

Technical bulletin for delivering artwork and prepress files for a lenticular production

Dear customers!

For lenticular printing the files need to be prepared in a special way. To ensure a smooth file handling and to avoid later costs, we kindly ask you to consider the following points before you transmit the files:

- The preparation of the lenticular will be done with Adobe Photoshop. Due to this situation we will need at least a pixel based file format (for each frame/phase). Best option would be the *.psd format. PDF files can not be processed for this type of product.
- If possible the file should be processed with UCR. The max. ink coverage on dark areas should not exceed 300%.
- Please take care that a sufficient bleed difference will be available (for trimming as well as for die-cutting forms). In case of flips, animations or morphing, 3 mm at each side will be sufficient. For 3D pictures, on the left and right side 20 mm bleed difference is required.
- Pixel based images need a resolution of 300 ppi in relation to their size. For best results, we suggest using 600 ppi. For single coloured images we suggest 1200 ppi. Lower resolutions will have a negative impact on the final product quality.
- Please set-up the files in CMYK mode. Spot colours are possible (not in 3D images). All colours have to be defined correctly (CMYK, Pantone, HKS...)
- Texts and fonts shall be created as separate layers in Photoshop. Fonts and texts which are already implemented in the image could cause a lack of quality. Please attach the font file when you transmit your artwork.
- To ensure readability of included texts, all fonts must have a font-size of 6p or greater (valid for 75 LPI films. 62 LPI films will need at least 10p).
- To ensure that we match the correct colours during the print process, a colour-proof has to be supplied by the client (based on PSO / DIN ISO 12647-2). We would like to mention that the used print process, the materials as well as the process parameters are different to the ISO 12647-2. Due to this situation it can not be guaranteed that the specification will be matched absolutely.
- General Information regarding file transfer are available at:
www.weberdruck.de/downloads

Kurt Weber
Graphischer Betrieb
für Werbemittel GmbH & Co.

Offsetdruck
UV-Offsetdruck
Siebdruck
Verarbeitung

Gutenbergstraße 2
28844 Weyhe-Dreye

Postfach 1245
28834 Weyhe

Telefon: 0 42 03 / 747-0
Telefax: 0 42 03 / 747-740

Internet: www.weberdruck.de

USt.-IdNr.: DE 116 629 476
Steuer-Nr.: 46/200/06814

Bankverbindung:
Kreissparkasse Syke
BLZ 291 517 00
Kto.-Nr. 1160050496

BIC: BRIADE21SYK
IBAN: DE 47 2915 1700
1160 0504 96

Sitz: Weyhe-Dreye
HRA Walsrode Nr. 110145

Komplementär:
Weber GmbH
Sitz: Weyhe-Dreye
HRB Walsrode Nr. 110185

Geschäftsführer:
Hans-Peter Weber

Additional requirements for flips and motion pictures

- For each phase/frame a separate layer within the Photoshop file is necessary
- To avoid misunderstandings a printout of each phase/frame has to be delivered with the files.
- In case of a flip picture (clear separation of images) 2 or 3 frames are possible when using horizontal lenses. If you prefer vertical lenses, your file can have 2 frames (3 has to be approved in advance)
- In case of animations (morphing, movie, zoom) it is possible to use up to 30 images behind one lens. The total amount depends on the used type of lens and the type of image. So a final statement can not be given without knowing the artwork. Our sales team will rest at your disposal for any further assistance.
- Please take note that if your image contains a change from dark to light colours, a so called "ghost-effect" can occur. We highly recommend waiving the theoretical option using a very light background.
- We advise that changing images which are placed in front of a static background should be separated from the background in a separate layer. The background must be a continuous area.

Additional requirements for 3D images

- During the preparation of a 3D file for a lenticular production, clipped parts of the image, fonts or logos are placed on different depth-layers. It is similar to a stage theatre.
- The continuous background as well as the different objects must be placed in separate layers.
- We recommend using as less as possible detailed vertical elements in the depth since these objects could become out of focus.
- Shadows are a useful element since they will create a certain depth by nature. It is necessary to place them also in a different layer.
- Please attach a sketch to the files so that we are able to identify the positions of the different depth-layers.
- If you request rendering a physically existing object, it is part of the client to deliver the object to our plant in Bremen, Germany. It must be manageable by two persons and the volume should not exceed 1 m³.

Additional requirements for large format lenticular prints (> 100x70 cm)

- The bleed difference should at least be 5 mm on each side
- Due to the used 40 LPI lens, a resolution 200ppi will be sufficient
- Due to the 40 LPI lens, the min. font size is 24p

If you are unsure regarding one of the mentioned points, our sales team will be ready to assist you. In case of any questions please do not hesitate to contact us.

Kurt Weber
Graphischer Betrieb
für Werbemittel GmbH & Co.

Offsetdruck
UV-Offsetdruck
Siebdruck
Verarbeitung

Gutenbergstraße 2
28844 Weyhe-Dreye

Postfach 1245
28834 Weyhe

Telefon: 0 42 03 / 747-0
Telefax: 0 42 03 / 747-740

Internet: www.weberdruck.de

USt.-IdNr.: DE 116 629 476
Steuer-Nr.: 46/200/06814

Bankverbindung:
Kreissparkasse Syke
BLZ 291 517 00
Kto.-Nr. 1160050496

BIC: BRIADE21SYK
IBAN: DE 47 2915 1700
1160 0504 96

Sitz: Weyhe-Dreye
HRA Walsrode Nr. 110145

Komplementär:
Weber GmbH
Sitz: Weyhe-Dreye
HRB Walsrode Nr. 110185

Geschäftsführer:
Hans-Peter Weber