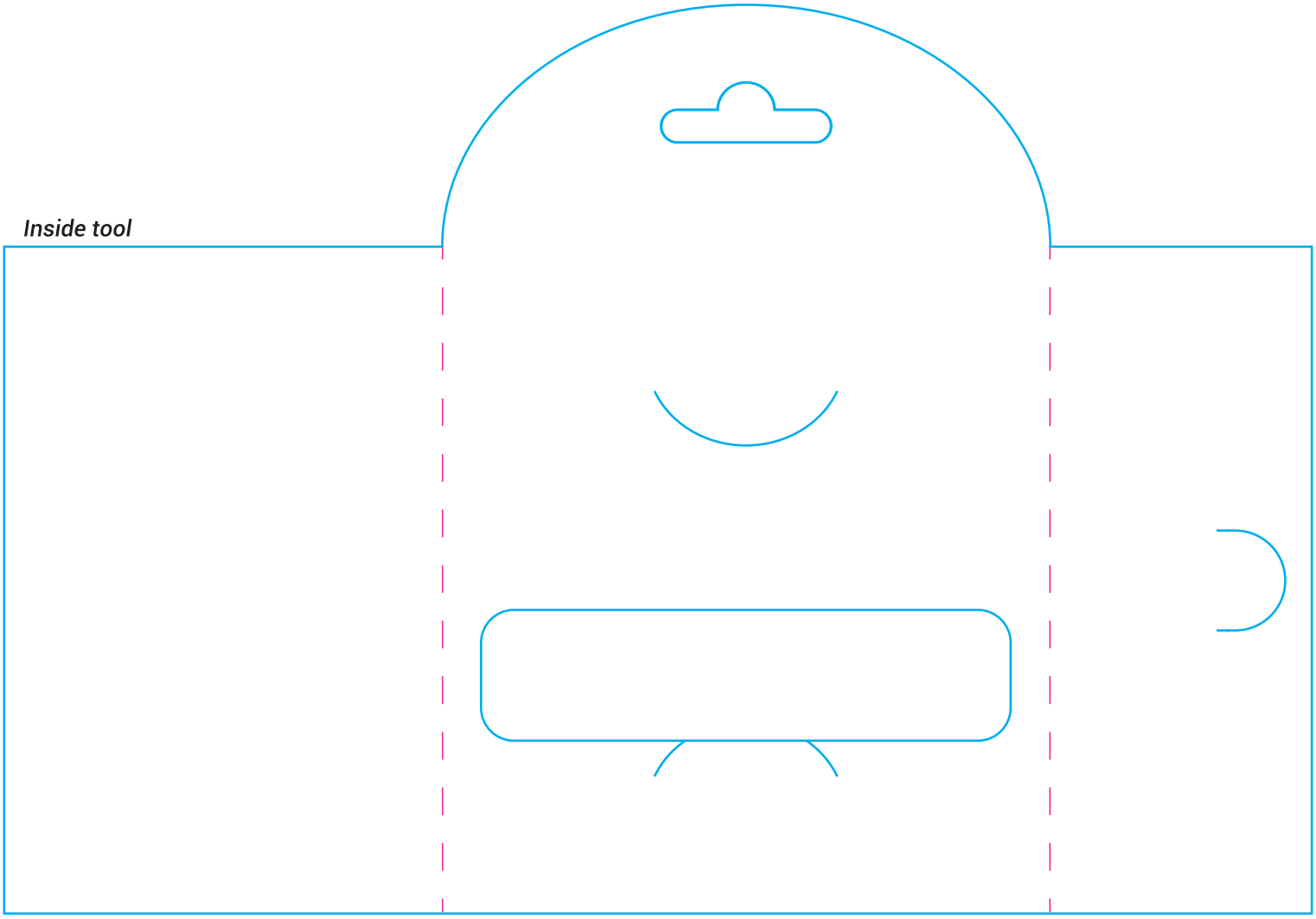
LEGEND

Cutting
Creasing
Perforation

Outside tool



Inside tool



1.1 HOLDERS

1.1.2 Model 02



DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
93 mm	139 mm	200 mm	139 mm	It is necessary to leave 3 mm ON ALL SIDES

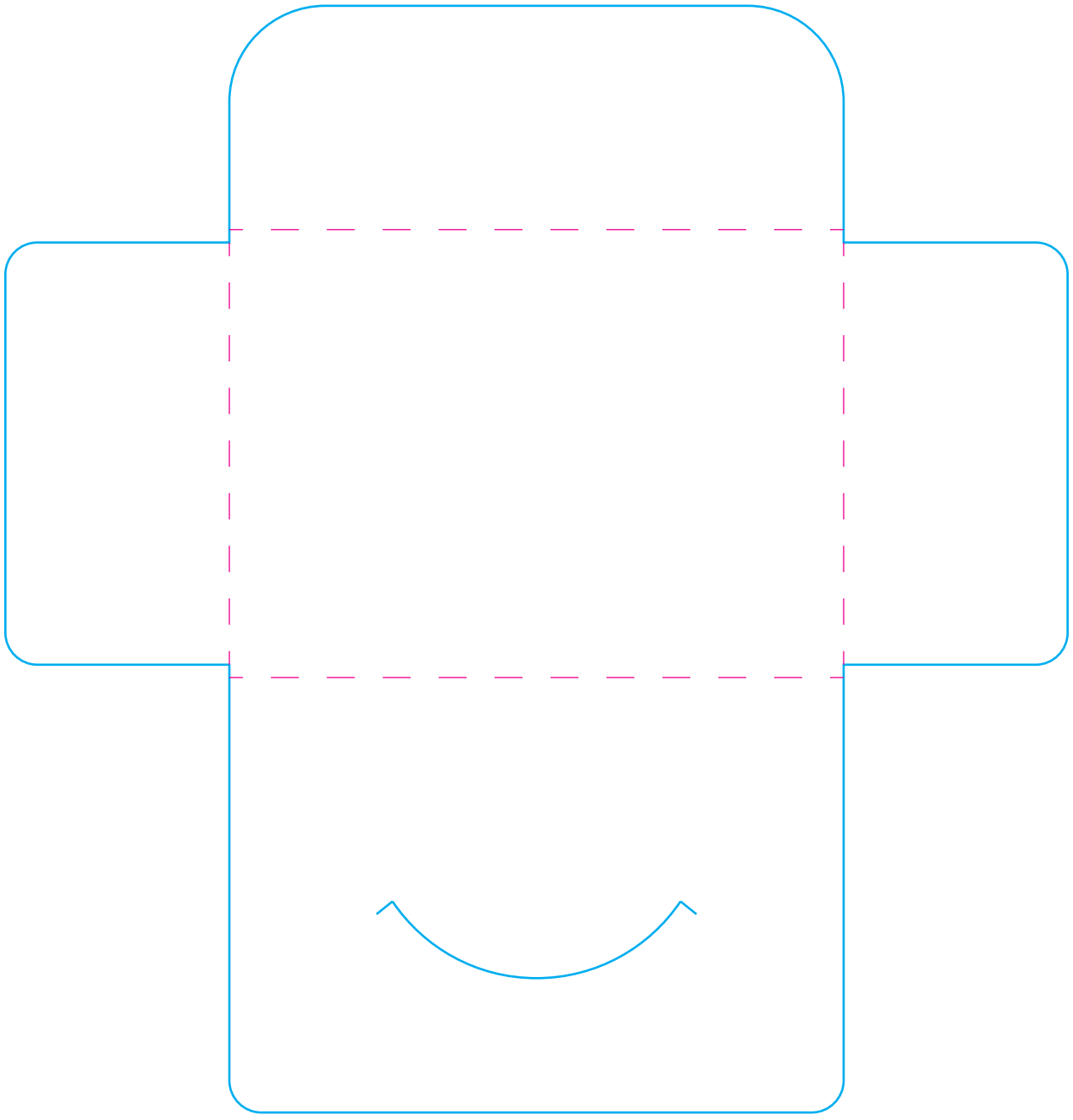
1.1 HOLDERS

1.1.3 Model 03

LEGEND

Cutting
Creasing
Perforation

Outside tool



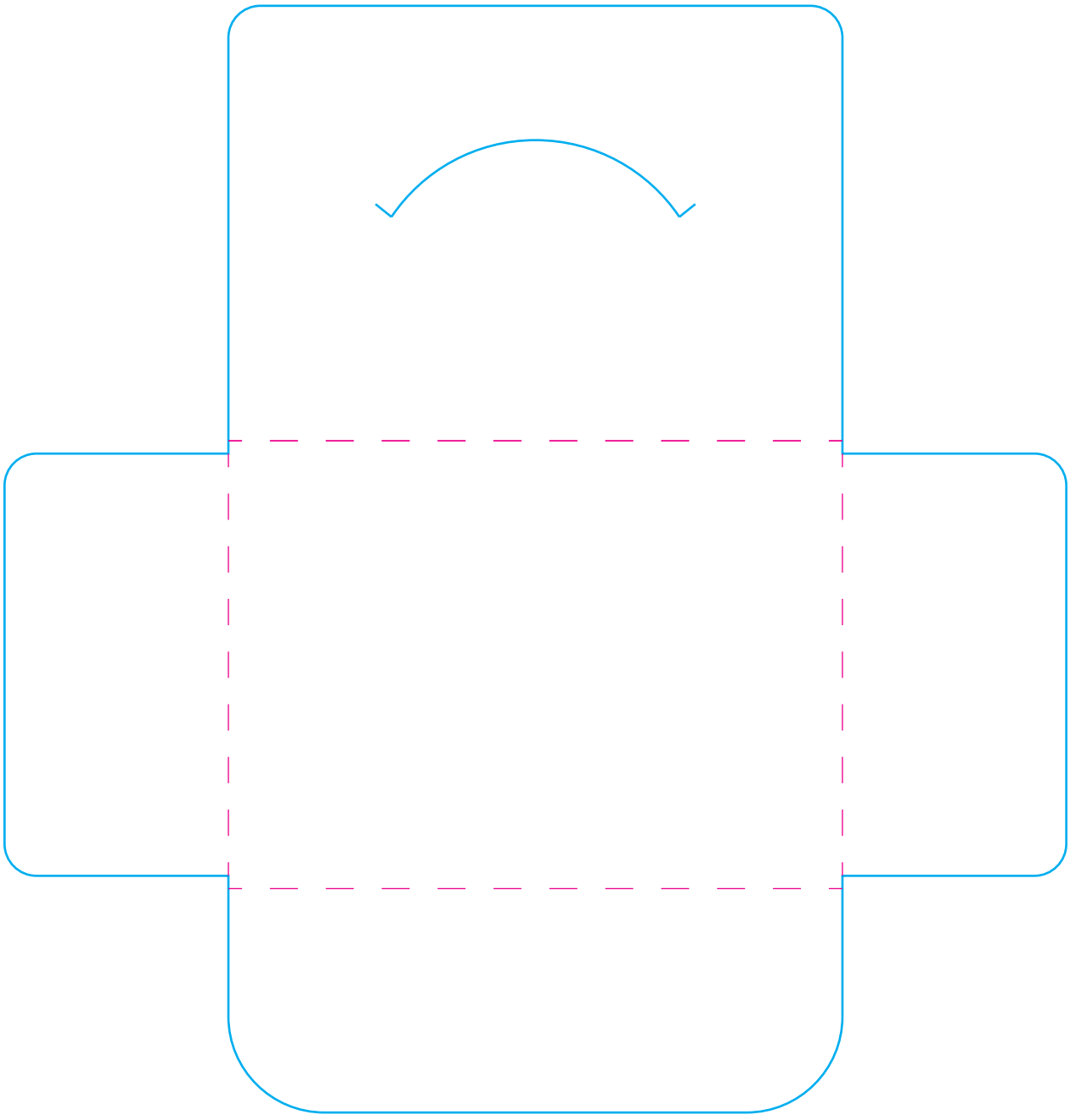
1.1 HOLDERS

1.1.3 Model 03

LEGEND

Cutting
Creasing
Perforation

Inside tool



1.1 HOLDERS

1.1.3 Model 03



DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
96 mm	70 mm	172 mm	179 mm	It is necessary to leave 3 mm ON ALL SIDES

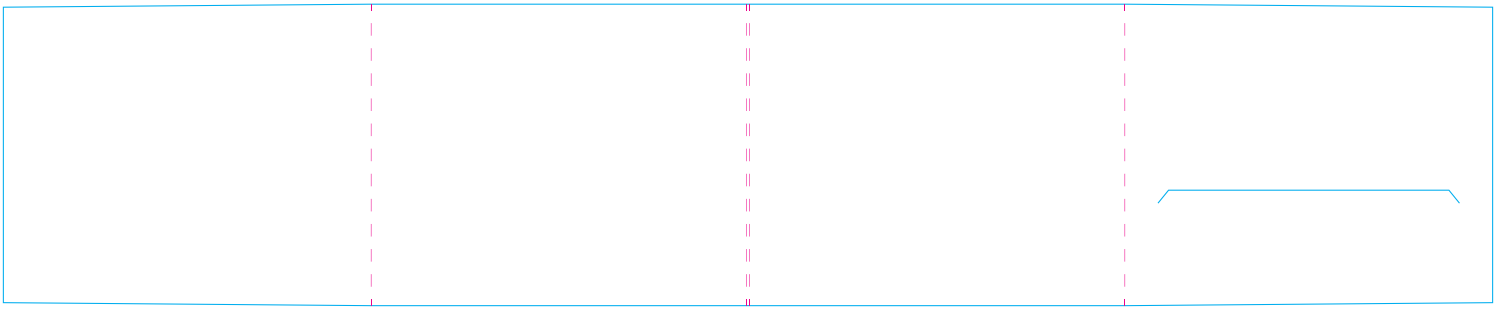
1.1 HOLDERS

1.1.4 Model 06

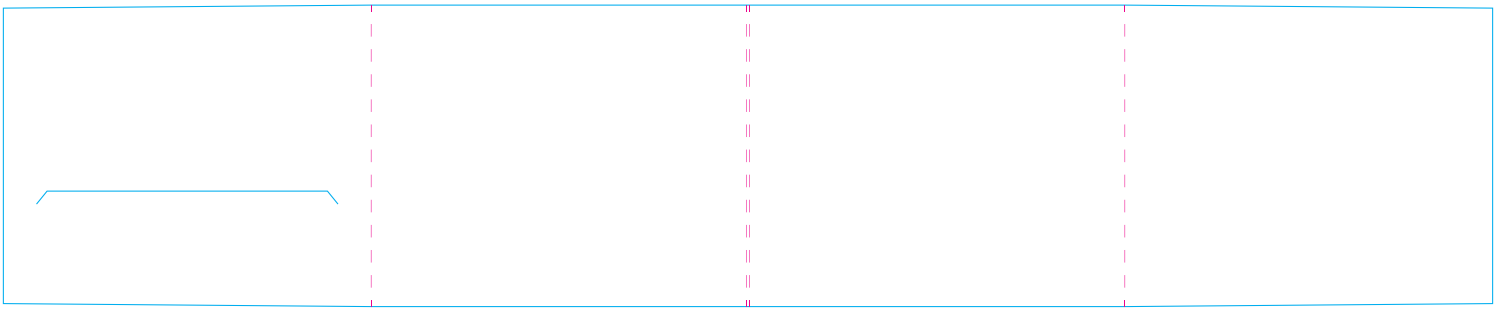
LEGEND

Cutting
Creasing
Perforation

Outside tool



Inside tool



A Tool is not the right dimension, it has been zoomed out proportionally to fit A4 format. So, when you do the preparation, you need to zoom in the tool proportionally in accordance with the specification on the next page for Model 06.

