

# Printing instructions

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**ecoverre**

The eco-friendly solution for your events

# BASIC NOTIONS

**1** Send a **good quality file**, not pixellated or blurred!



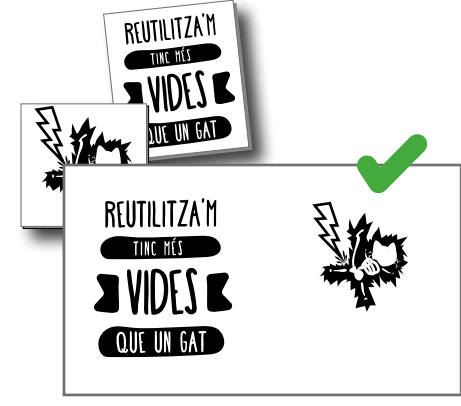
> Image size must be large (height or width minimum 1000px) and the weight not less than 100 Kb.

**2** The image for a cup with **serigraph** (1 or 2 inks) has to be in black and white and without gradations nor shadow.



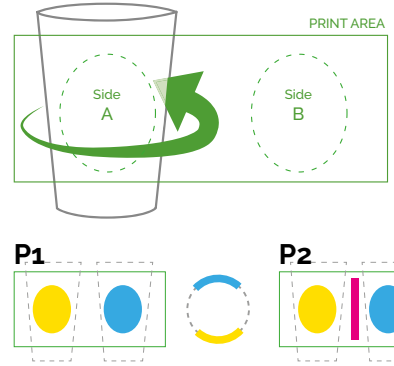
If you wish a **four colour printing** cup, send us a good quality image.

**3** Send **original files** separately or embeded



> If the document with the design contains images, please send the original image or embed the image to the file.  
> If the font type is not standard, you should trace the typography or attach the typography file.

**4** Printing on the cup is **continuous and circular**.



> Check size or printing templates in order to make the most of the space and distribute the design.

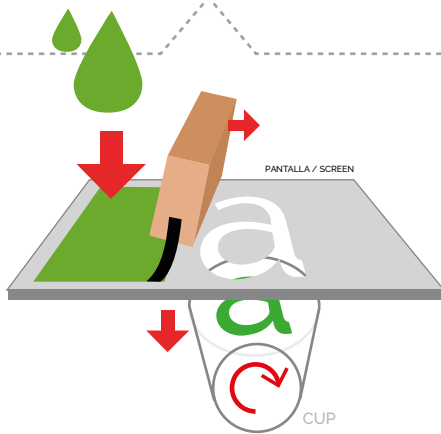


**On the net you can find free tools which can help you with your design.**  
[www.canva.com](http://www.canva.com) / [www.befunky.com](http://www.befunky.com)

1. Create your design taking into account all technical requests.
2. Download the editable pdf
3. Send us the pdf

## SERIGRAPHY

(1 or 2 inks)



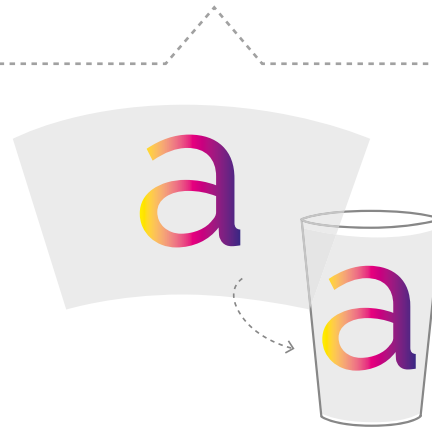
Direct printing on the cup surface with inks/ color.

Screen required (photolitho) as a negative for the design transfer.



## FOUR-COLOUR

(IML)

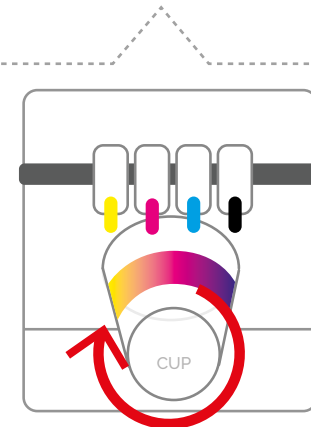


Flat printing on the plastic label included in the cup in its inkjet.

