

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 (<i>out-put prestampa alta qualità</i>)
	.psd	Adobe Photoshop (<i>separate and editable layered levels</i>)
	.ai	Adobe Illustrator (<i>include all images, elements and fonts used</i>)
	.idd	Adobe Indesign (<i>include all images, elements and fonts used</i>)
	.cdr	Corel Draw (<i>include all images, elements and fonts used</i>)

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

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.
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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.
Sending file:	Capacity files of 10MB can be sent MEDAC to: info@medac.it Files larger than 10MB have to be sent by online transfer services (WeTransfer, Smash, FileDropper, etc), or using MEDAC FTP address.