1.1 HOLDERS

1.1.4 Model 06



DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
122 mm	99 mm	494 mm	98 mm	It is necessary to leave 3 mm ON ALL SIDES

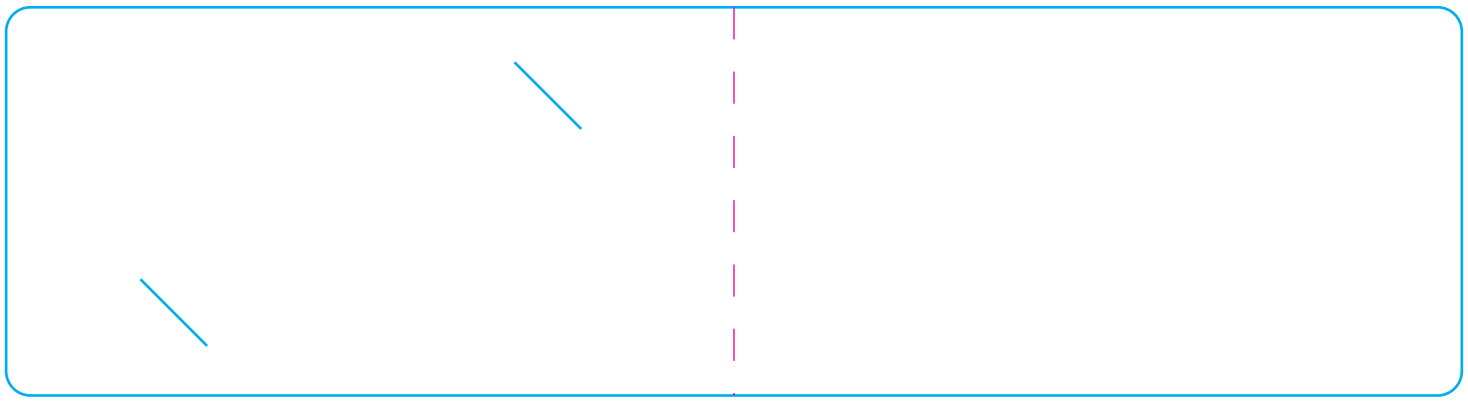
1.1 HOLDERS

1.1.5 Model 10

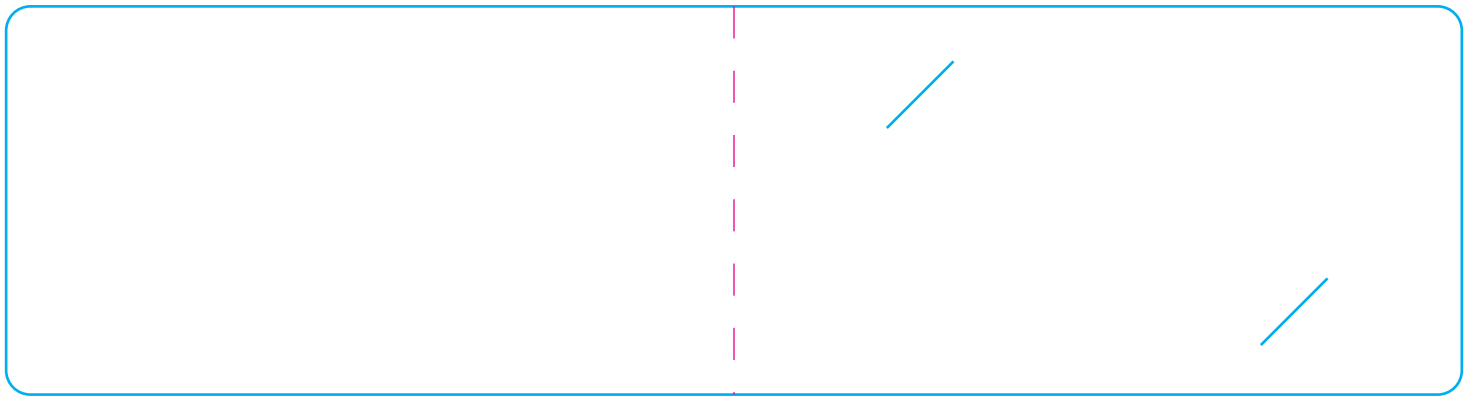
LEGEND

Cutting
Creasing
Perforation

Outside tool



Inside tool



A Tool is not the right dimension, it has been zoomed out proportionally to fit A4 format. So, when you do the preparation, you need to zoom in the tool proportionally in accordance with the specification on the next page for Model 10.

1.1 HOLDERS

1.1.5 Model 10



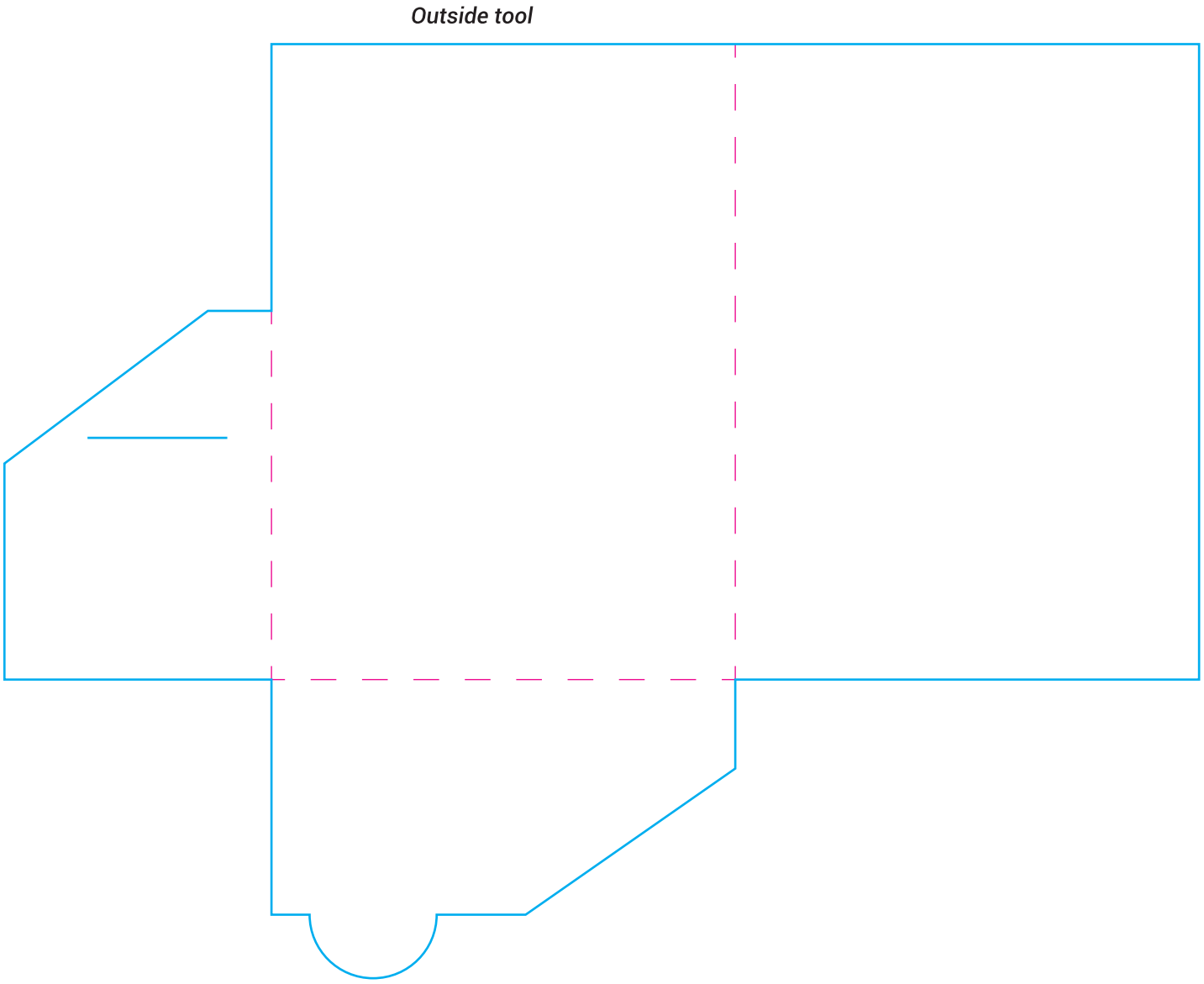
DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
150 mm	80 mm	300 mm	90 mm	It is necessary to leave 3 mm ON ALL SIDES

