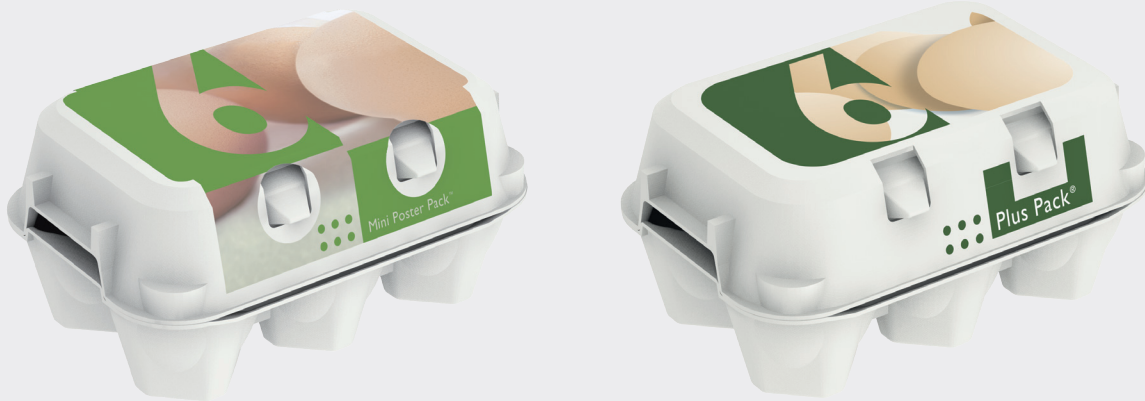![Hartmann logo]

Guidelines for labels and direct print

1 Introduction

This short information about Hartmann's offer on labels and direct prints is mainly for customers and external design agencies.

2 Guidelines for labels

2.1 Label variants on offer

Standards	Colours	Min. order size
Standard	CMYK CMYK + 1 spot or varnish CMYK + 2 spot or varnish	50,000
Standard	CMYK + 3 spot or varnish 1–5 spot or varnish	300,000
Refinements	**Colours**	**Min. order size**
Full peel-off	CMYK CMYK + 1 spot or varnish CMYK + 2 spot or varnish	50,000
Full peel-off	CMYK + 3 spot or varnish 1–5 spot or varnish	125,000
Dispersion lacquer, UV lacquer, hot foil stamping	Only on request	125,000
Further specialities	Only on request	125,000

Guidelines for labels and direct print

2.2 Printing method

The required print procedure is four-colour offset according to Euroscala [ISO Coated v2 (ECI)], which may be extended by special colours.

2.3 Types of paper

Whenever possible we choose paper sourced from FSC®-certified forests – see www.fsc.org.

2.4 Inks

Hartmann only allows inks which are Diisobutylphthalate (DIBP)-free and which are approved for food packaging.

2.5 Bleed

Bleed must be 2 mm from die cut, also around the holes in the labels. Customers are allowed to deviate from the standard; however Hartmann does not accept claims regarding these deviations.

2.6 Font size

Font size must be minimum 5 pt positive and 7 pt negative. Customers are allowed to deviate from the standard; however Hartmann does not accept claims regarding these deviations.

2.7 Line thickness

Line thickness must be minimum 0.1 mm positive and 0.15 mm negative. Customers are allowed to deviate from the standard; however Hartmann does not accept claims regarding these deviations.

2.8 Bar code

Bar code size must be minimum 82% (30.5 mm x 10 mm) of EAN standard and have a quiet zone of 0.5 mm or larger on both left and right side according to EAN standard.

Bar codes must be printed in full colour. Black on white is preferred; however, other colours are accepted if they are in accordance with EAN standard.

2.9 Handling of files from external design agencies

Files are accepted as open files in any common graphic programme, preferably Illustrator CC or a later version. Images minimum 300 dpi in actual size.

Files can be transferred to Hartmann via:

- E-Mail
- CD/DVD
- FTS (File Transfer System), address available on request

Along with the files, Hartmann must receive a certified colour proof or a Chromalin, if possible.

Guidelines for labels and direct print

3. Guidelines for direct printing

3.1 Method of printing

Hartmann's standard method of printing is dry offset (Letter press) 28 l/cm (70 l/inch).

On the right is an overview of the number of printing inks on each carton panel.

	Fresh Pack™	Plus Pack®	imagic®
Front	2	no / 2	4
Top	4	no / 4	6
Rear	2	no / 2	4
Inside	no	2	2

3.2 Printing colours

Standard printing inks are based on Hartmann colours with a Pantone description. See the Hartmann colour chart on the Hartmann website.

3.3 Font size

Font size for positive must be minimum 6 point. For negative, the font size must be minimum 8 point. Customers are allowed to deviate from the standard; however Hartmann does not accept claims regarding these deviations.

3.4 Line thickness

Line thickness must be minimum 0.1 mm positive and 0.2 mm negative. Customers are allowed to deviate from the standard; however Hartmann does not accept claims regarding these deviations.

3.5 Bar code

Bar code size must be minimum 140% (52 mm x 21 mm / printing area) including quiet zone of 1 mm on both left and right side.

Bar codes must be printed in full colour and black is preferred.

Bar code readability must be at least classified as code C according to ISO standard.

At present Hartmann provides guaranteed readability of black bar codes printed on the following pulp colours:

– Sand Beige (06)
– White (00)
– Stone Grey (20)
– Clay Orange (49)
– Honey Yellow (21)
– Sunflower Yellow (71)

If customers choose to print bar codes on other pulp colours, Hartmann does not accept claims regarding readability.

3.6 Handling of files from external design agencies

Files are accepted as open files in any common graphic programme, preferably Illustrator CC or a later version. Images minimum 150 dpi in actual size.

Files can be transferred to Hartmann via:

• E-Mail
• CD/DVD
• FTS (File Transfer System), address available on request

Along with the files Hartmann must receive a certified colour proof or a Chromalin, if possible.

3.7 Illustrations

Visuals (illustrations and photos) will have to be adapted to the printing method to ensure satisfactory quality.