

HOW TO CREATE A PRINT-READY FILE:

PVC business cards

The following instructions are designed to help you create a print-ready file. If after reading them you are still unsure about anything, please download the template, visit the FAQ section of our website, request a professional File Check or contact customer support.

1 FILE FORMAT

Send your file in PDF FORMAT IN 1:1 SCALE (NOT PASSWORD PROTECTED).

2 COLOURS

All files should be sent in CMYK (cyan, magenta, yellow and black), with a Fogra 39 colour profile. Images sent in RGB or in PANTONE colours will be automatically converted using a standard separation profile. The same colour can appear slightly different on different media. This is due to the material's physical composition.

3 RESOLUTION

The optimal resolution for the print files is between 250 and 300 ppi.

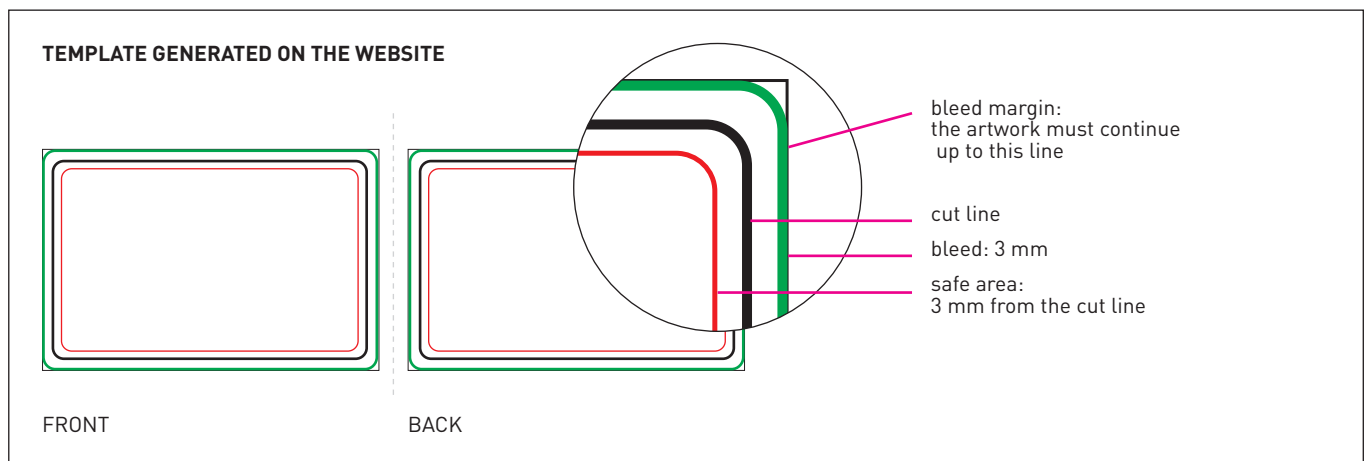
4 FONTS AND PATHS

Fonts should be embedded in the PDF or converted into curves/outlines. The minimum font size (below which we cannot guarantee perfect print quality) is 6 pt. The minimum printable line weight is 0.25 pt.

5 MARGINS AND BLEED

Download the template from the website: **the necessary bleed of 3 mm on each side** will already be set up correctly. Leave a minimum of 2 mm between the text and the cut line.

For business cards with rounded corners, the radius of curvature of the corner is 3 mm.



6 TEMPLATE

Always download the template for your product from the website and use it as the basis for positioning your artwork: you will find the swatches, guidelines, layers and bleed already set up, making it easier to create a print-ready file.

Enter your artwork on the Artwork layer.

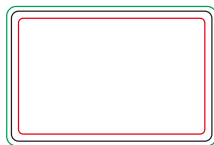
If you have chosen one of the special finishes (3D varnish or a coating) add the corresponding artwork to the Finishing layer and assign it the Finishing spot colour (CMYK 0, 50, 100, 0).