1.1 HOLDERS

1.1.6 Model 13

LEGEND

Cutting
Creasing
Perforation

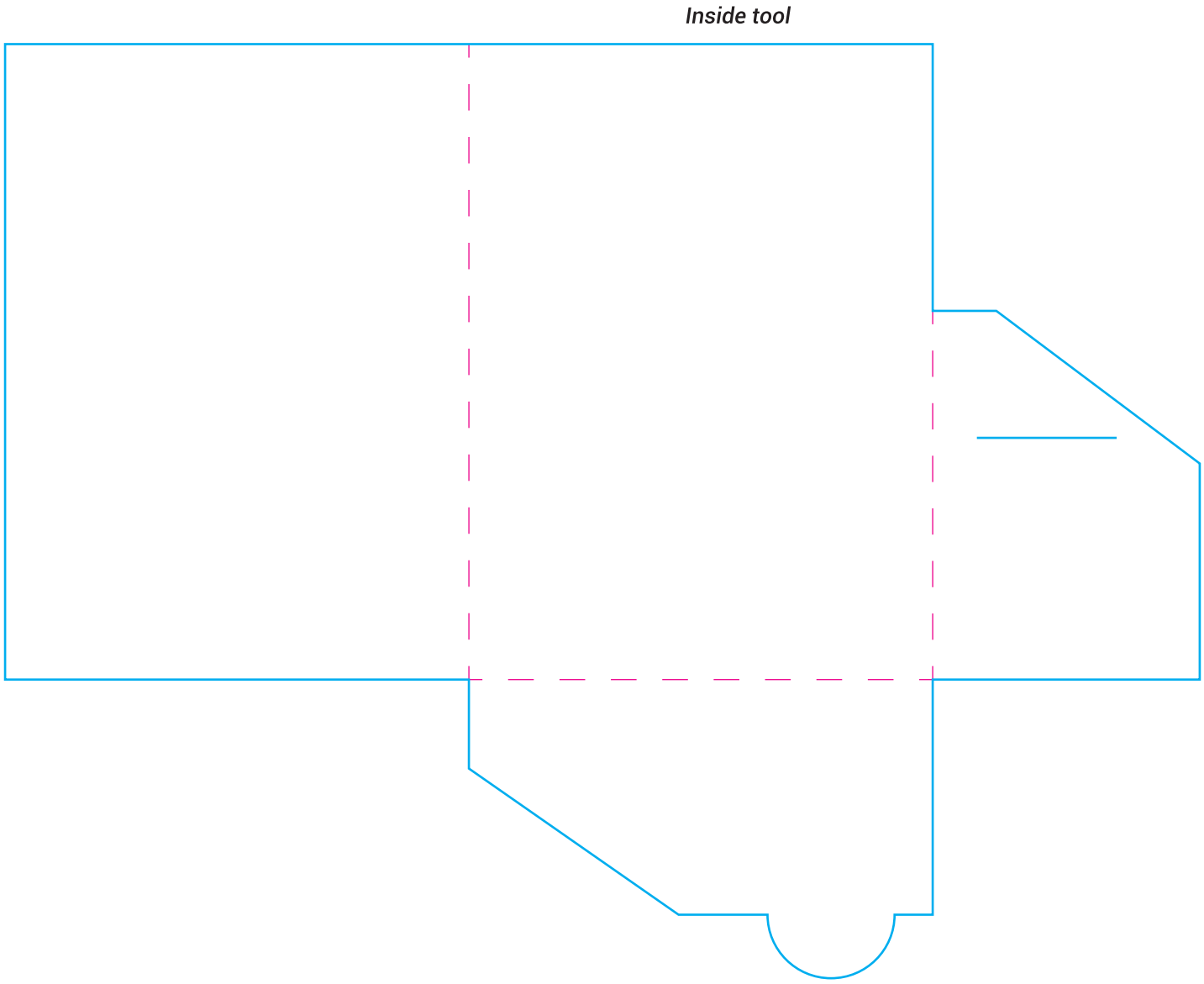


1.1 HOLDERS

1.1.6 Model 13

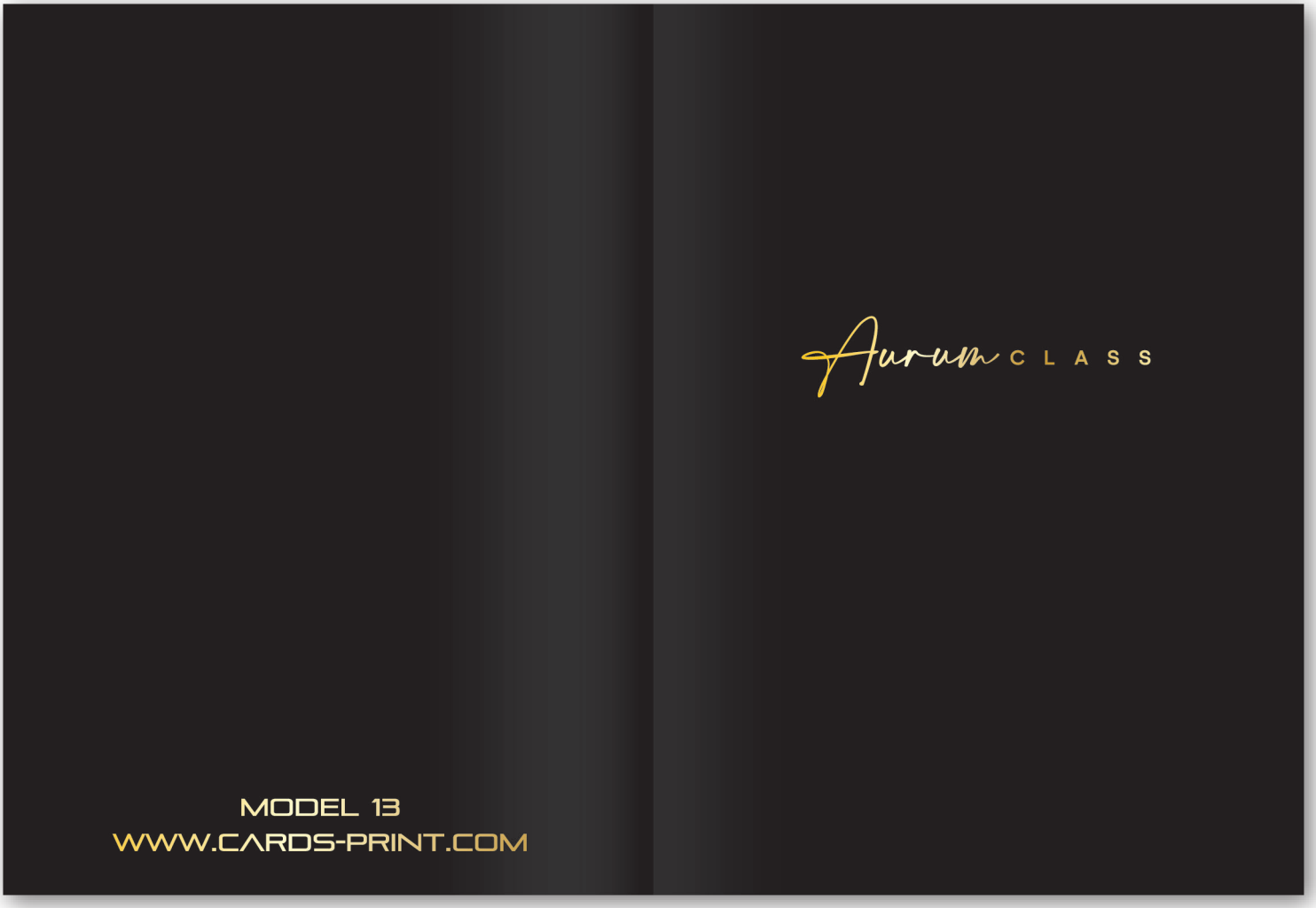
LEGEND

Cutting
Creasing
Perforation



1.1 HOLDERS

1.1.6 Model 13



DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
73 mm	100 mm	188 mm	147 mm	It is necessary to leave 3 mm ON ALL SIDES

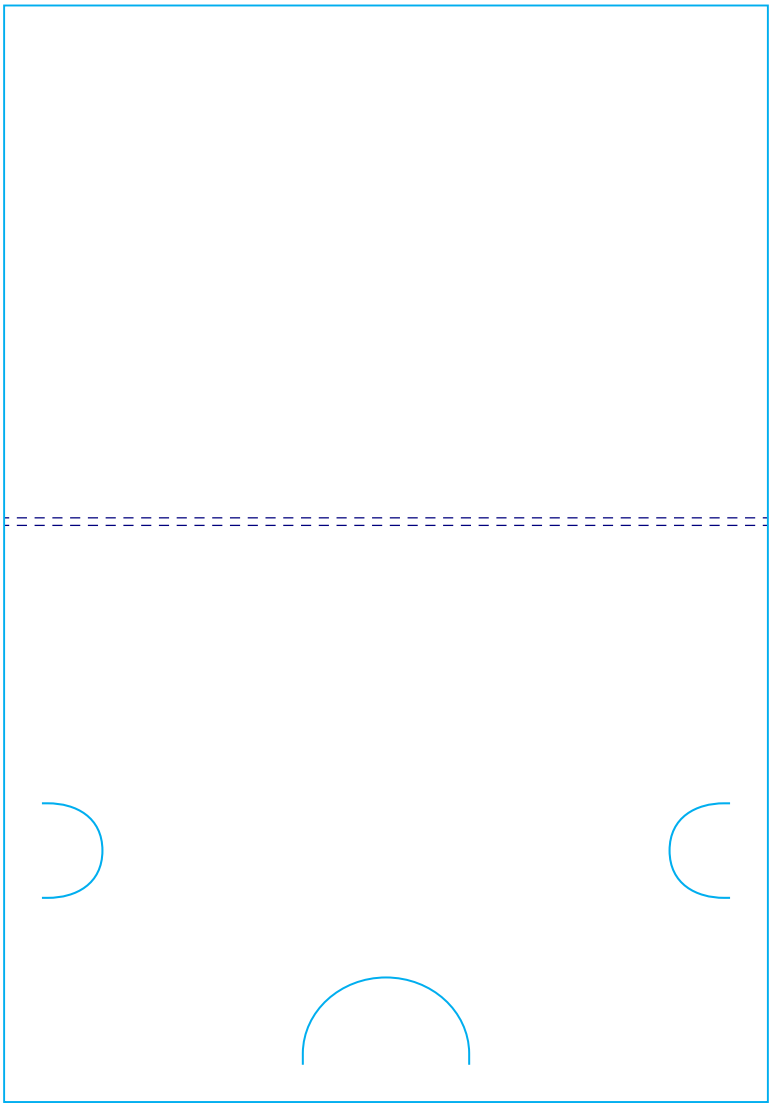
1.1 HOLDERS

1.1.7 Model 15

LEGEND

Cutting
Creasing
Perforation

Outside and inside tools



1.1 HOLDERS

1.1.7 Model 15



DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
101 mm	77 mm	101 mm	145 mm	It is necessary to leave 3 mm ON ALL SIDES

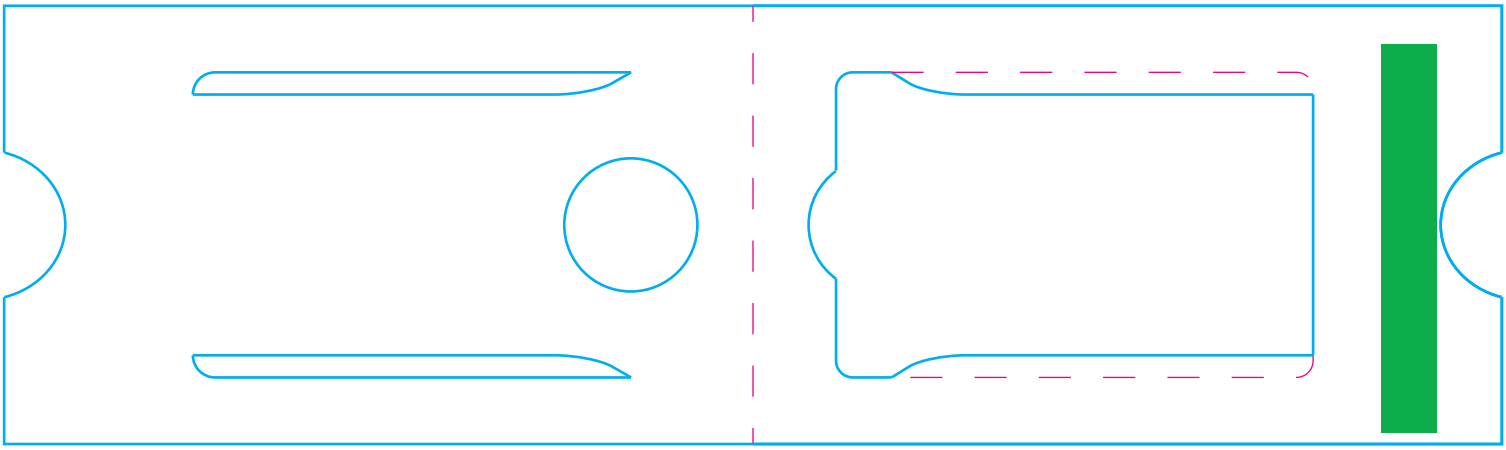
1.1 HOLDERS

1.1.8 Model 16

LEGEND

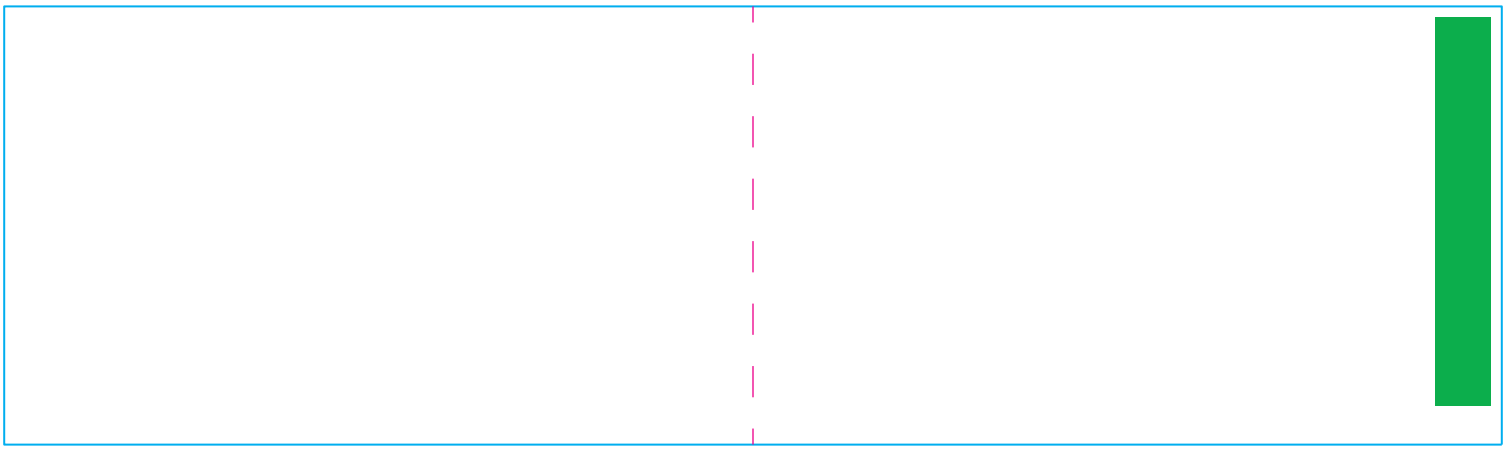
Cutting
Creasing
Perforation

Outside tool

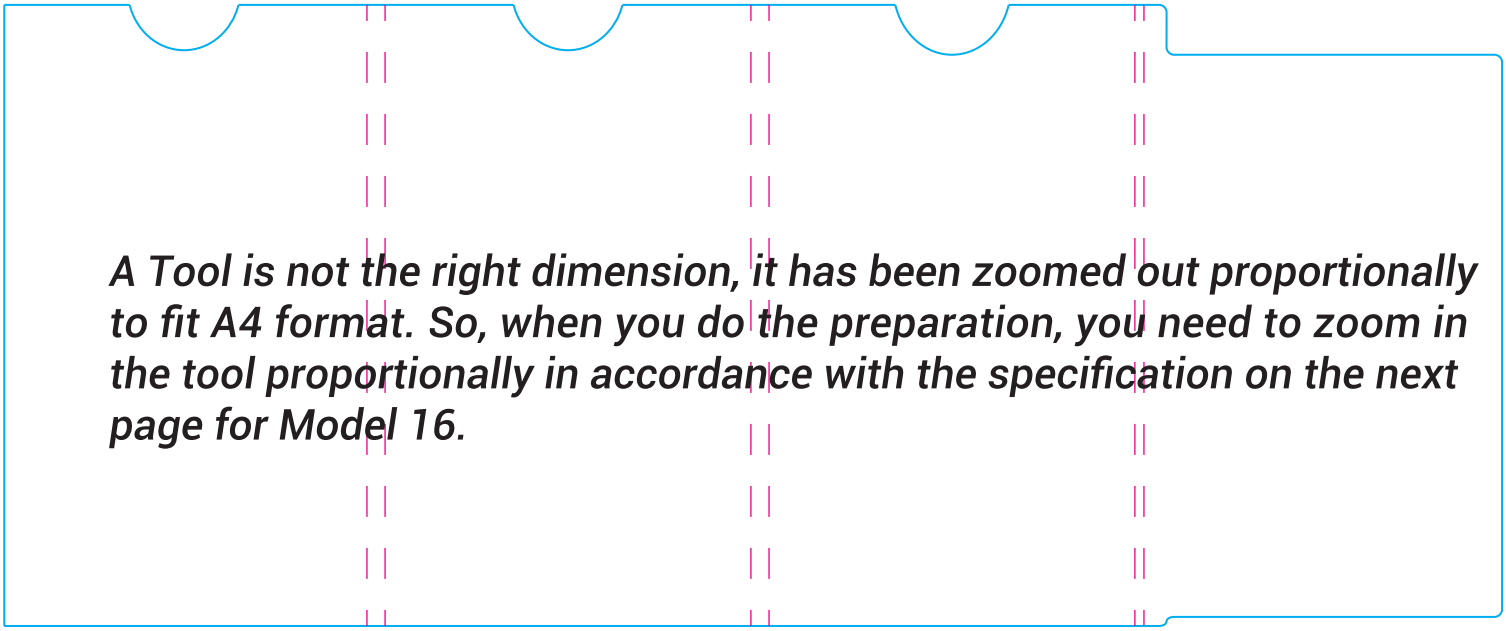


BACK FRONT

Inside tool



BACK FRONT



A Tool is not the right dimension, it has been zoomed out proportionally to fit A4 format. So, when you do the preparation, you need to zoom in the tool proportionally in accordance with the specification on the next page for Model 16.

