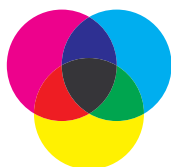**CUP CONCEPT®**

Screen printing

With screen printing, the ink is printed on the cup by pushing it through a fine screen. This enables a precise and long-lasting ink application, which is ideal for achieving high-quality permanent printing on reusable cups.
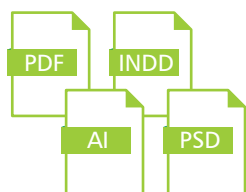
The screen printing technique is ideal for:
* Logos
* Lettering
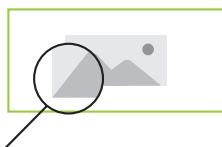* Illustrations
* Motifs with special colours

Colour

* The file is to be created with **4 special colours plus white**.
    * In the case of motifs with more than four special colours, we will be happy to put together an offer for you.
* The following cups are only available in a single color:
    * Wine cup
    * Champagne flute
    * Wheat beer glass
    * Sparkling wine cup
    * Long Drink cup
    * Shotcup (depending on the design, 2-colors are possible)
* Special colours are to be defined on the basis of the **HKS K or Pantone Solid coated C** colour assortments.
* The **colours gold and silver** can also be printed.
* To ensure very good image resolution and high print quality, we work with **halftones 28 to 36.**
* Graphic elements and surfaces **are not back-printed white**. These are to be specified as a 5th special colour with a low chroma and clear lettering.
* Gradients, effects and cast shadows that transition into transparency are not possible.

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.**
* **No bleed** should be taken into account.
* The printed image is to be created as a **rectangle** – not 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)
* Send printing data via wetransfer: http://wetransfer.com

Resolution of images and graphics

* Use **graphic elements** (e.g. logos) as **vector graphics.**
* Resolutions of **images – at least 600 dpi**
* Resolutions of **texts as vector graphics. Alternatively,** you can also use these with **at least 1200 dpi**.

CUP CONCEPT®

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**.
	Lines	• In order to ensure that **positive line thickness** can be seen clearly, they should not be smaller than **0.3 mm or 1 pt**. • In the case of **negative line thickness**, the lines should not be smaller than **0.4 mm or 1.5 pt**.
0,3l	**Fill lines**	• All cups (except: Cocktail Cup) have 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. • A printed **fill line** needs to have a width of **14 mm**. This is to be taken into account in the design of motifs.
	Tips and information	• 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. • 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.

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.

Cup	Type	Size	Screen printing		IML photo printing		Digital printing	
			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	–	–	–	–

Cup	Type	Size	Screen printing		IML photo printing		Digital printing	
			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	–	–	–	–