

BEERMAT ARTWORK MECHANICAL DATA

Artwork Specifications : 300dpi CMYK Full Colour work with files supplied as TIF, JPG, EPS, PDF, Quark XPress

As with any print job, no matter how experienced the printer, it is the origination that will make all the difference to the final product. Accountability for the quality of the final print can only be accepted by you, the originator, so please take the time to follow these guidelines very carefully before setting up your job.

General Overview

- Beermat board is a very absorbent substrate and should be treated differently to coated paper stocks.
- Our standard coaster size is 94mm square with rounded corners (corner radius is 6.35mm). The image you see here is depicting our 94mm square mat for illustration purposes only!
- All jobs are printed on 4 colour Heidelberg litho-presses.
- We require one composite file only per design. If the front design differs from the design on the reverse we will need two files. Please label these clearly.
- When designing artwork please use a 100x100mm frame. (ie artwork sits in a 100x100 document)

File Formats

- We accept artwork from the following file formats: PDF, EPS*, JPG, TIF. (*EPS. If Photoshop-based please ensure image is at 300dpi. If Illustrator or Freehand vector EPS please ensure that all fonts have been converted to outlines/paths). If this has not been achieved then we will accept no responsibility.
- If supplying in Quark XPress format, please include any images and fonts used within the document.
- Other file formats may be able to be converted, please contact us for further information.
- All artwork to be prepared at 300 dpi and all colours converted to process colours on saving.

Digital files

- Electronic files can be emailed (up to 5MB) to beermats@colourfast.co.uk. Please ZIP or compress files wherever possible to reduce download times. Not applicable to PDF and Jpeg as the files use compressed data.
- Please supply electronic files larger than 5MB on CD or Zip Disk, we regret that it is not possible to return any disks supplied to us.
- Before submitting final artwork, please send us a preview copy to check through first in case any changes need to be made before the file is compressed. This preview copy can be sent as a PDF.



Colour

- We print to international CMYK standards but slight variance in colour may occur across the run due to the absorbent nature of the board.
- Please create artwork using the CMYK colour model.
- Gold, silver and fluorescents are not acceptable colours.
- We will supply a PDF file as a colour proof for your job, this will not be colour accurate but is to ensure the elements are in the correct place.
- If colour correction is vitally important we require a digital or colour laser proof played out from the exact file, sent by post. We regret that we can take no responsibility for colour transfer.

Payment

- Payment must be made in full upon order.

Please post proofs and disks to: Dean Cook, Beermat Production, Colourfast Group Ltd, 36 Cheltenham Place, Brighton. BN1 4AB. Tel: 01273 674321, fax: 01273 609135. E-mail: beermats@colourfast.co.uk. ISDN: 01273 672412