It uses a printing technique (offset) which requires a high image level and composes the colors from primary ones. (CMYK)



## DIGITAL



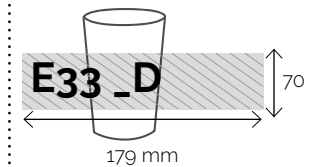
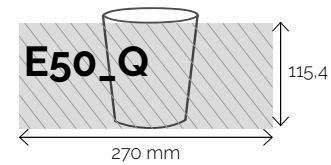
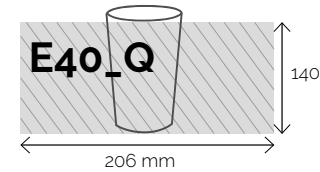
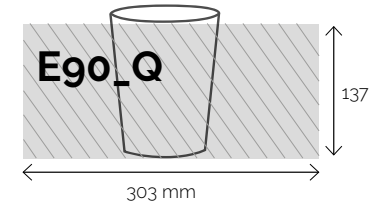
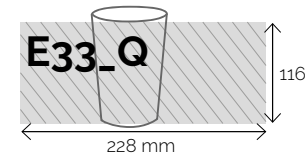
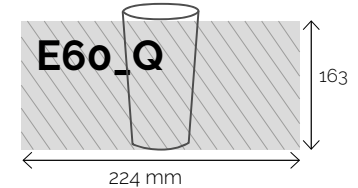
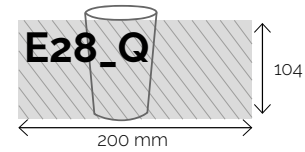
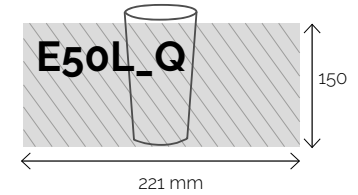
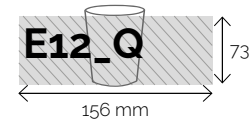
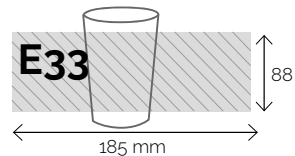
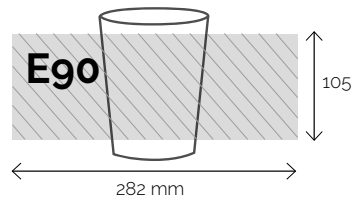
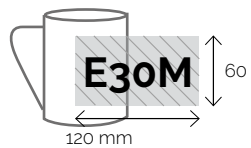
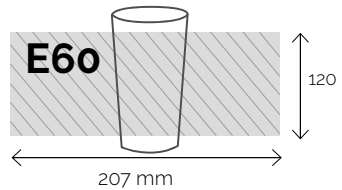
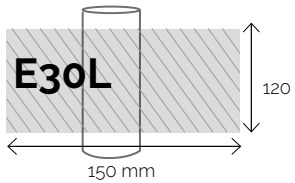
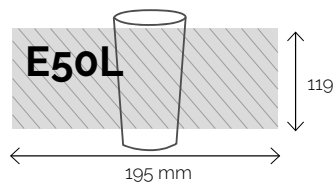
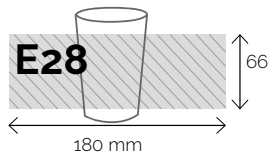
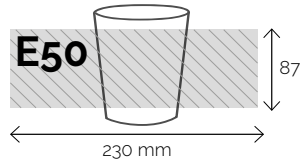
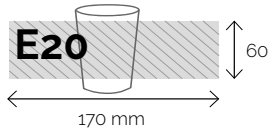
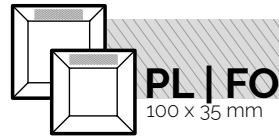
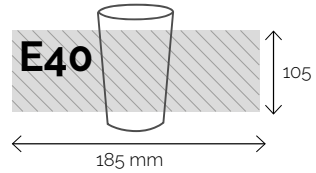
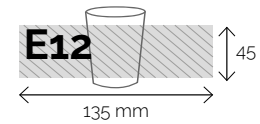
Direct printing on the cup using specific printers.

Limited to model E33 and with a central printing area. It composes colors from primary ones (CMYK) and it allows producing small amounts of cups.





Templates





# 1 Vector image, not an image.



Pixel



vector

> Software to make vector designs: Corel Draw, Illustrator, Inkscape, Freehand, etc

> Vector file formats: ai / eps / svg / cdr ,...

