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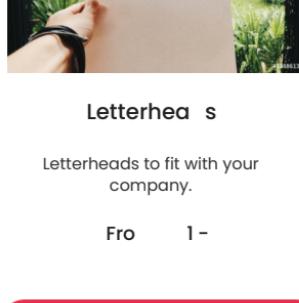


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Products

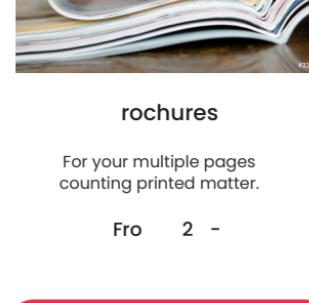


Letterheads

Letterheads to fit with your company.

From 1 -

more info

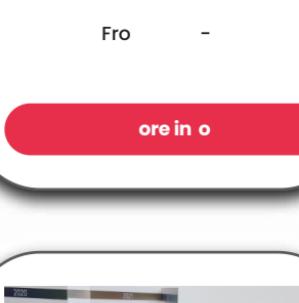


Brochures

For your multiple pages counting printed matter.

From 2 -

more info

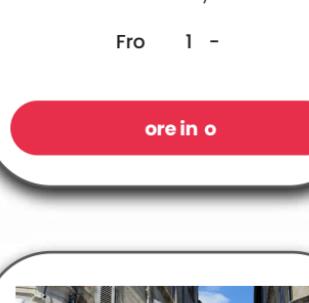


Envelopes

Send your correspondence with your own logo.

From -

more info



Flyers

Promote your service or offer with our flyers.

From 1 -

more info



Folded leaflets

Too much info for one flyer, have a look at our folded leaflets.

From 0 -

more info

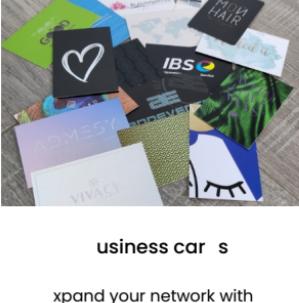


Posters

Stand out with a unique design on a poster.

From 0 -

more info



Business cards

Expand your network with a striking business card.

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Stickers

Leave a lasting impression behind with our stickers.

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Flyers



Choose the paper type

Choose the size

Choose the printing method

Choose the quantity

Choose a finish optional

rice offer ie



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1

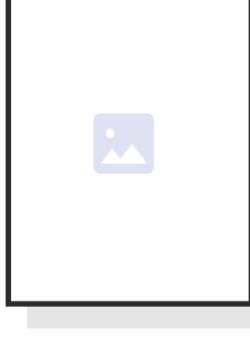


Search

Shopping cart

Order details

Product	Flyers
Paper type	00 gr Mat
Printing method	4 4 MYK Printed on both sides
Size	A 148x210 mm
Quantity	1.000 pieces
Finish	Bundling per 100 pieces
Price	120,- ex AT

[Edit](#)[Delete](#)[Upload design](#)

Price overview

Total ex AT	120 00
AT	2 20

Total	1 20
-------	------

[Continue shopping](#)[Secure checkout](#)

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Check out

Order number	Price
Product Flyers 00 gr mat A 4 4 MYK	120,-
Quantity 1.000 pieces bundled per 100	
Subtotal	120,-
vat	2 20
Grand total	1 5 20

Personal details

First name

Last name

Email address

Delivery info

Company name

Street address house number

Postal code

Town or city

Country

Phone number

 Save this information to my profile Keep information secret Not a robot

Car number

MM

CC

Create order

Complete order



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Order con ir ation

Order details

Or er nu er AMB21- 00
Or er ate 2 August 2020

Order

Pro uct Flyers
Paper type 00 gr Mat
Printing etho 4 4 MYK Printed on both sides
Si e A 148x210 mm
uantity 1.000 pieces
Finish Bundling per 100 pieces

iever details

First na eaphne
Last na e Heimgartner-Frankhuisen
Co pany na e
Street a ress
house nu er Min straat 28
Postal co e 000 L
To n or city Maarssen
Country ederland
Phone nu er 1 12 4 8

Su total 120,-

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ran total 1 5 20

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Order details

Order 21 00
ordered on 2 August 2021

Order

Product Flyers
Paper type 00 gr Mat
Printing method 4 4 MYK Printed on both sides
Size A 148x210 mm
Quantity 1.000 pieces
Finish Bundling per 100 pieces

Customer details

First name Aphne
Last name Heimgartner-Frankhuisen
Company name
Street address
house number Min straat 28
Postal code 000 L
Town or city Maarssen
Country ederland
Phone number 1 12 4 8

Pricing details

Subtotal 120,-
T 2 ,20
Grand total 1 5 20

View order design

View board



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Profile

Profile details

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Update changes

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Specifications



It is important that you send your digital files according to our specifications, we ensure the correct processing of your file, but errors in the layout or in the digital files do not entitle you to a free reprint.