BACK FRONT

1.1 HOLDERS

1.1.8 Model 16



DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION OF THE CENTRAL PART WITHOUT BLEED		Bleed
width	height	width	height	
135 mm	79 mm	270 mm	79 mm	It is necessary to leave 3 mm ON ALL SIDES

DIMENSION OF PREPARATION OF THE WORK TO BE DRAWN WITHOUT BLEED	
330 mm	137 mm

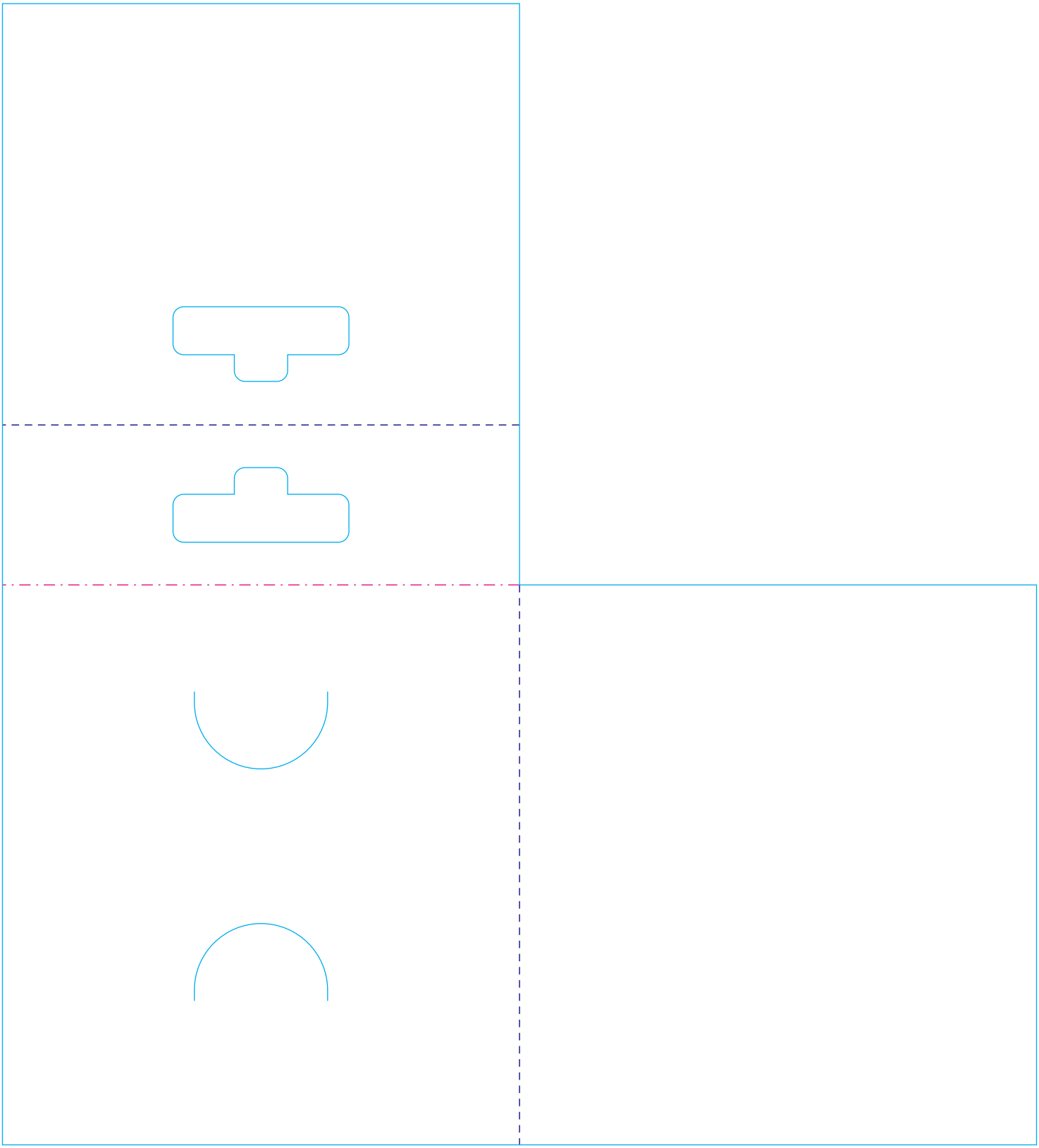
1.1 HOLDERS

1.1.9 Model MK 01

Outside tool

LEGEND

Cutting
Creasing
Perforation



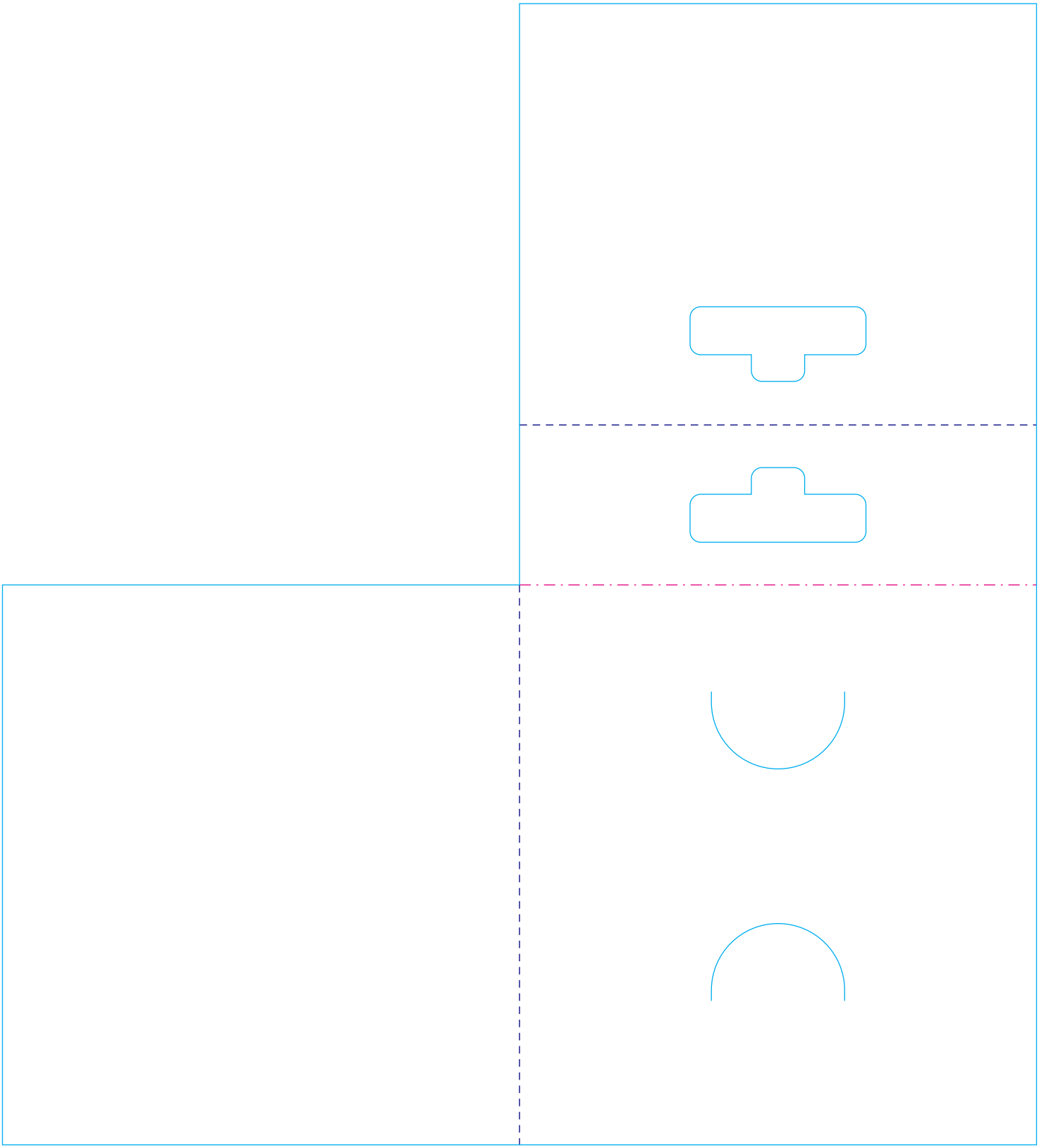
1.1 HOLDERS

1.1.9 Model MK 01

Inside tool

LEGEND

Cutting
Creasing
Perforation



1.1 HOLDERS

1.1.9 Model MK 01



DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
97 mm	134 mm	194 mm	214 mm	It is necessary to leave 3 mm ON ALL SIDES

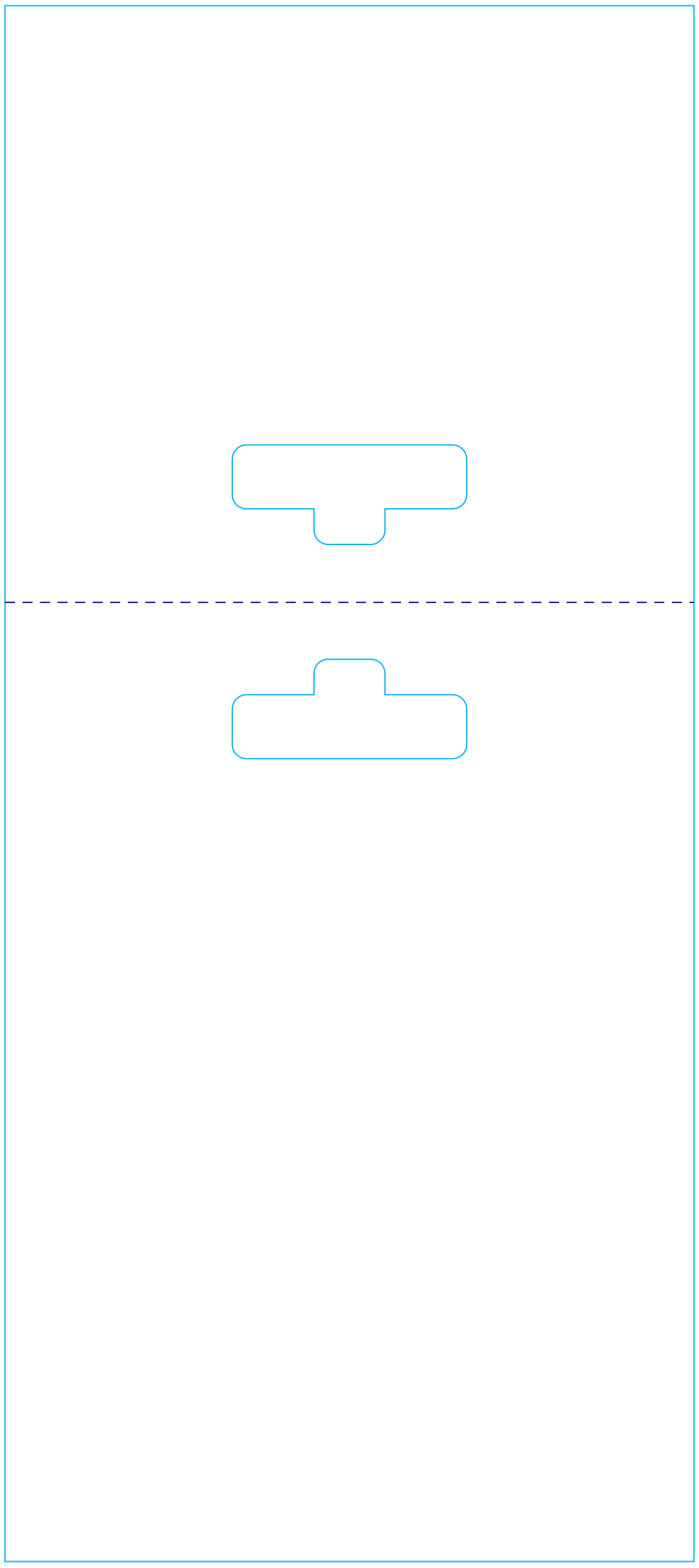
1.1 HOLDERS

1.1.10 Model MK 02

Outside and inside tools

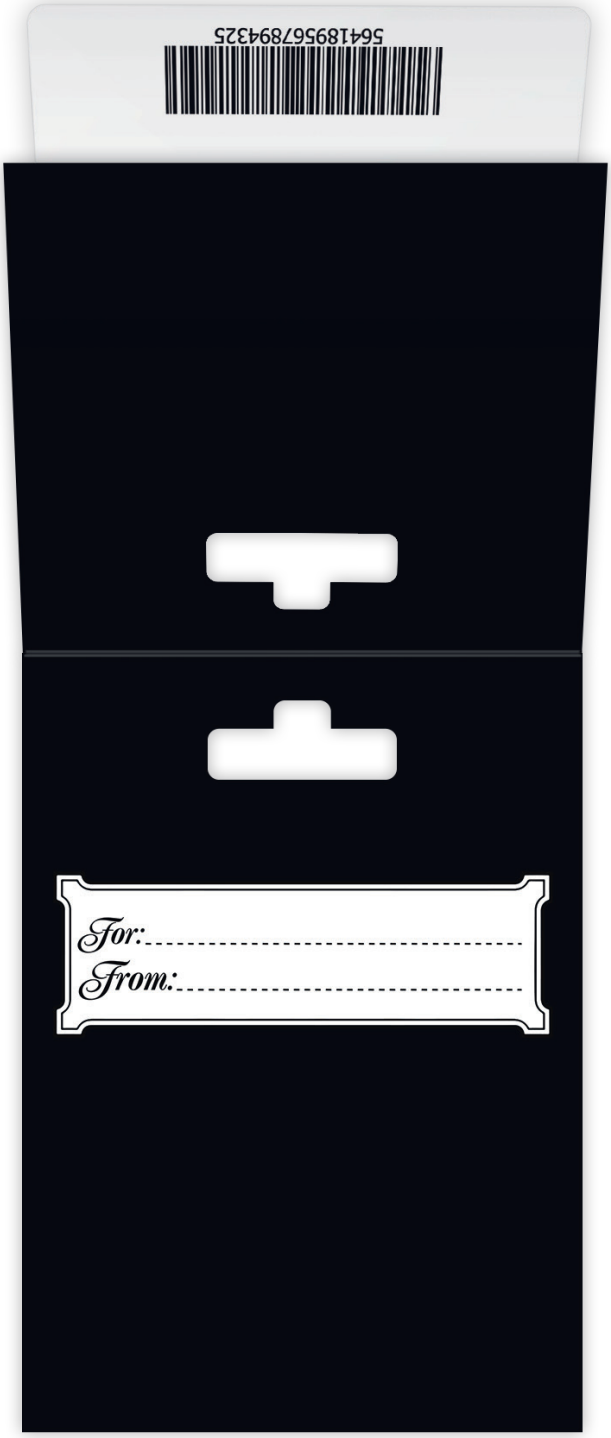
LEGEND

Cutting
Creasing
Perforation



1.1 HOLDERS

1.1.10 Model MK 02





DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
97 mm	134 mm	97 mm	219 mm	It is necessary to leave 3 mm ON ALL SIDES