**Trace images with illustrator!**

1. Select the image
2. Choose "image trace" from the top menu
3. Expand the image by clicking on the bottom "Expand"
4. Ungroup and delete the whites.

# 2 We will use pure colours and we will use screen to represent grey.



Échelle de gris



Screen

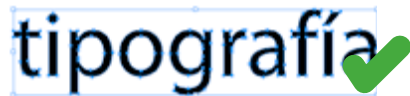


Spot ink

# 3 All texts must be traced (they must be drawings)

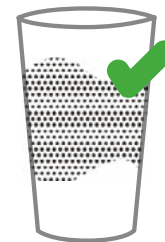
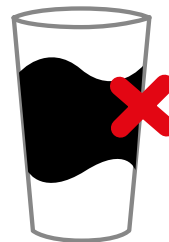


Typography



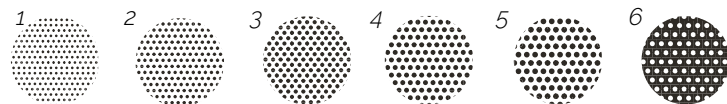
Traced

# 4 Screen is used to avoid big amounts of color.



> Screen dots must be minimal 1mm.

You will find those recommended by ecofestes in the editable templates



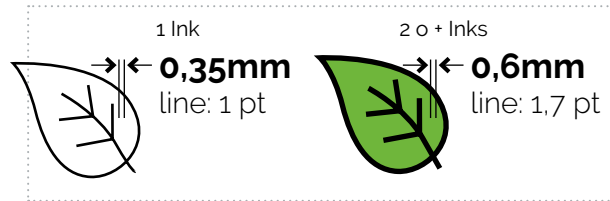
**5** Respect minimal size of the design parts for a correct printing

**!** In case of a negative typography or line or with more than one ink, we will have to make it thicker.

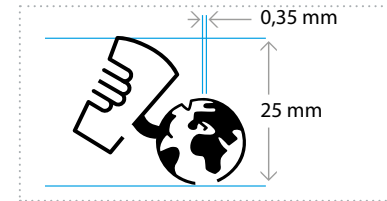
**TEXT:**

ecoverre (8 pt - bold)  
ecoverre (9 pt regular)  
**ecoverre** (9 bold)  
ecoverre (10 regular)

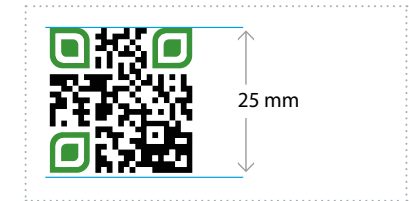
**LINE:**



**LOGO:**



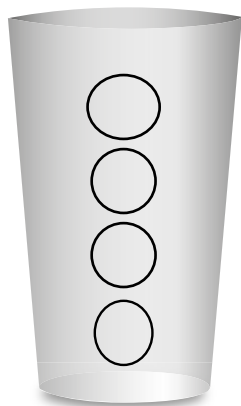
**QR CODE:**



> Contrasted colours

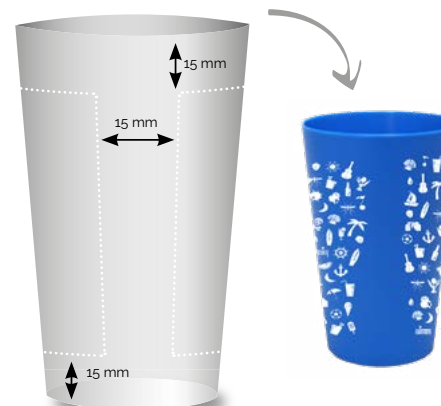
**6** Design can suffer **little deformations** when applying on the conic shape of the cup.

**7** In serigraphy **not the whole cup surface is printable.**



> Deformation are more visible at the end of the printing areas.

\* Illustrative simulation



**8**

Colours must be spot ink, please use PANTONE solid-coated colour chart.

> Available inks without extra charge.

