

**GRUSSFORMAT**  
Postcards et cetera

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**GRUSSFORMAT**  
Edition & Postcard Printing

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# **TECHNICAL DATA SHEET**

## **POSTCARD PRINTING SERVICE**

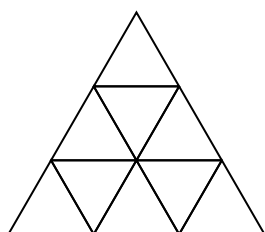
### **GRUSSFORMAT**

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GRUSSFORMAT  
c/o Wolf Studio.  
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CH-8004 Zürich  
Switzerland  
+41 (0)44 508 18 77

hello@grussformat.ch  
www.grussformat.ch



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## The main features of our postcards

- Premium postcard paper, 350 g/m<sup>2</sup> (paper from responsible forestry)
- Front side: 4-colour CMYK + matt or gloss coating / Back side: one-colour printing BLACK
- Final format: 148 x 105 mm (A6) (+ at least 2 mm bleed on each side for full surface images)
- Unique offset printing process for brilliant colour reproduction → H-UV
- «Sublima» screen by Agfa, perfect for photos
- The postcards are produced in Switzerland at our printing partner

## Prices postcard printing / Format A6 (version 10/2016)

- Runs of 250 pieces: CHF 99.- \*
  - Runs of 500 pieces: CHF 159.- \*
  - Runs of 750 pieces: CHF 179.- \*
  - Runs of 1000 pieces: CHF 199.- \*
- (\* with discrete GRUSSFORMAT-advertising on the back (example on page 3), prices excl. shipping)

## Prices options

- Ad-free back: + CHF 10.-
- PDF-Softproof, by e-mail: + CHF 5.-
- Certified digital proof on paper: price on request
- Other sizes and special editions: on request
- Creative work (layout, etc.): on request

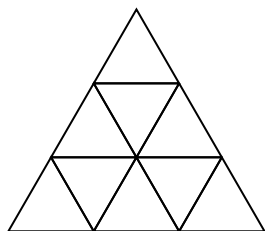
## Production time

Grussformat prints at least 1 time per month, at the beginning of each month. The print data must be sent to us **by the 1st of the month**. Then, the postcards are printed and the finished cards are shipped **around the 10th of the same month**.

The more postcard printings are made with us, the shorter will be the printing periods in between. For more detailed information regarding delivery dates it is best to contact us in advance!

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## Guidelines for preparing the print data

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### Option A → a print-ready file with front + back side:

- File formats: **PDF** or **InDesign** (≤CS6, including imports and fonts)
- Front and back side: **in a single file** (page 1 = front side, page 2 = back side)
- Colour mode of the imported image: **CMYK**
- Colour profile of the imported image: **ISO Coated v2 ECI** or **Coated FOGRA39**
- Resolution of the imported image: ≥ **300 dpi**
- Document size: **148 x 105 mm, + 2 mm bleed on all sides**
- Settings for the PDF export in InDesign: [**Press Quality**]  
(Profile **ISO Coated v2 ECI** or **Coated FOGRA39**), with crop marks and bleed

### Option B → a picture on the front side / «Grussformat» standard back side:

- Image in the file formats: **TIFF, PHOTOSHOP, JPG, EPS, etc.**
- Colour mode of the image: **CMYK-Farbe**
- Colour profile of the image: **ISO Coated v2 ECI** or **Coated FOGRA39**
- Resolution of the image: ≥ **300 dpi**
- Image size including 2 mm bleed: **152 x 109 mm**

**You can also provide us your picture in the colour mode RGB (with embedded colour profiles sRGB or Adobe RGB), we'll take care of the standard conversion to CMYK.**

### Option C → a picture on the front side / a picture on the back side:

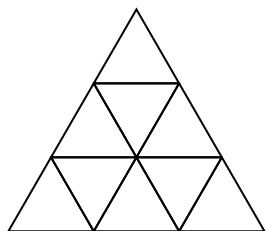
- Images in the file formats: **TIFF, PHOTOSHOP, JPG, EPS, etc.**
- Colour mode of the images: front side **CMYK-Farbe** / back side **GRAUSTUFEN**
- Colour profile of the images: **ISO Coated v2 ECI** or **Coated FOGRA39**
- Resolution of the images: ≥ **300 dpi**
- Image size including 2 mm bleed: **152 x 109 mm**

**You can also provide us your pictures in the colour mode RGB (with embedded colour profiles sRGB or Adobe RGB), we'll take care of the standard conversion to CMYK.**

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**Upload** your data directly on our website [www.grussformat.ch](http://www.grussformat.ch)

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### Example Option B: picture on the front side

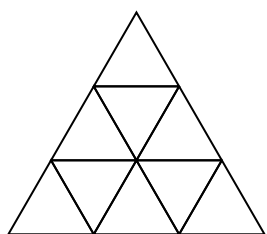
Upload the image for the front side of your postcard on our website.  
Front side → 4-colour (CMYK) + matt or gloss coating



Final format of the cut postcard: **148 x 105 mm**  
Bleed: **at least 2 mm on all sides** (if the image is full surface)  
Image size including 2 mm bleed: **152 x 109 mm**

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## Example Option B: Standard back side → 1 colour BLACK

The «GRUSSFORMAT» standard back side is editable on our website!

Peter Sample  
A nice picture  
145x180 cm  
www.petersample.com  
© 2015

Available text area  
Font size 7 pt  
Font style Thin

Option with or without lines

Option with or without advertising

Printed in Switzerland by **GRUSSFORMAT** Edition & Postcard Printing www.grussformat.ch

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