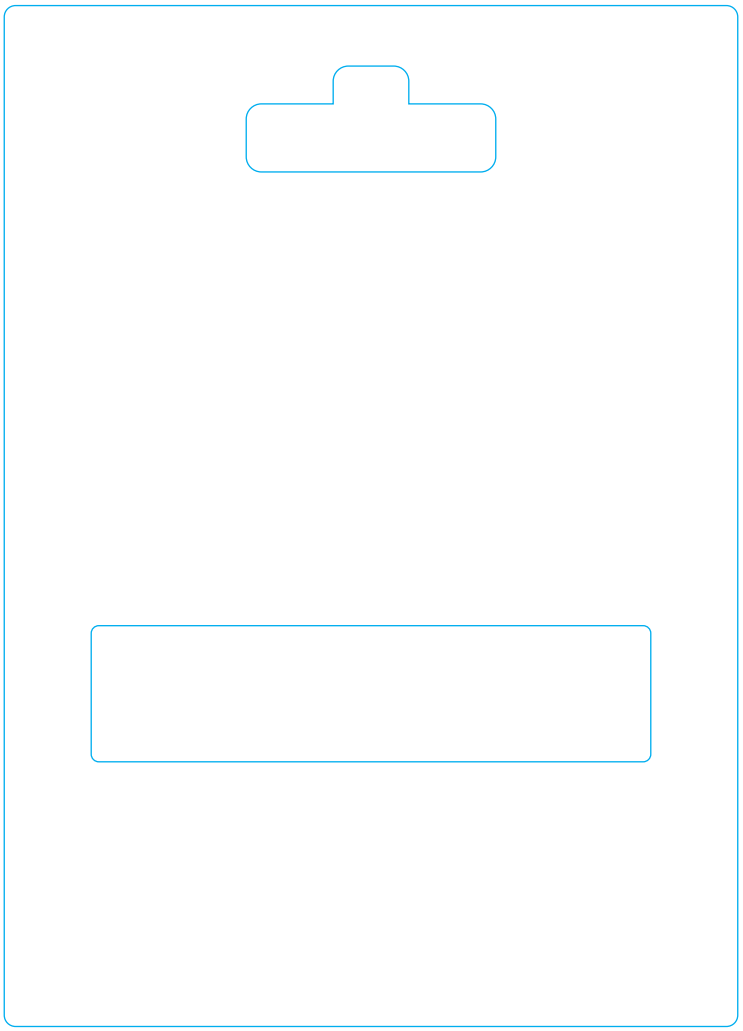
1.1 HOLDERS

1.1.11 Model MK 03

Outside and inside tools

LEGEND

Cutting
Creasing
Perforation



1.1 HOLDERS

1.1.11 Model MK 03



DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
97 mm	135 mm	97 mm	135 mm	It is necessary to leave 3 mm ON ALL SIDES

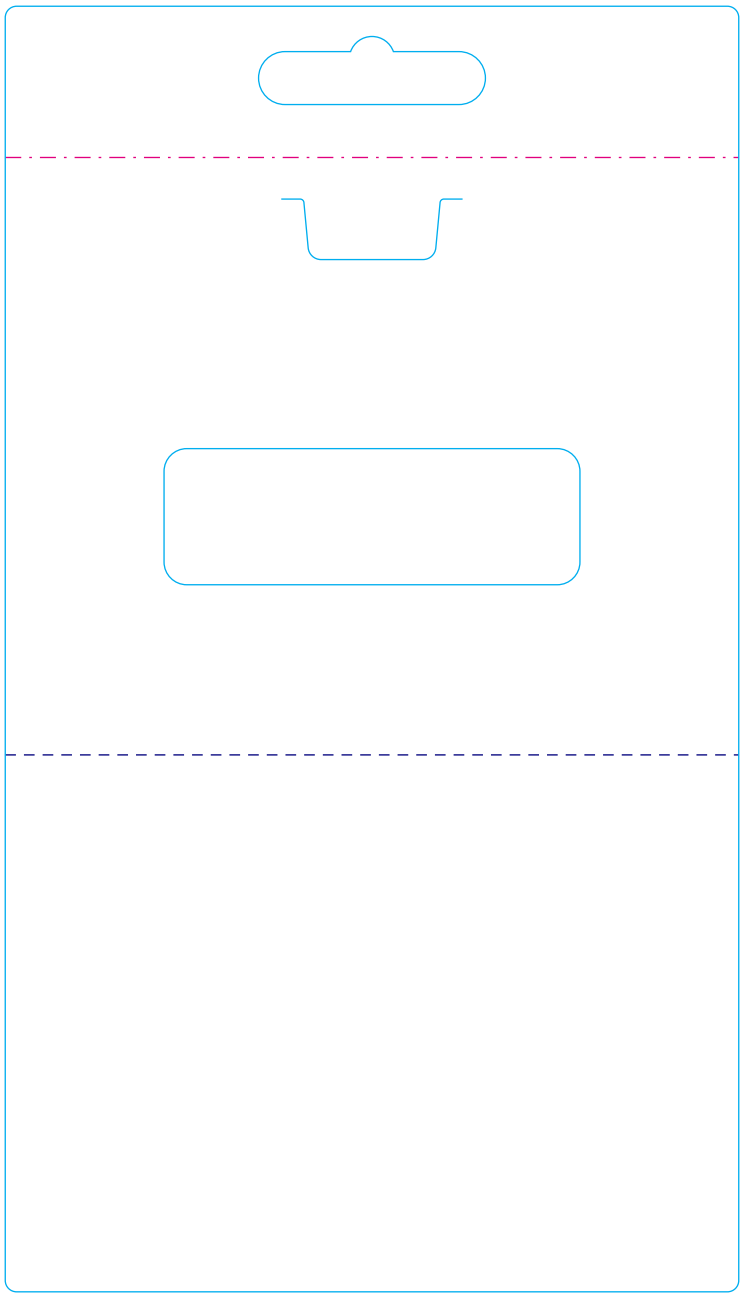
1.1 HOLDERS

1.1.12 Model MK 05

Outside and inside tools

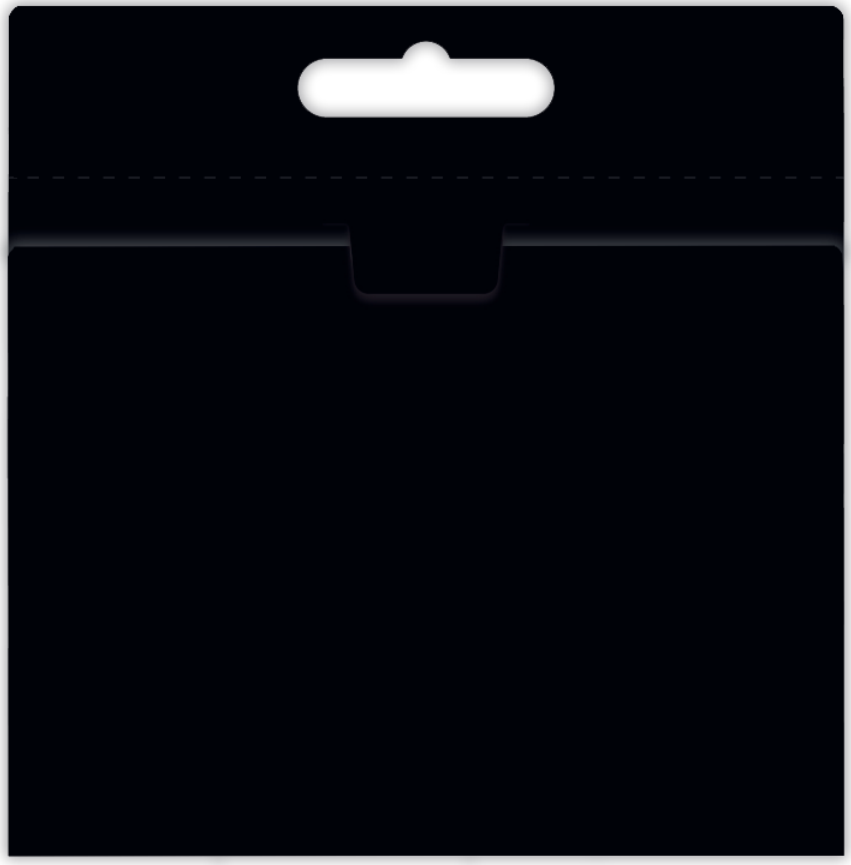
LEGEND

Cutting
Creasing
Perforation



1.1 HOLDERS

1.1.12 Model MK 05



DIMENSION OF ASSEMBLED HOLDER		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
97 mm	98 mm	97 mm	170 mm	It is necessary to leave 3 mm ON ALL SIDES