<b>Black</b> Black C	<b>White</b> White	<b>001</b> 485 C	<b>002</b> 102 C	<b>003</b> 211 C
<b>004</b> 021 C	<b>005</b> 286 C	<b>006</b> 267 C	<b>007</b> 356 C	<b>008</b> Cool Gray 8
<b>009</b> 368 C	<b>010</b> 306 C	<b>011</b> 476 C	<b>012</b> 354 C	<b>013</b> Reflex Blue
<b>014</b> 207 C	<b>015</b> 3135 C	<b>016</b> 253 C		

\* Printable up to P. 7547C. No metallic or fluorescent colours. Pantone color printed on the cup will be approximate to the chart solid-coated.

**Up to 3000 cups, using other Pantone colours has an extra charge of 15€**

**9**

Possible colour combinations

Black	✓	✓	✓	✓	✓	✓	✓	✗
White	✓	✓	✓	✓	✓	✓	✓	✓
001	✓	✓	●	✗	✓	✗	✗	✗
002	✓	✗	✗	●	✗	✗	✗	✗
003	✓	✓	●	✓	✓	✓	✓	✓
004	✓	✓	✗	✗	✗	✗	✗	✗
005	✓	●	✓	●	✓	✗	✓	✗
006	✓	✓	✓	✓	✓	✗	✓	✗
007	✓	✓	✗	✗	●	✗	✗	✗
008	✓	✓	✓	✓	✓	✓	✓	✓
009	✓	✓	✗	●	✗	●	✗	✗
010	✓	✓	✓	✓	✓	✓	✓	✓
011	✓	✓	✓	✓	✓	✗	✓	✗
012	✓	✓	✗	✓	✓	✓	✓	✓
013	✓	✓	✓	✓	✗	✓	✗	✗
014	✓	✓	✗	✗	✓	✗	✗	✗
015	✓	●	✗	✗	✗	●	✓	●
016	✓	✓	✗	✗	✓	✗	✗	✗

The color is changed but the contrast is sufficient

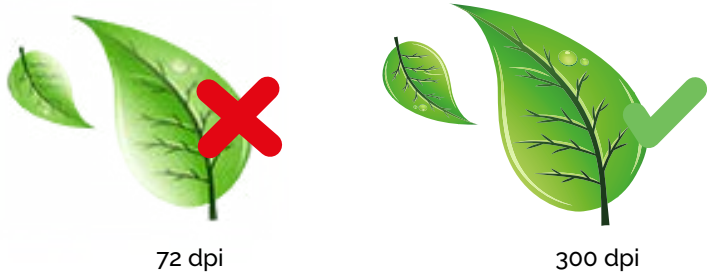


TECHNICAL FEATURES

# FOUR-COLOUR (IML)



**1** Good quality image, **300 dpi** and **CMYK** colour



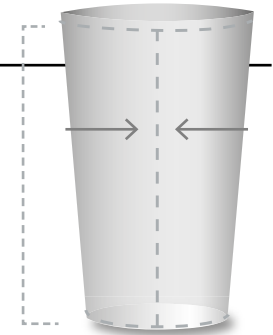
**2** All **texts must be traced** (they must be drawings)



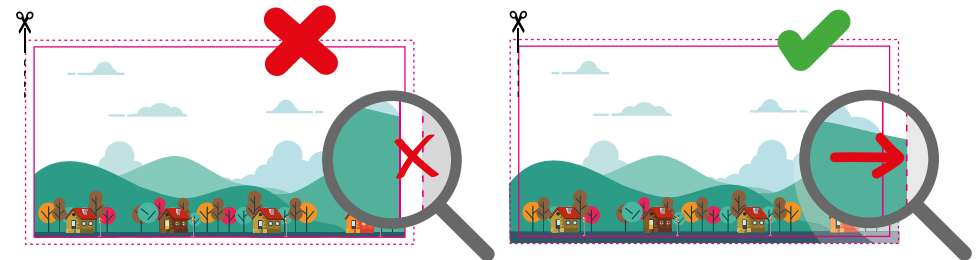
**3** Send **original files** separately or embeded



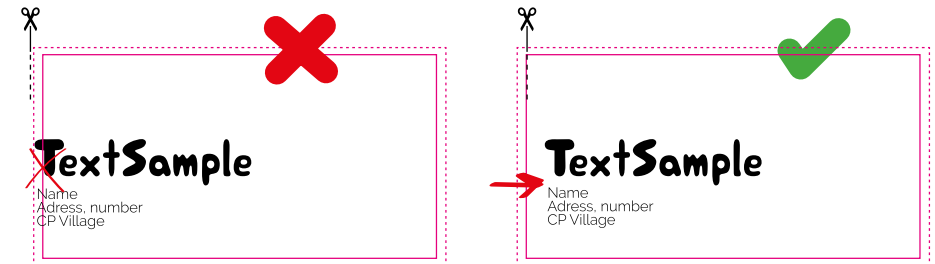
**4** In 4-color printing, the whole surface of the cup is printable.  
*>There is only a margin of 2mm at the top and a possible curvature when closing.*



