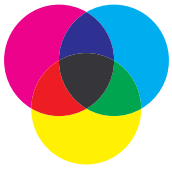
IML photo printing

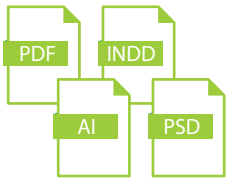
The in-mould labelling (IML) technique is a high-quality printing method. With this method, labels are inserted into the cup mould during the cup production process itself. The label then fuses with the plastic, which results in a seamless and long-lasting finish.

IML photo printing is suitable for use with:
- Photographs
- Motifs with many colours
- Cup wrap motifs
- Top-quality printing



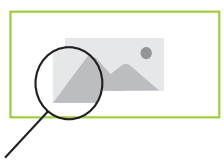
Colour

- The file for printing is to be created in **CMYK colour composition plus white**.
  - If special colours are to be used, these should be indicated in Pantone or RAL. In this case, we will be happy to put together an offer for you.
- For vibrant cup colours, all filled elements and surfaces should be back-printed white, except transparent elements. For dark or highly colourful cups, consider double white back-printing for optimal colour brilliance.
- Gradients should be used sparingly, but are possible. Here, we will check your printing data before any further action is taken.



File size & file format

- The size of the printed image varies depending on the type of cup and its size. You will find all dimension values in the **Print Image Sizes** table.
- The dimensions are to be created 1:1 **in accordance with the table** containing the image sizes.
- **No bleed** should be taken into account.
- The printed image is to be created as a **rectangle** – no curved. We will perform the bounding for you.
- The printing data are to be sent in one of the following file formats:
  - At least open PDF X/4 with high print quality
  - Illustrator (.ai)
  - Photoshop (.psd)
  - InDesign (.indd)
- The printing data can be sent via wetransfer: https://wetransfer.com



Resolution of images and graphics

- A circumferential **3-mm wide unprinted edge is needed for firm bonding of printing foils and laminating film** . This is visible above and below and to the left and right of the printed image. When the left and right side of the images come together, there will be an unprinted gap of approx. 10 mm.
- Use **graphic elements** (e.g. logos) as **vector graphics**.
- Use resolution of **texts as vector graphics**. - Alternatively also with at least 900 dpi.
- Resolutions of **images and photos – at least 1200 dpi**

Aa

Lettering

- Lettering should have a height of **at least 3 mm**. This corresponds to around 12 pt in Arial.
- All lettering is to be converted into **paths** or **embedded fonts**.
- If lettering is to be back-printed white, it needs to be correspondingly larger, as the white back-printing will be at least 0.2 mm smaller.

Lines

- In order to ensure that **postive line thickness** can be seen clearly, they should not be smaller than **0.2 mm or 0.5 pt**.
- In the case of **negative line thickness**, the lines should not be smaller than **0.3 mm or 0.8 pt**.
- If lines are to be back-printed white, they need to be correspondingly larger, as the white back-printing will be at least 0.2 mm smaller.

0,3l

Fill lines

- Each cup has a **fill line etched into it**. The selected cup size indicates the fill line.
- The etched fill line can be supplemented by **two additional fill lines** printed onto the cup.
- When a fill line is printed, there needs to be an unprinted edge; **otherwise** the fill line will be integrated into the motif. (see Image 1) The unprinted edge ("drinking gap") can be extended to as much as 20 mm. (see Image 2)

Tips and information

- If fill lines are placed on the drinking gap, the printed image will be smaller. This should be taken into account in the design of motifs.
- In the case of cups with handles (Arena Cup, Event Cup, Super Cup), no important elements may be placed in the left and right upper corners of the motif. These areas need to be kept empty for the handle. (see Image 3)
- For technical reasons, the colors on screens may differ from the colors on the cup.
- Depending on the season and the order situation, actual delivery times may deviate from the times posted on the website.
- If you order from the online shop, your printing data is always given a data check free of charge. You can also request a professional data check for €9.50.