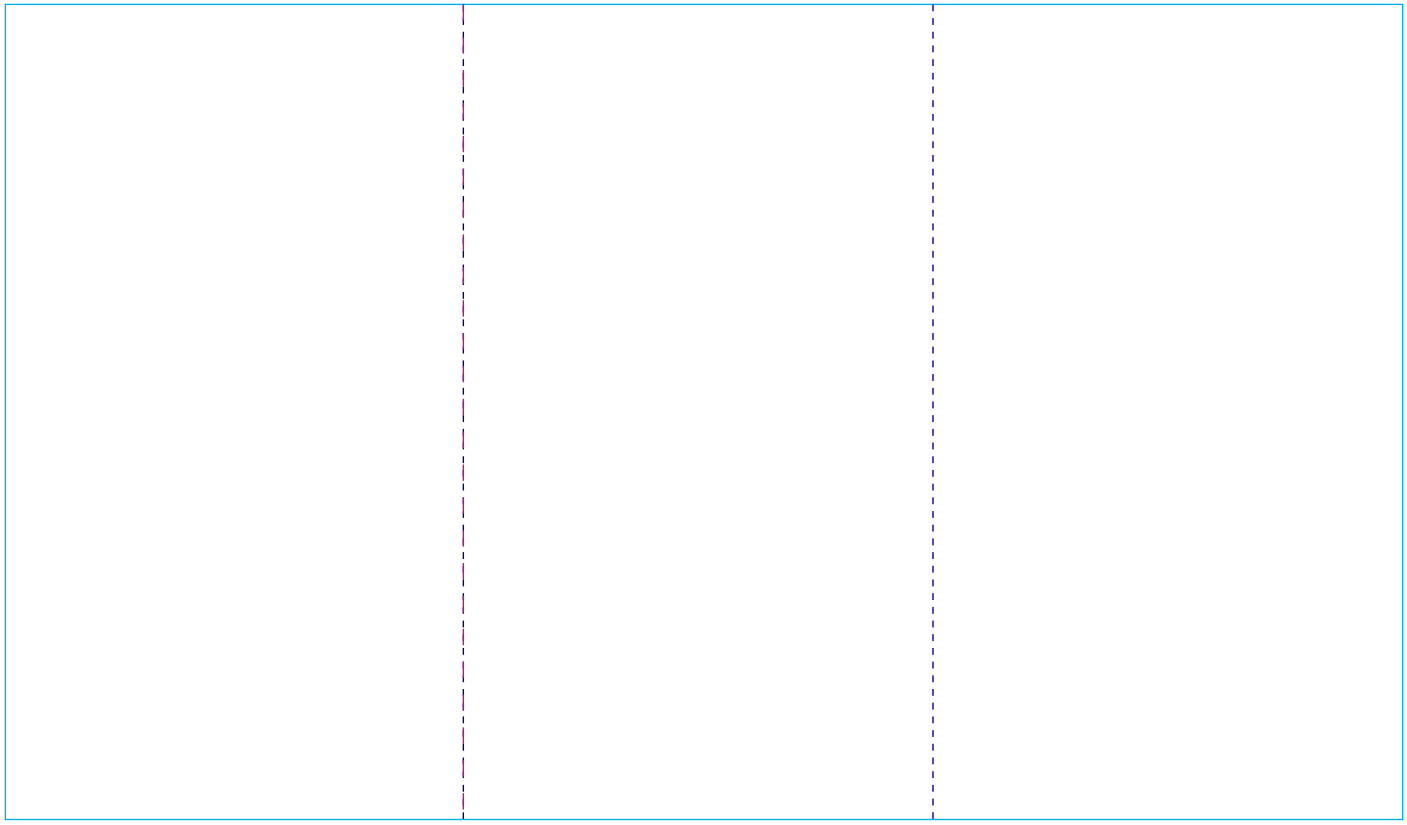
1.2 APPLICATION FORMS

LEGEND

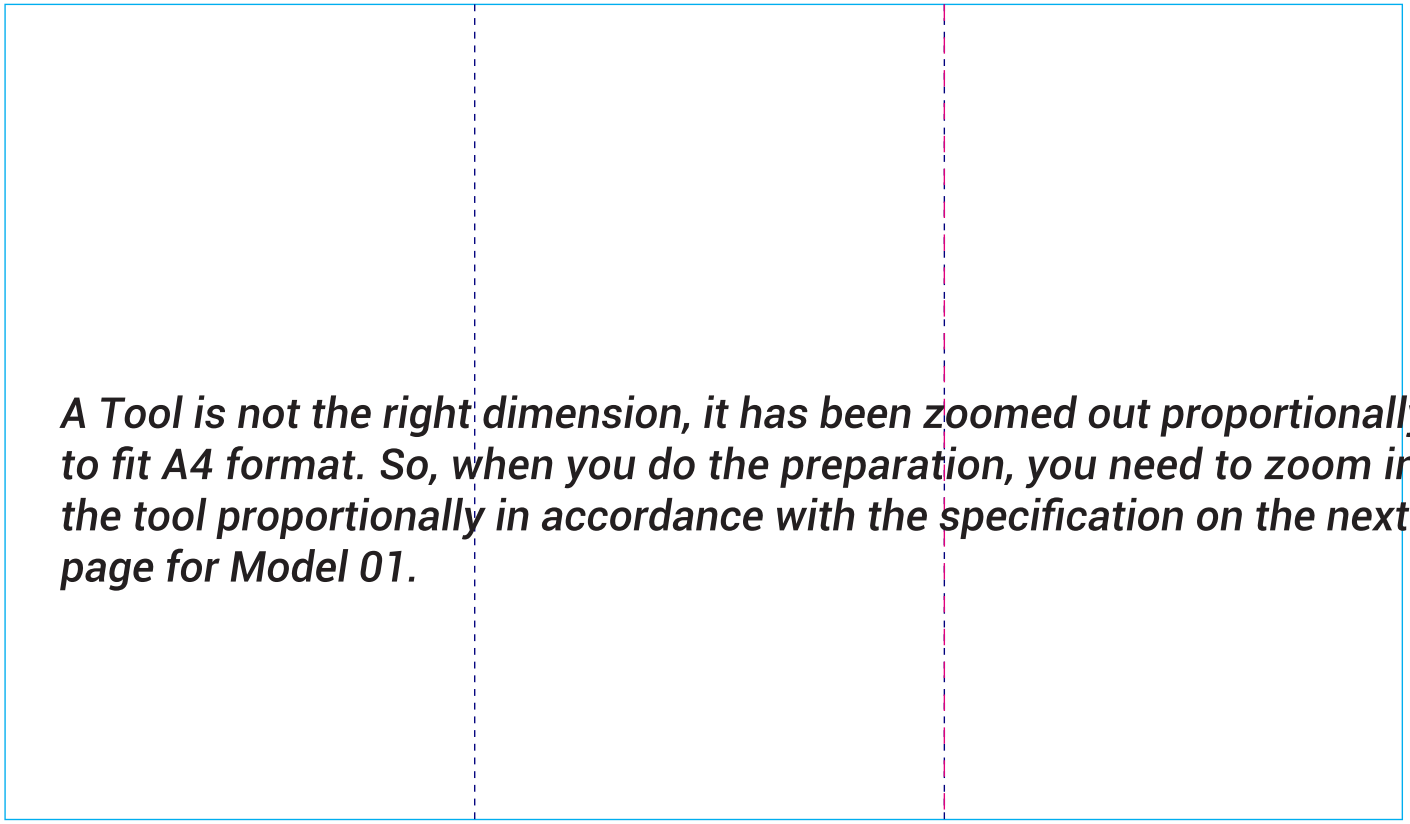
Cutting
Creasing
Perforation

1.2.1 Model 01

Outside tool



Inside tool



A Tool is not the right dimension, it has been zoomed out proportionally to fit A4 format. So, when you do the preparation, you need to zoom in the tool proportionally in accordance with the specification on the next page for Model 01.

1.2 APPLICATION FORMS

1.2.1 Model 01



Unutrašnji deo *Spoljašnji deo*

DIMENSION OF ASSEMBLED APPLICATION FORM		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
118 mm	210 mm	360 mm	210 mm	It is necessary to leave 3 mm ON ALL SIDES

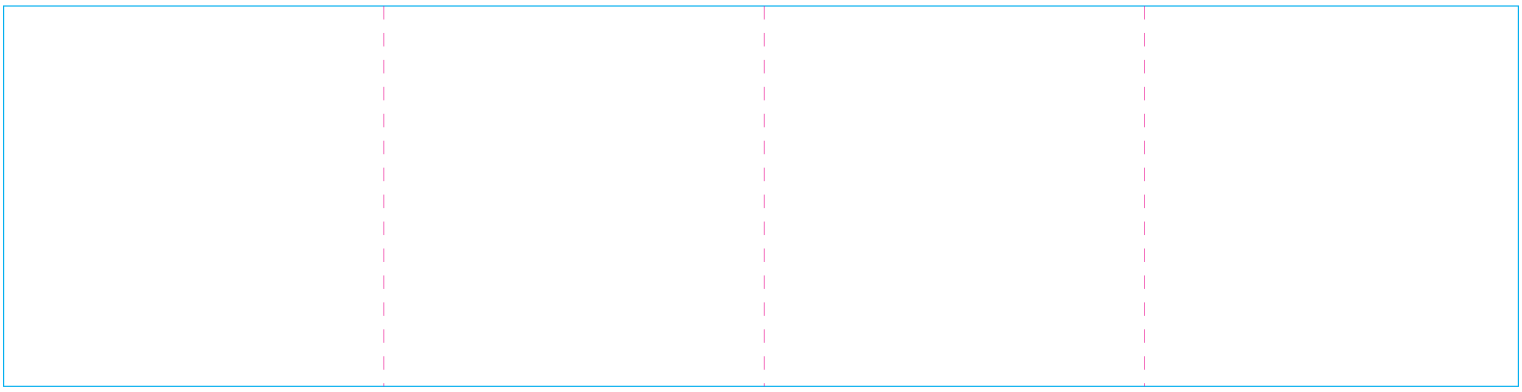
1.2 APPLICATION FORMS

1.2.2 Model 02

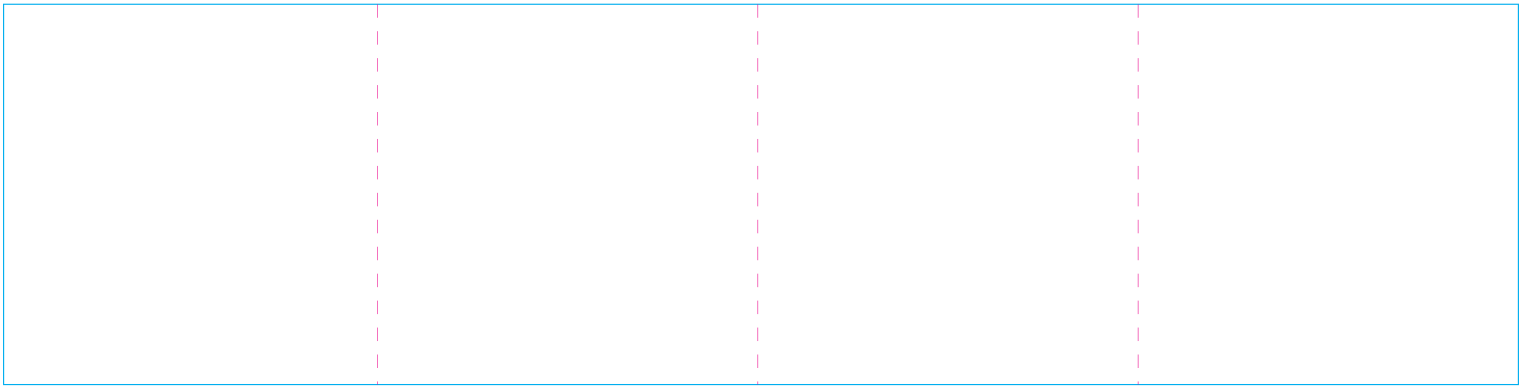
LEGEND

Cutting
Creasing
Perforation

Outside tool



Inside tool



A Tool is not the right dimension, it has been zoomed out proportionally to fit A4 format. So, when you do the preparation, you need to zoom in the tool proportionally in accordance with the specification on the next page for Model 02.

1.2 APPLICATION FORMS

1.2.2 Model 02

Sklopljena prednja

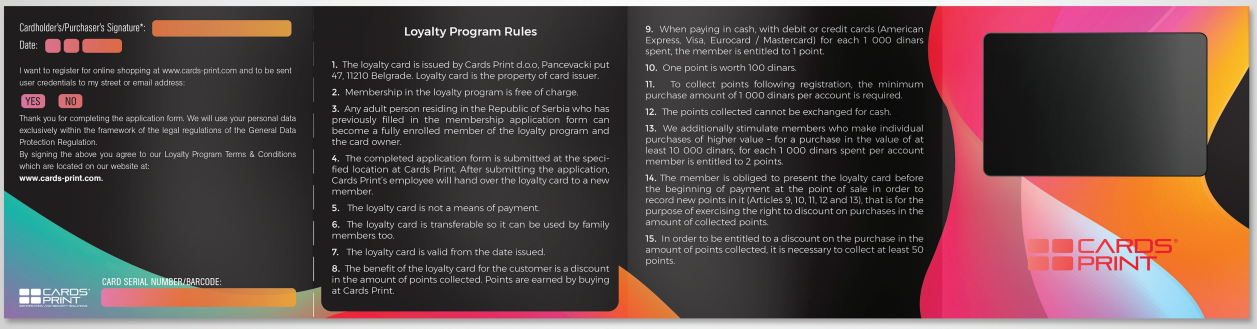


Sklopljena zadnja





Spoljašnji deo



Unutrašnji deo

DIMENSION OF ASSEMBLED APPLICATION FORM		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
118 mm	120 mm	478 mm	120 mm	It is necessary to leave 3 mm ON ALL SIDES

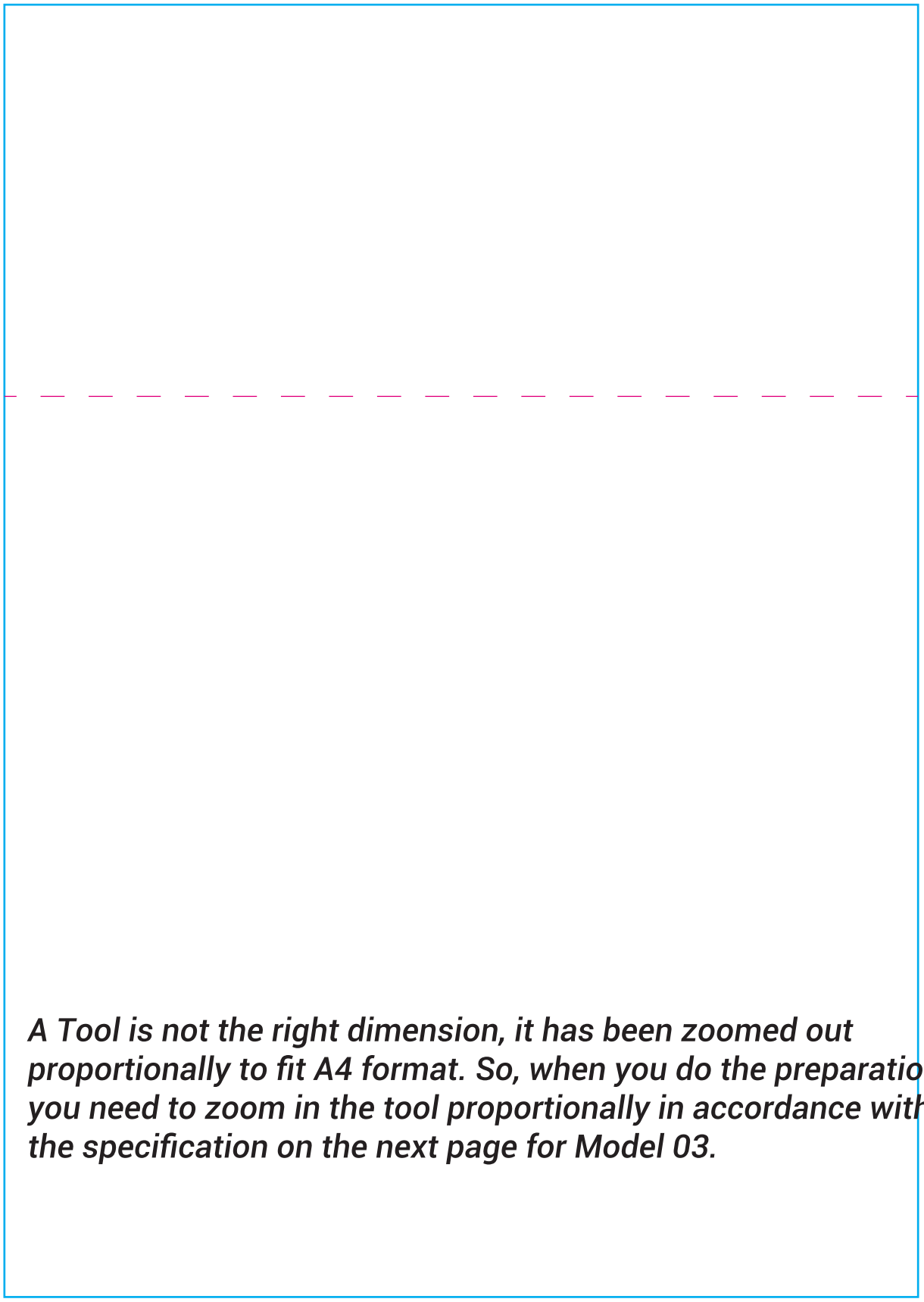
1.2 APPLICATION FORMS

1.2.3 Model 03

LEGEND

Cutting
Creasing
Perforation

Outside and inside tools



A Tool is not the right dimension, it has been zoomed out proportionally to fit A4 format. So, when you do the preparation, you need to zoom in the tool proportionally in accordance with the specification on the next page for Model 03.