**5** A **safety margin** must be added (bleed) **3mm**



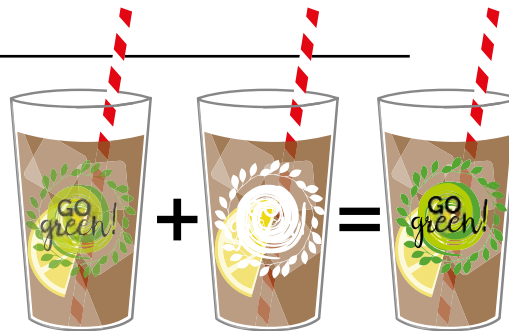
**6** Do not include text in the safety margin





**7** The cup is translucent. No printed areas will also be translucent.

> White ink is applied at the back in order to improve the brightness of the color.  
> We can turn the back of the cup white or opaque by applying a white base to all surface.



You must indicate in the design those parts where white ink is needed.

**8** Check that the images do not have background.



psd, png, tiff (layers) / +300 dpi



Jpg, Gif, Pdf / -300 dpi

**!** Develop your creativity and use the 360° that the four-colour cups offer you!

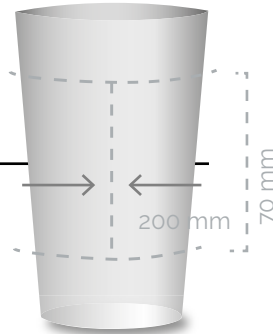


Check that the background fits by using a grey square at the back (Object/Arrange/Send to back).

By doing so, you will make sure that there are no white parts to delete!

**1** Only for model E33

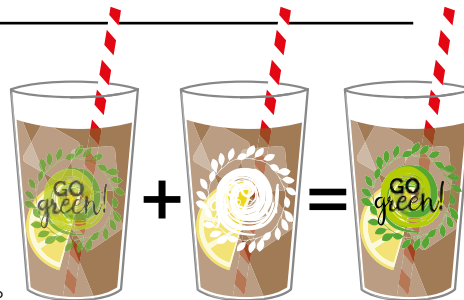
**2** In digital not the whole cup is printable.



**3** The cup is translucent.  
No printed areas will also be translucent.

> White ink is applied at the back in order to improve the brightness of the color.

> We can turn the back of the cup white or opaque by applying a white base to all surface.

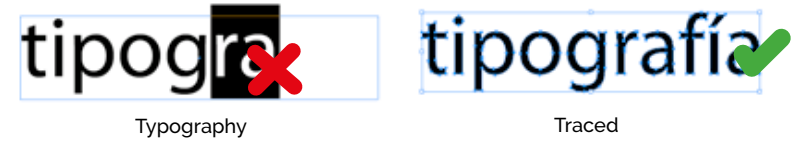


**4** You must indicate in the design those parts where white ink is needed.

**4** Good quality image, **300 dpi** and **CMYK** colour



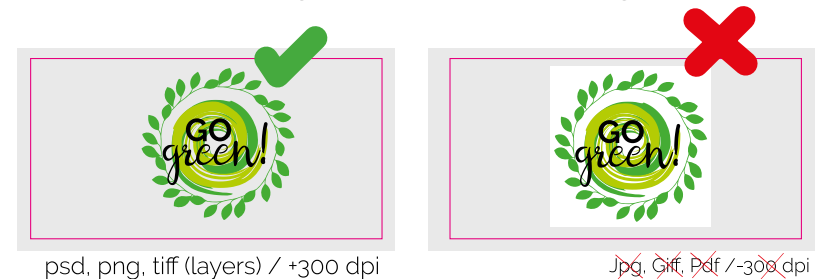
**5** Alls **texts must be traced** (they must be drawings)



**6** Send **original files** separately or embeded



**7** Check that the images **do not have background**.



psd, png, tiff (layers) / +300 dpi

Jpg, Gif, Pdf / -300dpi