Image 1


Image 2

Image 3

Print Image Sizes – Cups

Please create your print motif in the sizes shown here for the different types of cups and their sizes. No bleed margin or print registration information is necessary.

			Screen printing		IML photo printing		Digital printing	
Cup	**Type**	**Size**	**Width**	**Height**	**Width**	**Height**	**Width**	**Height**
Allround Cup	transparent	0.2 l	201.5 mm	35.0 mm	–	–	–	–
Allround Cup	transparent	0.3 l	213.5 mm	60.0 mm	–	–	–	–
Allround Cup	transparent	0.4 l	213.5 mm	80.0 mm	–	–	–	–
Arena Cup	transparent	0.5 l	125.0 mm	90.0 mm	226.8 mm	135.0 mm	-	-
Vending machine Cup	coffee / black	0.18 l	163.0 mm	60.0 mm	–	–	-	-
Champagne flute	crystal clear	0.1 l	180.0 mm	25.0 mm	–	–	–	–
Cocktail Cup	crystal clear	0.3 l	242.0 mm	35.0 mm	–	–	–	–
Design Cup	transparent / crystal clear / glitter	0.1 l	151.0 mm	42.0 mm	–	–	–	–
Design Cup	transparent	0.2 l	180.0 mm	55.0 mm	174.3 mm	106.5 mm	199.2 mm	89.2 mm
Design Cup	transparent	0.25 l	188.5 mm	70.0 mm	183.8 mm	117.7 mm	213.4 mm	101.0 mm
Design Cup	transparent	0.3 l	201.5 mm	75.0 mm	194.9 mm	121.7 mm	224.1 mm	107.0 mm
Design Cup	transparent	0.4 l	220.0 mm	85.0 mm	213.2 mm	133.5 mm	245.1 mm	118.2 mm
Design Cup	transparent	0.5 l	229.2 mm	90.0 mm	223.9 mm	146.5 mm	257.4 mm	132.5 mm
Design Cup	crystal clear / glitter	0.2 l	180.0 mm	55.0 mm	–	–	–	–
Design Cup	crystal clear / glitter	0.25 l	188.5 mm	70.0 mm	–	–	–	–
Design Cup	crystal clear / glitter	0.3 l	201.5 mm	75.0 mm	–	–	–	–
Design Cup	crystal clear / glitter	0.4 l	220.0 mm	85.0 mm	–	–	–	–
Design Cup	crystal clear / glitter	0.5 l	229.2 mm	90.0 mm	–	–	–	–

			Screen printing		IML photo printing		Digital printing	
Cup	**Type**	**Size**	**Width**	**Height**	**Width**	**Height**	**Width**	**Height**
Event Cup	transparent	0.3 l	110.0 mm	70.0 mm	–	–	–	–
Event Cup	transparent	0.4 l	120.0 mm	80.0 mm	–	–	–	–
Event Cup	transparent	0.5 l	130.0 mm	85.0 mm	–	–	–	–
Event Cup	transparent	1.0 l	180.0 mm	95.0 mm	–	–	–	–
Hot to Go Cup	mint / coffee / black	0.2 l	201.0 mm	40.0 mm	237.6 mm	53.9 mm	–	–
Hot to Go Cup	mint / coffee / black	0.3 l	201.0 mm	69.0 mm	240.4 mm	83.4 mm	–	–
Ice Cup	frosted	0.3 l	201.5 mm	75.0 mm	–	–	–	–
Long drink Cup	crystal clear	0.2 l	157.0 mm	85.0 mm	–	–	–	–
Pitcher	transparent matt	1.5 l	50.0 mm	110.0 mm	–	–	–	–
Sparkling wine Cup	crystal clear	0.1 l	163.3 mm	30.0 mm	–	–	–	–
Shot Cup	transparent / crystal clear	0.04 l	105.0 mm	25.0 mm	–	–	–	–
SL Cup	transparent	0.25 l	–	–	227.8 mm	73.3 mm	–	–
SL Cup	transparent	0.3 l	–	–	227.8 mm	81,4 mm	–	–
SL Cup	transparent	0.4 l	–	–	219.8 mm	93.3 mm	–	–
SL Cup	transparent	0.5 l	–	–	231.2 mm	106.5 mm	–	–
Super Cup	transparent	0.3 l	115.0 mm	80.0 mm	–	–	–	–
Super Cup	transparent	0.4 l	125.0 mm	75.0 mm	–	–	–	–
Super Cup	transparent	0.5 l	125.0 mm	90.0 mm	227.0 mm	156.9 mm	–	–
Super Cup	transparent	1.0 l	160.0 mm	105.0 mm	308.1 mm	167.8 mm	–	–
Wine cup	crystal clear	0.2 l	223.0 mm	30.0 mm	–	–	–	–
Wheat beer cup	crystal clear	0.5 l	251.2 mm	50.0 mm	–	–	–	–