1.2 APPLICATION FORMS

1.2.3 Model 03

PREDNJA STRANA



CARDS PRINT
IDENTIFICATION AND SECURITY SOLUTIONS

MODEL NO°3

PRISTUPNICA

THE PLASTIC CARD **SPECIALISTS**

OBRAZAC PRIJAVE ZA KARTICU LOJALNOSTI

MOLIMO POPUNITE TRAŽENE PODATKE VELIKIM SLOVIMA.

Ime*:
Prezime*:
Pol*: M Ž
Ulica i broj:
Poštanski broj*:
Grad*:
Država / Pokrajina:
Zemlja*:
Broj mobilnog telefona*:
E-mail*:
Datum rođenja* (d/m/g):

Želim da se registrujem za kupovinu putem Interneta na adresi www.cardsprint.rs i da mi se akreditivi korisnika šalju na moju ulicu ili adresu e-pošte:

DA NE

IZJAVA

Ja, niže potpisano Lice izjavljujem da mi je uručena kartica lojalnosti kao i da sam pročitao i razumeo Obaveštenje sa ove pristupnice, te ovim putem izjavljujem sledeće:

- da sam saglasan da moje lične podatke kojedostavljam Rukovaocu u skladu sa Obaveštenjem, Rukovalac obrađuje i koristi u skladu s odredbama iz Obaveštenja i odredbama važećeg Zakona o zaštiti podataka o ličnosti;
- da svoje podatke o ličnosti dajem dobrovoljno;
- da Rukovalac podataka gore navedene podatke može da prikuplja i skladišti posredstvom softverskog sistema i da ih koristi u svrhu realizacije Programa Lojalnosti, kao i u svrhe navedene u Obaveštenju, uključujući
  direktni marketing, profilisanje, statističku obradu i komunikaciju sa mnom;
- da ću za ostvarivanje svojih prava koja mi pripadaju (uključujući i pravo na opoziv pristanka)prvenstveno kontaktirati Rukovaoca putem nekog od kontakta navedenog u Obaveštenju;

U _____ Dana _____ Ime i prezime davaoca izjave _____ Svojeručni potpis davaoca izjave _____

BARKOD NALEPNICA

CARDS PRINT
IDENTIFICATION AND SECURITY SOLUTIONS

T. +381 11 41 41 540
info@cardsprint.rs
Novoseljanski put 38d,
26000 Pan evo, Srbija
www.cardsprint.rs

ZADNJA STRANA



PRAVILA PROGRAMA LOJALNOSTI

1. Karticu lojalnosti izdaje Cards Print d.o.o, Novoseljanski put 38d, 26000 Pančevo. Kartica lojalnosti je vlasništvo izdavaoca kartice.
2. Članstvo u programu lojalnosti je besplatno.
3. Svaka punoletna osoba sa prebivalištem u Republici Srbiji koja je prethodno popunila obrazac za članstvo može postati punopravno upisani član programa lojalnosti i vlasnik kartice.
4. Popunjeni obrazac za prijavu podnosi se na navedenom mestu u Cards Print. Nakon podnošenja prijave, zaposlenik kompanije Cards Print predaće karticu lojalnosti novom članu.
5. Kartica lojalnosti nije sredstvo plaćanja.
6. Kartica lojalnosti je prenosiva, tako da je mogu koristiti i članovi porodice.
7. Kartica lojalnosti važi od datuma izdavanja.
8. Prednost kartice lojalnosti za kupca je popust u iznosu prikupljenih bodova. Bodovi se osvajaju kupovinom na Cards Print.
9. Prilikom plaćanja u gotovini, debitnim ili kreditnim karticama (American Express, Visa, Eurocard / Mastercard) za svakih 1 000 potrošenih dinara, član ima pravo na 1 poen.
10. Jedan bod vredi 100 dinara.
11. Za prikupljanje bodova nakon registracije potreban je minimalni iznos kupovine od 1 000 dinara po računu.
12. Prikupljeni bodovi se ne mogu zameniti za gotovinu.
13. Dodatno stimulišemo članove koji obavljaju pojedinačne kupovine veće vrednosti - za kupovinu u vrednosti od najmanje 10 000 dinara, za svakih 1 000 potrošenih dinara po članu računa pripada 2 boda.
14. Član je dužan da karticu lojalnosti predoči pre početka plaćanja na prodajnom mestu kako bi u nju zabeležio nove bodove (članovi 9, 10, 11, 12 i 13), odnosno radi ostvarivanja pravo na popust na kupovinu u iznosu prikupljenih bodova.
15. Da biste ostvarili pravo na popust na kupovinu u iznosu prikupljenih bodova, potrebno je prikupiti najmanje 50 bodova.

OBAVEŠTENJE I IZJAVA O SAGLASNOSTI ZA PRIKUPLJANJE, OBRADU I KORIŠĆENJE PODATAKA O LIČNOSTI

OBAVEŠTENJE

U skladu sa Zakonom o zaštiti podataka o ličnosti, ovim Obaveštenjem (u daljem tekstu: Obaveštenje) fizičkim licima pružamo informacije u vezi sa obradom podataka o ličnosti (u daljem tekstu: Lice), te Lica potpisivanjem Izjave na osnovu ovog Obaveštenja, daju saglasnost da X DOO mesto, adresa , Republika Srbija, MB ....., PIB : ..... ,u svojstvuRukovaoca podataka (u daljem tekstu: Rukovalac) vrši obradu podataka o ličnosti u cilju realizacije programa lojalnosti „My SpotLight " putem marketinških aktivnosti, uključujući i direktni marketing i profilisanje (u daljem tekstu: Program Lojalnosti).

1. Rukovalac podataka

Rukovalac podataka je: .....

Podatke koji se prikupljaju od Vas koristiće isključivo Rukovalac podataka i lica sa kojima Rukovalac podataka ima ugovor o obradi podataka, isključivo u svrhe navedene u ovom Obaveštenju.

2. Kontakt

U vezi sa svim zahtevima koji se odnose na podatke o ličnosti, Lica se mogu obratiti Rukovaocu na neki od sledećih načina:

Email: .....

Poštanska adresa: .....

Telefon: +381 .....

3. Kategorije podataka o ličnosti koji se obrađuju su sledeći:

Rukovalac podataka, na osnovu Izjave prikuplja, obrađuje i koristi sledeće kategorije Vaših podataka o ličnosti:

1. ime i prezime
2. broj mobilnog telefona
3. adresa elektronske pošte (e-mail adresa).....

Upisivanjem podatka na obrazac, Lice daje saglasnost Rukovaocu da upisane podatke prikuplja, obrađuje i koristi za svrhe utvrđene Obaveštenjem i Izjavom, a u skladu sa Zakonom o zaštiti podataka o ličnosti.

Pored navedenih podataka, u svrhu realizacije Programa Lojalnosti, Rukovalac će prikupljati, obrađivati i koristiti sve podatke o transakcijama Lica u maloprodajnim objektima Rukovaoca (uključujući i podatke o iznosu transakcija, količini transakcija, ukupnom iznosu transakcija, vrsti robe/usluga koju Lice kupuje, ostvarenim pogodnostima i iskorišćenim pogodnostima i dr.) a koje su evidentirane putem kartice Programa Lojalnosti.

4. Svrha obrade i pravni osnov obrade

Podaci o ličnosti se obrađuju na osnovu Zakona o zaštiti podataka o ličnosti i to na osnovu saglasnosti Lica (član 12. stav 1. tačka 1) koji Lica daju Rukovaocu potpisom na Izjavi. Podaci o ličnosti prikupljaju, obrađuju i koriste se u cilju:

- ostvarivanja Programa Lojalnosti putem marketinških aktivnosti, uključujući i direktni marketing i profilisanje;
- nuđenja i pružanja usluga koje odgovaraju konkretnim potrebama Lica na koje se podaci odnose, kao i u cilju unapređenja odnosa između Lica i Rukovaoca podataka.

Davanje i obrada podataka o ličnosti je neophodan uslov za realizaciju Programa Lojalnosti, te je Lice dužno da pruži podatke o svojoj ličnosti samo ukoliko želi da bude uključeno u Program Lojalnosti.

Program Lojalnosti nije moguće realizovati u slučaju nepružanja podataka, brisanja podataka, davanja netačnih podataka, kao i bilo kojim drugim radnjom prestanka obrade i korišćenja ovih podataka. Rukovalac podataka neće Vaše podatke o ličnost davati na korišćenje drugim licima izuzev ukoliko je na tako nešto obavezan zakonom i odlukom nadležnog državnog organa.

Podaci o ličnosti se koriste na sve zakonom propisane načine, što obuhvata ali se ne ograničava na prikupljanje, beleženje, umnožavanje, pretraživanje, razvrstavanje, pohranjivanje, razvijanje, uklađanje, čuvanje, automatski, poluautomatski ili na drugi način.

5. Rok čuvanja podataka o ličnosti

Rukovalac podataka će podatke o ličnosti koji su prikupljeni u cilju realizacije Program Lojalnosti obrađivati sve dok traje realizacija Programa Lojalnosti, odnosno sve dok je Lice na koje se podaci odnose uključeno u realizaciju Programa Lojalnosti, osim u slučajevima kada je Rukovalac podataka u obavezi da podatke čuva i nakon okončanja Programa Lojalnosti u skladu sa zakonima kojima se uređuje računovodstvo.

Podaci o ličnosti koji se obrađuju isključivo po osnovu pristanka Lica na koje se podaci odnose se obrađuju u skladu sa svrhom zbog koje su prikupljeni, odnosno do opoziva pristanka odnosno povlačenja saglasnosti od strane Lica na koje se podaci odnose ili drugih slučajeva prestanka pravnog osnova za obradu podataka o ličnosti u skladu sa Zakonom.

6. Iznošenje podataka u drugu državu

Rukovalac podatke o ličnosti može izneti u drugu državu kojaje članica Konvencije Saveta Evrope o zaštiti lica u odnosu na automatsku obradu ličnih podataka, odnosno u državu za koju je od strane Evropske unije utvrđeno da obezbeđuju primereni nivo zaštite, u skladu sa članom 64. Zakona o zaštiti podataka o ličnosti.

7. Prava Lica na koje se podaci odnose u vezi sa obradom podataka o ličnosti

Lice na koje se podaci odnose ima pravo na pristup podacima o ličnosti koji se obrađuju od strane Rukovaoca podataka.

Lice na koje se podaci odnose ima pravo da zahteva ispravku, ažuriranje, brisanje podataka, kao i prekid i privremenu obustavu obrade, na način propisan zakonom.

Lica na koje se podaci odnose ima pravo da u svakom trenutku podnese prigovor na obradu podataka o ličnosti koji se na istog odnose.

Lice na koje se podaci odnose ima pravo na prenosivost podataka o ličnosti, odnosno pravo da podatke koje je prethodno dostavilo Rukovaocu podataka primi od istog, a radi prenosa drugom rukovaocu podataka, kao i pravo da podaci o njemu budu neposredno preneti drugom rukovaocu podataka od strane Rukovaoca podataka, ukoliko je to tehnički izvodljivo i ukoliko je, u skladu sa procenom Rukovaoca podataka, obezbeđen potreban standard bezbednosti prenosa podataka o ličnosti.

Lice na koje se podaci odnose ima pravo da se netačni podaci o njemu bez odlaganja isprave, kao i da se nepotpuni podaci o njemu dopune, uključujući i davanje dodatne izjave, ukoliko je to potrebno shodno svrsi obrade.

Lice na koje se podaci odnosi ima pravo da od Rukovaoca podataka zahteva informaciju da li se njegovi podaci obrađuju, pristup informacijama, kao i izdavanje kopije podataka koji se obrađuju. Kopija se izdaje uz naknadu opravdanih troškova za izradu dodatnih kopija.

Lica na koje se podaci odnose može u svakom momentu da opozove pristanak, odnosno povuče svoju saglasnost za obradu podataka i zahtevati brisanje svojih podataka, putem pisane izjave poslate Rukovaocu podataka (kako je gore navedeno), u kom slučaju će Rukovalac podataka prekinuti svaku dalju obradu Podataka o ličnosti i ste obrisati iz sopstvenih baza podataka, s tim da usled navedenog Lica na koje se podaci odnose biva isključeno iz Programa Lojalnosti i nadalje neće imati prava i mogućnosti koje se sam pružaju.

U slučaju nedozvoljene obrade, Lice na koje se podaci odnose ima pravo na brisanje podataka. 8. **Pravo na prigovor**

Lice na koje se podaci odnose ima pravo da u svakom trenutku podnese prigovor na obradu podataka o njemu koji se obrađuju u cilju direktnog marketinga, uključujući i profilisanje, u meri u kojoj je ono povezano sa direktnim marketingom, u kom slučaju se podaci Lica na koje se podaci odnose ne smeju dalje obrađivati u cilju direktnog marketinga.

9. Pravo na pritužbuPovereniku

Lica na koje se podaci odnose ima pravo da uloži pritužbu nadležnom organu (Povereniku za informacije od javnog značaja i zaštitu podataka o ličnosti, www.poverenik.rs) na obradu svojih podataka o ličnosti od strane Rukovaoca podataka, ako smatra da je obrada podataka o njegovoj ličnosti vršena suprotno odredbama Zakona o zaštiti podataka o ličnosti, u skladu sa članom 82. tog Zakona. Podnošenje pritužbe Povereniku ne utiče na pravo ovog lica da pokrene druge postupke upravne ili sudske zaštite.

10. Sloboda davanja saglasnosti i moguće posledice nedavanja saglasnosti za obradu podataka o ličnosti

Davanje saglasnosti za obradu podataka je dobrovoljno i zasnovano na slobodno i bez smetnji izraženoj volji Lica na koje se podaci odnose, i to putem svojeručnog potpisivanja Izjave.

