

## Guidelines for art work

We produce the required tube/cartridge for you directly from digital data. Please note the following so that we can ensure that your order will be processed without any problems:

### Address

E-mail: repro@obristube.ch

### Data storage device

- CD-ROM, DVD or memory stick
- Label the data storage device with an address and personal contact.
- Include a print-off of the list of contents for the data storage device.

### Software (program-versions will be updated on a continuous basis)

- QuarkXPress
- Photoshop
- Indesign
- Illustrator
- Freehand
- Acrobat
- Art Pro
- Microsoft Office

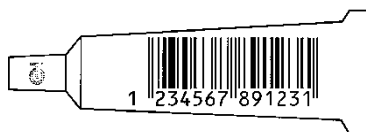
### Our technical requirements for the printing process:

- Our printing process is an indirect letterpress process (using a rubber sheet).
- The printing plates are made of photopolymer on a steel frame.
- All diameters of tube/cartridge can be printed in 5 colours on a maximum of 5 plates (7 colours are possible for cartridges with an inner liner).
- Ideal screen size for tube/cartridge printing is 48 (120 lpi).
- A colour gain of approx. 10% must be anticipated in the case of half screen printing.
- Reproducible screen area: 5 – 90% (consistency of colour cannot easily be maintained in the areas 2 – 10% and 90 – 99%).

### Preparation of art work

The following points must be noted when preparing the art work:

- The colour resolution must be defined precisely, in accordance with Pantone, HKS, RAL or a colour sample.
- All diameters of tube/cartridge can be printed in 5 colours on a maximum of 5 plates (7 colours are possible for cartridges with an inner liner).
- Screens should be separated on a own plate if possible, as should larger areas of colour.
- Screen images should be built up in the same colours as the tube (not in CMYK or RGB).
- The EAN Code must be placed horizontally (lines vertical to the longitudinal direction of the tube) and must be at 90% full size so that it is easily readable.
- The smallest readable font size is 4pt or 5pt for reversed type. If possible, do not use condensed types of font.
- Delete unrequired elements. Do not cover them.
- Delete unrequired colours.
- Solid colours should generally not be overprinted.
- Barcodes will be created by Obrist. Only those codes that have been prepared by us can be guaranteed.



The drawing shows the correct position of the EAN-code on the tube.  
Readability guarantee: above 90%

### What we need from you:

- Please include a sample tube/cartridge if available.
- The printout must be in colour and 100% in size.
- Please include all elements (EPS, TIFF etc.) in high resolution.
- Convert fonts into paths or include all fonts (no DOS fonts).
- Advise the type and number of code to test it.
- Details of the external lacquer (white, coloured, transparent...).

### Data processing (at extra cost):

We are able to do graphic and design changes on your behalf. We will make an additional charge for this work.

- Text changes and/or text displacements
- Changes of position
- Images and/or logo processing
- Other changes by request

Any press proofs requested by you will be subject to a charge.

9<sup>th</sup> August 2011/nb,vl