

Technical Information

In order to support a smooth and fast production process, a few key points need to be considered during design stage, artwork file preparation and order placement.

**making
every product
unique**

Technical Information

File Format

H+M can accept most file formats for Mac and PC platforms. We suggest however sending your file in one of the following formats:

- Adobe Illustrator (preferable) – either .ai or .eps
- Adobe Acrobat .pdf
- Adobe Photoshop
- Adobe InDesign

Should you need help in choosing the appropriate format or you are using a different format – please contact us.

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File Specification

	<i>Flat Stamping</i>	<i>Embossing</i>	<i>Combination</i>
All artwork sized at 100%	x	x	x
Do not include masks	x	x	x
Convert all stroke & fill – to path/outline	x	x	x
Do not include compound paths	x	x	x
Do not apply line weight to paths	x	x	x
Do not include intersecting lines	x	x	x
If no text, indicate print side (right reading side)	x	x	x
Indicate if you require crop or registration marks on the die	x	x	x
Save file with layers (one layer for each foil used and/or multilevel artwork)	x	x	x
Specify Embossing style... round, flat or other		x	x
Indicate which areas flat stamp vs. Emboss			x

Additionally your artwork should be saved at minimum 1200 dpi

Technical Information

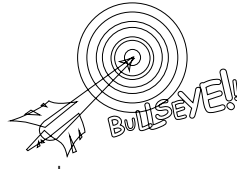
Order Placement

When placing the order for an embossing or combination die please also include the following information:

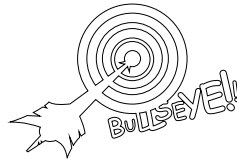
- Indicate if emboss registers to print or foil
- Indicate paper stock (substrate)
- Indicate which hot stamping machine type will be used

Technical Information File Creation

No intersecting lines



incorrect



correct

Save file with layers



Composite



Level 1



Level 2

RUSHM*PL@.COM

Level 3

Technical Information

Lenticular Stamping

Lenticular images are generated by engraving fine lines into the brass stamping die, so that the lines are set against one another in such manner as to permit light to be refracted at different angles.

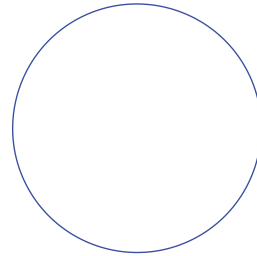
Design elements typically include company or product name, logo or signets.

In order to guarantee a perfect lenticular effect the maximum size of the image should not exceed 50 mm x 50 mm.

When creating the artwork please provide a separate layer for each element. Please consult us if we can help optimize your design.

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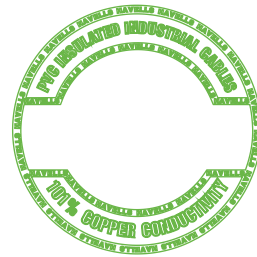
Lenticular Stamping



Outline



Composite



Emboss



Lenticular Area



Flip 1



Flip 2

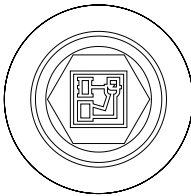
Technical Information Authenticity Feature

With a combination of patterns from our library and your own graphical elements you can create a unique motif.

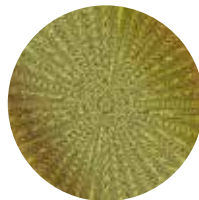
Vector art sample



Composite



Pattern 1



Pattern 2

Technical Information Authenticity Feature

Pro

Flip 1

Sec

Flip 2

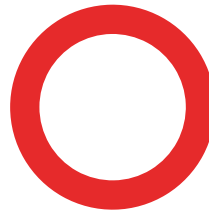
Lenticular sample



Composite



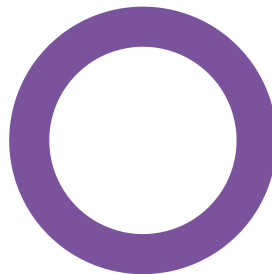
Individual text



Flat stamping area



Background



Defined Pattern
(individual or H+M library)