Remove all the guidelines except the bleed margin (the green line) and save the file in PDF format without crop marks, with one page for the front and one for the back, ensuring the layers are kept separate.

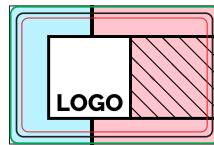
Create two separate PDF files, one for the front and one for the back, which can then be uploaded in the Upload Area.

If you do not want the back to be printed, send a white PDF anyway, with no artwork.

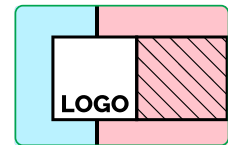
GOOD TO KNOW - PVC business cards



DOWNLOAD
THE TEMPLATE



INSERT
YOUR ARTWORK
on the Artwork layer



DELETE ALL GUIDELINES
except the green line



SAVE THE PDF



PRINTED RESULT



PDF



250-300 ppi



3 mm



CMYK



FOGRA 39

7 SELECTIVE WHITE

If you have chosen a transparent PVC card, we recommend you insert a layer of white printing so the artwork on the front does not obscure the design on the back. The layer of selective white can be in any shape you like, allowing you to highlight only certain parts of your artwork if required.

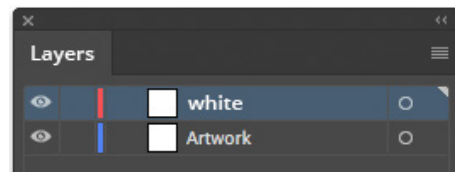
Download the template from the website, enter the artwork that you wish to be given this finish as a vector path on the 'white' layer and assign it the 'white' colour swatch.

The template downloaded from the website contains both the 'white' layer and colour.

If you have not downloaded the template, follow these instructions:

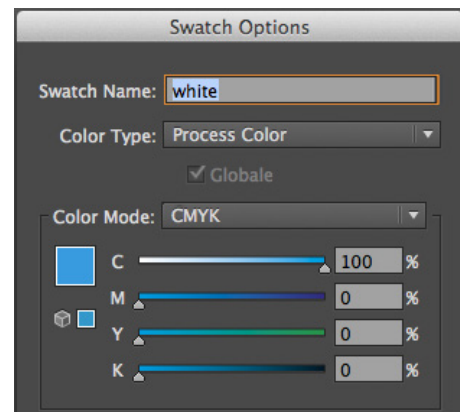
- 1 Enter your artwork on a single layer, and give it the name 'Artwork'.

- 2 **LAYERS > CREATE NEW > white**
Create a new layer from the **Layers** panel above the Artwork layer, and name it **'white'**.



- 3 **SWATCHES > CREATE NEW > white**
Create a new colour swatch from the **Swatches** panel and name it **'white'**; select **Spot Colour** as the Colour Type and assign the CMYK percentages 100, 0, 0, 0.

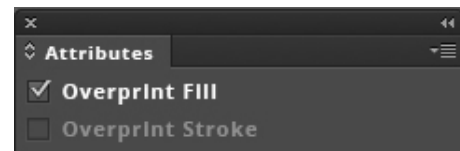
white
Spot Colour
CMYK
C: 100%
M: 0%
Y: 0%
K: 0%



- 4 **FILL > white**
Create a vector fill on the **'white'** layer which corresponds to the area of the artwork to which you want to add the finish, and assign it the 'white' spot colour.

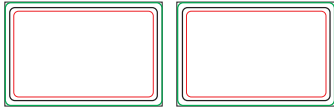


Overprint must be selected for all paths on the 'white' layer.

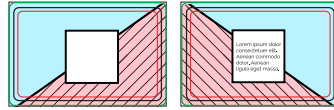


- 5 Save the PDF, keeping the layers separate.

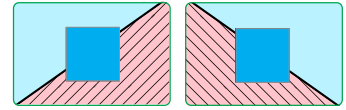
GOOD TO KNOW - Selective white



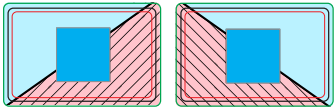
DOWNLOAD
THE TEMPLATE



INSERT
YOUR ARTWORK
on the Artwork layer



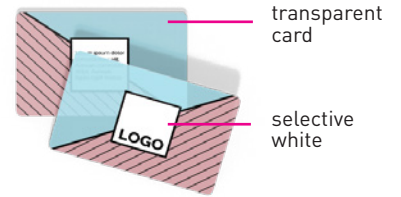
INSERT
YOUR ARTWORK
on the 'white' layer



DELETE ALL GUIDELINES
except the green line



SAVE THE PDF



transparent
card

selective
white



PRINTED RESULT

8 FINISHES

If you have chosen the **3D Varnish** or **Gold or Silver Coating** option, enter the artwork that you want to have this finish as a **vector path** on the Finishing layer and assign it the Finishing swatch. The template available to download from the website contains both the Finishing layer and colour.

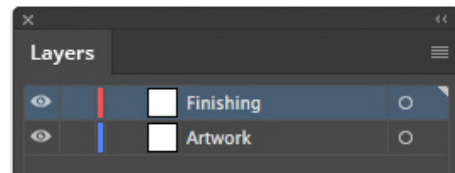
PLEASE NOTE:

The finishes cannot be printed outside the boundaries of the safe area (**2 mm from the edge**). We recommend leaving a gap of at least 2 mm between different areas with a finish applied.
Minimum printable thickness: 0.5 pt
Minimum printable font size: 6 pt

If you have not downloaded the template, follow these instructions:

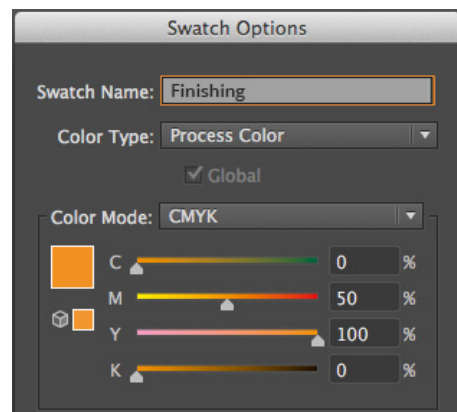
- 1 Enter your artwork on a single layer, and give it the name Artwork.

- 2 **LAYERS > CREATE NEW > Finishing**
Create a new layer from the **Layers** panel above the Artwork layer, and name it **Finishing**.

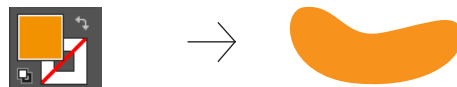


- 3 **SWATCHES > CREATE NEW > Finishing**
Create a new colour swatch from the **Swatches** panel and name it **Finishing**; select **Spot Colour** as the Colour Type and assign the CMYK percentages 0, 50, 100, 0.

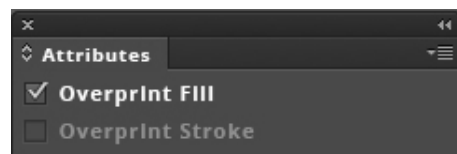
Finishing
Spot Colour
CMYK
C: 0%
M: 50%
Y: 100%
K: 0%



- 4 **FILL > Finishing**
Create a vector fill on the Finishing layer which corresponds to the area of the artwork to which you want to add the finish, and assign it the Finishing spot colour.

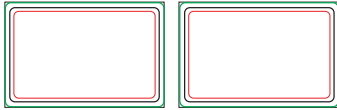


Overprint must be selected for all paths on the Finishing layer.



- 5 Save the PDF, keeping the layers separate.

GOOD TO KNOW -3D Varnish / Gold and Silver Coating



DOWNLOAD
THE TEMPLATE



INSERT
YOUR ARTWORK
on the Artwork layer



ENTER YOUR ARTWORK
on the Finishing layer



DELETE ALL GUIDELINES
except the green line



SAVE THE PDF



PRINTED RESULT