11. Postojanje automatizovanog donošenja odluka, uključujući profilisanje

U okviru realizacije Programa Lojalnosti Rukovalac podataka primenjuje tehnike ručnog, polu automatizovanog i automatizovanog donošenja odluka, uključujući i profilisanje, u cilju nuđenja i pružanja usluga koje odgovaraju konkretnim potrebama Lica na koje se podaci odnose, kao i u cilju ostvarivanja što većih pogodnosti (benefita) Lica na koje se podaci odnose iz učešća u Programu Lojalnosti, koji tom licu mogu doneti posebne pogodnosti (benefite), uključujući i finansijske (popusti, bonusi, pokloni i sl.) koji su Lica na koje se podaci odnose od značaja u korišćenju usluga, odnosno kupovini roba iz asortimana Rukovaoca.

Rukovalac preduzima odgovarajuće organizacione, tehničke i kadrovske mere kako bi zaštitio tajnost podataka o ličnosti Lica na koje se podaci o ličnosti odnose, uz primenu standarda na polju obezbeđenja fizičke i elektronske sigurnosti podataka. Podatke o ličnosti Rukovalac trećim licima može dati samo uz prethodno pribavljenu pisanu saglasnost Lica na koje se podaci odnose, osim u slučajevima kada je to neophodno radi ostvarivanja svrhe obrade ili kada je to predviđeno zakonom.

DIMENSION OF ASSEMBLED APPLICATION FORM		DIMENSION OF PREPARATION WITHOUT BLEED		Bleed
width	height	width	height	
210 mm	297 mm	210 mm	297 mm	It is necessary to leave 3 mm ON ALL SIDES

CARDS PRINT

CHAPTER 2

INSTRUCTIONS FOR PRODUCING FILES



2.1 BASIC REQUIREMENT

2.1.1 General

Preparation needs to be in CMYK colour mode so that the printing file can be used.

File must be prepared following the dimensions set.

All linked images within the working file must be **EMBEDDED**.

2.1.2 Colors and objects

Color values and vector objects must be prepared in CMYK color palette.
Black needs to be from carbon only (C:0% M:0% Y:0% **K:100%**).
Grey should also be from pure carbon in order to get pure grey.

Bitmap objects should be prepared at 300dpi in .JPG format.

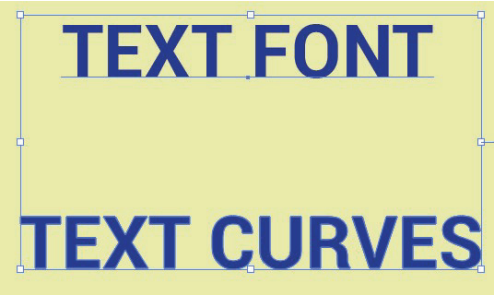
2.1.3 Personalisation

Personalisation elements, including bar codes, signature strip and other, should be prepared in the form of vector object.

Text personalisation

We need to convert the whole text that does not need to be personalised into curves (make it unchangeable and uneditable and then when opened on some other computer, it will not require fonts).
Sending the font is obligatory for the text that is personalised.

We convert fonts into curves by clicking on the text (select/object/all text objects if we want to mark the whole text), then type/create outlines(ctrl+shift+O).



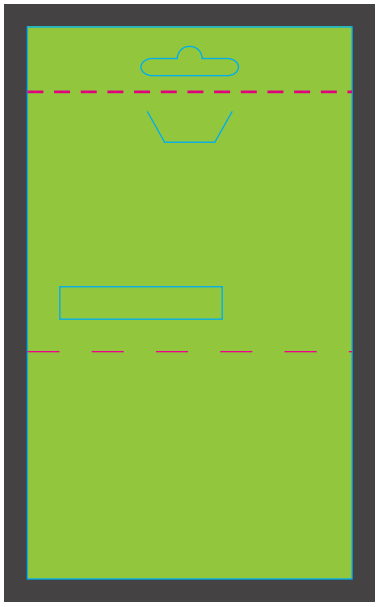
The example of the text preview in fonts and curves.

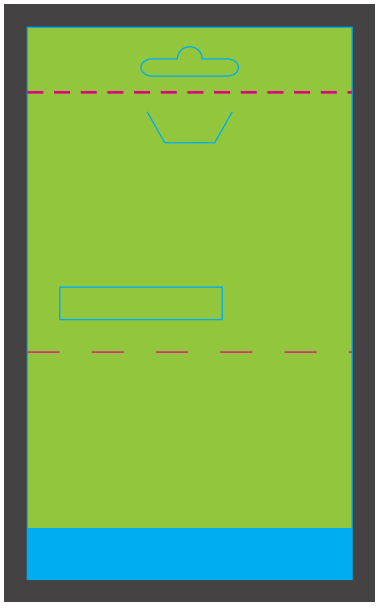
2.2 SETTING-UP THE CONTENT

2.2.1 Bleed

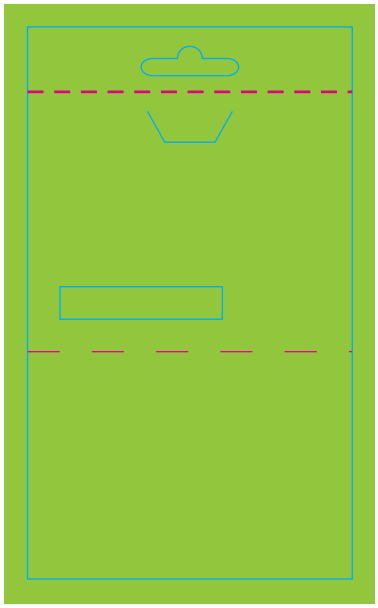
Graphic elements must be positioned up to the overhang line.

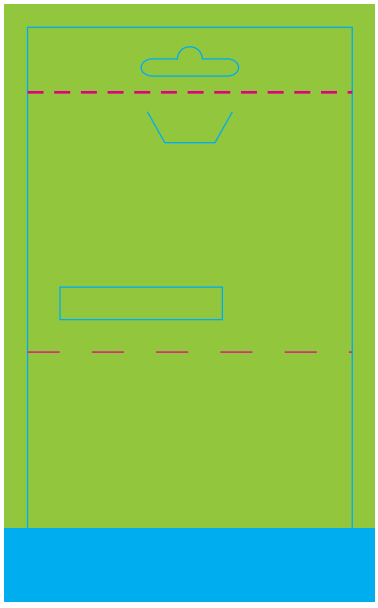
WRONG





CORRECT





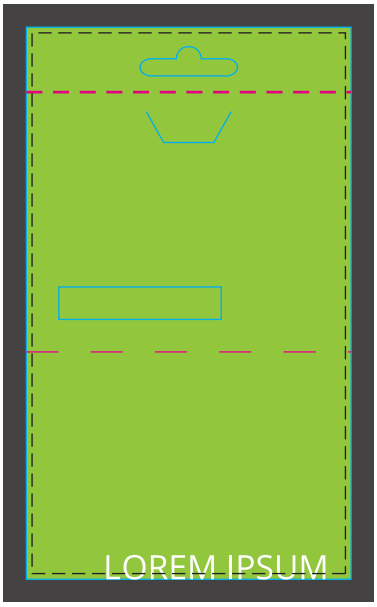
2.2 SETTING-UP THE CONTENT

2.2.2 Safe zone

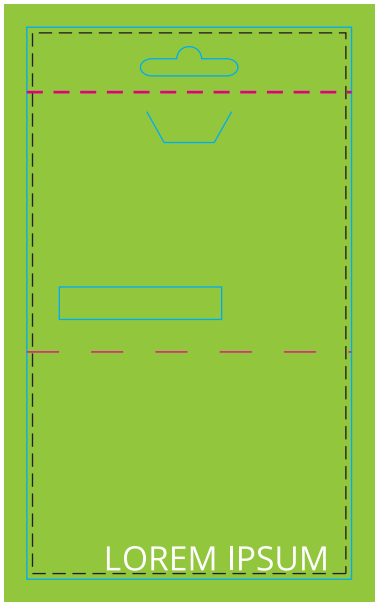
To prevent graphic elements from getting to the cutting line, it is very important to position them within **safe zone**. Safe zone is 1.5mm from the cutting line.

Images need to be embedded when implementing them within your design.
You can do it in Adobe illustrator by clicking the **'Embed'** button in the upper left corner of the illustrator window..

WRONG



CORRECT

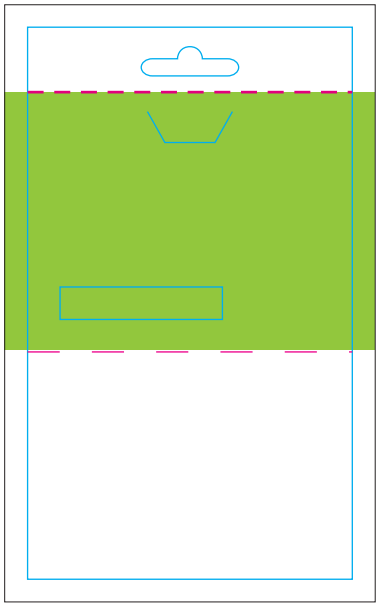


2.2 SETTING-UP THE CONTENT

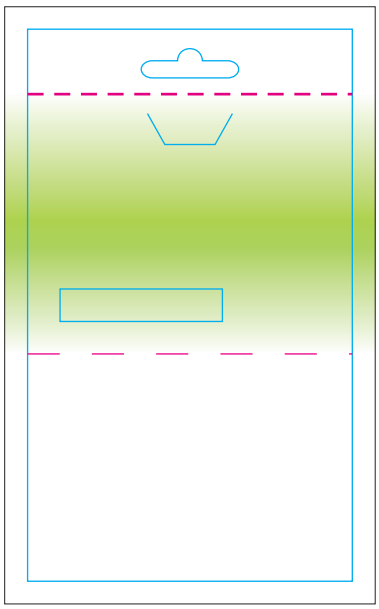
2.2.3 Preparation of background for perforation

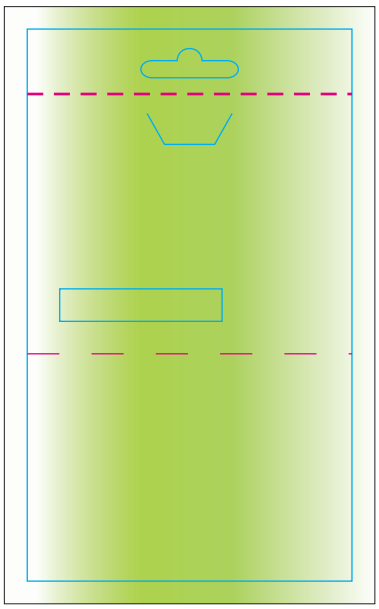
Colors or elements in the background should not have sharp gradation with perforation or creasing but we recommend a single transition in gradient way, one-color background or graphics/image whose elements do not necessarily reach perforation or creasing line.

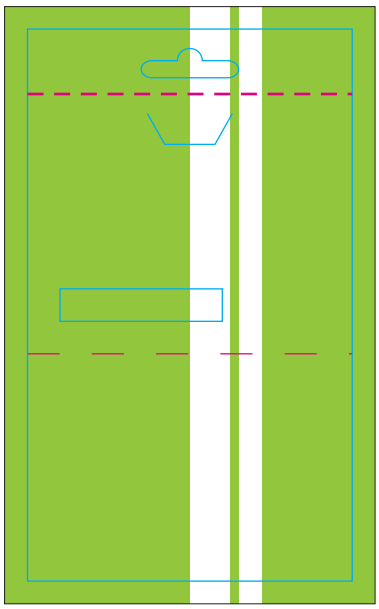
NOT RECOMMENDED



RECOMMENDED







CHAPTER 3

RECOMMENDATIONS



3.1 SOFTWARE

3.1.1 Software selection

We recommend using softwares by the company **Adobe Systems Incorporated** to achieve the easiset compatibility with computing standards.

Each software has its own specific role and does not necessarily give the best solution for printing which also includes the software by the company **Adobe**.
For instance, it is usually mistakenly believed that one of **Adobe Photoshop** functions is saving in PDF format keeping vector layers. What is actually extracted is not a vector object with typical characteristics for this class but raster layers of bitmaps which makes a different type of object.
That's why efficient use of this object is not possible, so the printing quality could be lower than expected.

This is exactly the reason why our choice is Adobe Illustrator which contains original vector objects and exports it in PDF in accordance with the standards.

3.1.2 Effects and filters

Tools such as filters, shades, gradients etc. may vary through different versions of the software used. That is the reason why we strongly recommend a detailed checking of the preview we send you for confirmation as well as the sample if we deliver it to you.

3.2 COLORS

3.2.1 Overprint

Overprint option includes values of the covering colors. Covering colour means rewriting or reprinting over other colours.
A common mistake in preparation for printing is when black is not set to overprint but it covers them.
The most common problem in that case is black letters which are then very difficult to fit into printing. The most common lapse happening is photoshop files because it is not set to overprint black.

OVERPRINT option is not recommended for the type of printing we do.

3.3 TYPES OF FILES

Files we recommend:

- Ai
- PDF
- CDR
- EPS
- SVG

Files we do not recommend:

Partial or complete inability to correct or adapt to the type of printing.

- PSD
- JPG

CHAPTER 4

ADDITIONAL INFORMATION



4.1 SCOPE OF RESPONSIBILITY

Bear in mind that the company **Cards Print** is solely responsible for technical part of printing and shall not bear liability for the file client sends, the way it was created and the extent the abovementioned files match our specification.

Not following requests and recommendations listed in this specification can make the file unusable or cause poorer quality than expected. In case a client wants to change the file, our design team estimates the file and informs the client of the corrections requested that can be made.

4.2 CHECKLIST

- ☐ Correct file (Vector format)
- ☐ Vector elements within the file
- ☐ Following safe zone
- ☐ Leaving bleed
- ☐ Dimensions in accordance with specification
- ☐ Colors is CMYK
- ☐ Text in curves
- ☐ Fonts for personalisation
- ☐ Images Embedded within the file (JPG, 300dpi)
- ☐ Effects, fliters and overprint
- ☐ Background with perforation