# PRINTING INSTRUCTIONS

To optimize working times and to print your drawings satisfactorily, MEDAC kindly ask you to pay particular attention to the following instructions:

- please choose the colours for the print from range of standard colour samples shown in *medaColor*, *medaCoffee* and *medaConi* guides. These guides are printed using the same paper as the ice cream and cold drinking cups (*medaColor*), the hot drinking cups (*medaCoffee*) and the paper sleeves (*medaConi*).

- it's better to send a PRINT TEST, a COLOUR TEST or a CHROMALINE PROOF, without these MEDAC will not take the responsibility of possible print or colour mistakes.

- the files are checked by MEDAC Graphic Department; if the image quality is not satisfactory, MEDAC will communicate with the customer to decide how to proceed with the realization of artwork.

- the **file PDF** must be created with **Adobe Acrobat Professional** program (Adobe Distiller), or directly exported from professional graphic software as follow: **Illustrator, Freehand, Corel Draw, Indesign**.

- to create **PDF files**, use predefined conversion settings "prepress", "high quality" or "off-set printing".

- for a better quality of **PDF**, don't hesitate to ask MEDAC for the optimal setting file created by Graphic Department.

- the dimension of the document must correspond to the dimensions of MEDAC technical drawings of all tubs and cups, respecting the abundance and the visibility measures.

| FILES: | | |
|---|---|---|
| | .pdf | Adobe Acrobat *(out-put prepress high quality)* |
| | .psd | Adobe Photoshop CS6 *(separate and editable layered levels)* |
| | .ai | Adobe Illustrator CS6 *(include all images, elements and fonts used)* |
| | .idd | Adobe Indesign CS6 *(include all images, elements and fonts used)* |
| | .cdr | Corel Draw X3 *(include all images, elements and fonts used)* |
| | .fh | Freehand *(include all images, elements and fonts used)* |

Please **DON'T** send files (as follow): Xpress, Word, Excel, Power Point, Publisher o altro

If the customer has not a digital file, samples of paper, boxes, envelopes, glass, plastic or other will be used by MEDAC Graphic Department to create artwork, respecting all the possible instructions.

**Colour:** Use only colours for conversion to four colours process **(CMYK)**.

**PANTONE colours print**
when it is possible, make the conversion to CMYK (four colours process), otherwise agree the possible additional cost with MEDAC.

**DON'T** use **RGB, RAL, Exacrome** files or equals and, therefore, convert them to CMYK (four colours process) to avoid possible mistakes in conversion.

**Font:** Include all fonts used.

**Definition:** Use definition of the images raster from **300dpi,** or however from 250dpi not less, always to CMYK; MEDAC accept files as follow: .tif ; .psd ; .eps ; .jpg ; .bmp .

**Sendig file:** Capacity files of 10MB can be sent MEDAC to : info@medac.it
Files larger than 10MB have to be sent on CD-ROM or DVD-ROM, or using MEDAC FTP address.

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