Variable Printing Data - IML & Digital Printing

IML photo printing and digital printing make it possible to print variable data on every cup. Variable data involves minor deviations among different cups. This means that QR codes, barcodes, images and even individual names can be printed on every cup.

QR codes

To create QR codes, the data to be contained in them must be entered into an Excel table. The various functions need to be kept in mind here. A QR code can either refer to a website or be used for other purposes, such as a prize giveaway with numbers, for example. The column header should contain a "#" placed before what the QR code will contain: for example:
#webaddress
#number

The web address that the QR code is to contain should then be entered into the corresponding column with the prefix "URL:":

#webaddress
URL:http://cupconcept.com
URL:http://cupconcept.com
URL:http://cupconcept.com

In the case of varying QR codes, for example for numbering all the cups, the following should be entered in the column header: #number. A numeric sequence (e.g. 1 to 500) should then be entered in the corresponding column.

#number
1
2
3
4

With regard to colour selection, high contrast is recommended to ensure that the QR code is easy to read. All colours are possible with digital printing. The QR code pattern may not be white with IML printing. A white background with a black pattern is possible.

Images

It is also possible to print various images on a cup using an Excel table. Here, the column name must contain **@Bild** and the column must contain the image name. A **.tif file** is to be used for the image. The entire name and the file type must be entered in the column.

@Bild
Image_man.tif
Image_woman.tif
Image_child.tif

Variable text

An Excel table is needed to print variable text on cups. This table must be in a tabular form and contain clear column headings that differ depending on the cup to be printed on.

For example, let's say you want to assign each cup a different name. In order to ensure the text remains the same on each cup and that only the name changes, the table needs to be structured as follows:

Cup ID	Name
1	Julia
2	Simone
3	Marcel

This table has two columns: "Cup ID" and "Name". The "Cup ID" is used to identify the cup, while the "Name" column contains the specific name assigned to each cup. This structure makes it possible to print variable data on a cup, whereby only the name changes in each case; the other information remains the same.

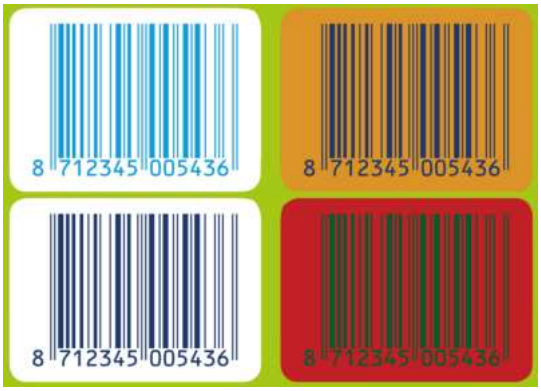
Barcodes – only in conjunction with IML printing

An individual barcode can be printed on every cup. Using barcodes makes it possible to precisely track and manage your inventory, which improves inventory control systems.

Barcodes also help prevent deposit fraud with returns. After each cup's barcode is scanned, the cup in question is registered as having been issued. When the cup is returned, the barcode can be used to determine whether a deposit was paid on it.

As is the case with QR codes, high contrast is also important with barcodes, as this is the only way to ensure they can be read clearly.

Barcode examples easy to read:



Barcode examples unreadable: