

Please read through the below documentation to make sure you are familiar with our print submission guidelines. If you have any questions please get in touch using the details at the bottom of this page.

### **Design**

- It is a legal requirement that our products are "franked" with our patent number, please ensure you include the Patent Notification.eps file somewhere in the printed area of either the inserts or covers.
- All covers and inserts must have a minimum bleed area of 3mm.
- It is essential that cover positions are in the correct place as per our templates. We can do "opposite corners" but this will result in increased set up costs and slower running speeds, again leading to increased costs.
- Please provide a mock up of how your card should be finished showing cover positions and orientation. This can either be a physical dummy or a digital picture shot back to front.
- All text and images (unless designed to bleed) should be a minimum of 3mm away from any cut lines.
- There must be a print/varnish/sealer free area in the inserts in the positions where the covers will glue - this must be a minimum of 80% of the panel size. If you print, add a sealer or varnish in this area the glue will not take properly.
- Please note that we have a +/-1mm tolerance on all our folds. Because of this your designers should avoid key-lines and fine borders.
- Inserts should be laid out in the same direction on the sheet, otherwise a separate set-up charge will be made. We can provide templates for your designers to use for all the formats on the website.
- We strongly recommend you send an "imposition" for sign off, before commencing printing.
- We do offer a full preflight check service should you want it - this can be done for an agreed fee.

### **Paper**

- Please confirm all paper stocks with Z-Trade Direct prior to production. Some paper stocks do not fold well for Z-CARD formats (for example gloss art papers)
- Cover stocks may vary from 240gsm to 400gsm.
- Trucard is the only cover board we will guarantee for ram punching, all other stocks would be subject to a trial.
- For any job of between 1,000 and 50,000 units please present your cover print on B2 sheets - 13mm from grip edge to the 1st tick mark. (See files B2 Credit Card Covers and B2 Pocket Card covers).
- For any job of over 50,000 units please present your cover print on B1 sheets - 13mm from grip edge to the 1st tick mark. (See files B1 Credit Card Covers and B1 Pocket Card covers).
- For coated inserts we recommend Lumisilk, Magnomat or Satimatt 90-100gsm. These are the only papers that we can guarantee gluing to the covers and getting fibre tear.
- Any uncoated paper from 70gsm - 100gsm is fine.
- All inserts should be presented as B1.

**Print**

- Our maximum acceptable ink coverage is 320%.
- There must be a print/varnish/sealer free area in the inserts in the positions where the covers will glue - this must be a minimum of 80% of the panel size. If you print, add a sealer or varnish in this area the glue will not take properly.
- In our experience sheet-fed print works best for Z-CARD®s - web print tends to crack much more heavily when folded and there are problems with paper growth when glued to the covers. Further to this paper curl can cause high waste levels on folding machines.
- Please ensure you have 6mm gutters, crops and trim marks on both covers and inserts.
- If you are using a coated insert please use a water based sealer.
- We strongly recommend that your covers have some form of protective finish - In Line varnished, gloss UV and laminates are all suitable.
- If you plan to tab or sticker your orders we strongly advise you to use an in line varnish or gloss laminate. We will not be held responsible for the varnish lifting, we would recommend laminate.
- Please refer to Overs Supply.pdf to ensure you supply the correct amount of overs for the quantity you are printing.
- Please ensure all print is presented in flat sheets, securely wrapped on pallets weighing no more than 500kg and not exceeding 1.5m in height.
- Please ensure all print is dry - wet print can lead to slow running on the folders as well as offset problems on the folds.

If you adhere to the above points finishing should be trouble free - failure to do so may lead to increased costs.

We retain the right to reject any print that does not comply with the above terms and also reserve the right to apply a surcharge if extra time is required to finish the print.

Please note that delivery is not included in your finishing price.

Please ensure all print deliveries are booked in at least 24 hours in advance.