When formatting your files, you have to take a number of things into account.

Check your design using the checklist below

- Resolution 300 dpi
- Color setting CMYK, 00 maximum ink coverage and no overprint
- Bleed 3mm all around, meaning on all sides
- File type PDF or PG

You can also download a **template** as a guideline to start with your design, but make sure that our template is not in the final print file.

Because you obviously don't want that template printed!

Prints

- Make sure the photos and images go till the edge
- Do not place thin frames against the cutting edge
- Place your texts at least 3mm from the cutting edge



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lee

ven with our modern computer-controlled cutting machines there is a chance of a small cutting deviation. That is why we use a cutting margin of mm inwards and outwards. If a file is not submitted correctly, there is a chance that a white border will be visible on your printed matter.

To prevent this, we need an extra mm on each side, also called bleed.

As an example an A4 flyer has a net size of 210 x 210 mm.

Giving this A4 bleed this gives you a gross size of 0 x 210 mm 2 x 210 mm mm on each side .

The example here shows this, the red line is the bleed edge, let your background continue to this line. This prevents a white border on a background image when a crop defect occurs. The black line is the cutting edge and the blue line indicates the safety one for placing text. Make sure that you stay within this safety one with texts, this way you prevent texts from "sticking" to the edge and you are sure that nothing is cut away.

We also advise you not to use frames, because of a possible cutting deviation you run the risk that the frame is wider on one side than on the other.



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File type

In order to start printing a design, we need a print-ready file.

Not all file types can be processed by us. Most formatting programs have their own file format. You can recognise it by the extension at the end of the filename for example .doc, .xls, .psd, .pub, .ai, .

We can only process your files if you provide them in PDF or PG.



This way you limit the size of the file and you maintain the high quality of the layout.



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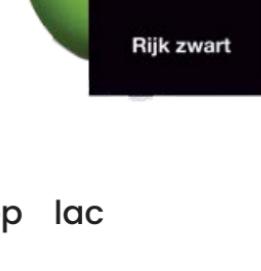
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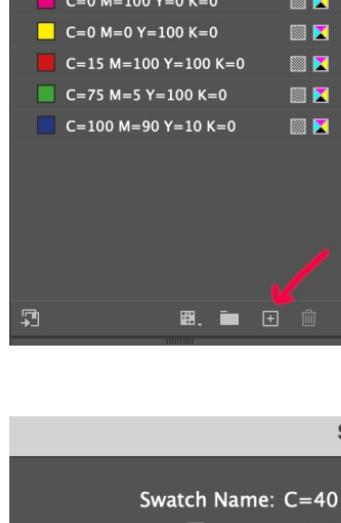
In many programs, the default black consists of only 100% black. This is black, but next to deep black it seems much greyer. To get a deep black you have to add something of each color. The following values give the best results: Cyan 40%, Magenta 40%, Yellow 20% and Black 100%. This way you get an ink coverage of 200% instead of only 100%.



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In InDesign 2021 you create a new color as follows:

In the menu bar, click Window → Colour → Swatches. Then you will see the window below. Press the plus sign at the bottom right and enter the values as below.



Swatch Options

Swatch Name: C=40 M=40 Y=20 K=100

OK

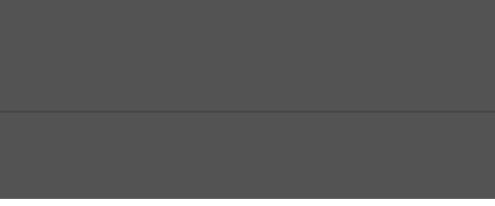
Name with Colour Value

Cancel

Colour Type: Process

Preview

Colour Mode: CMYK



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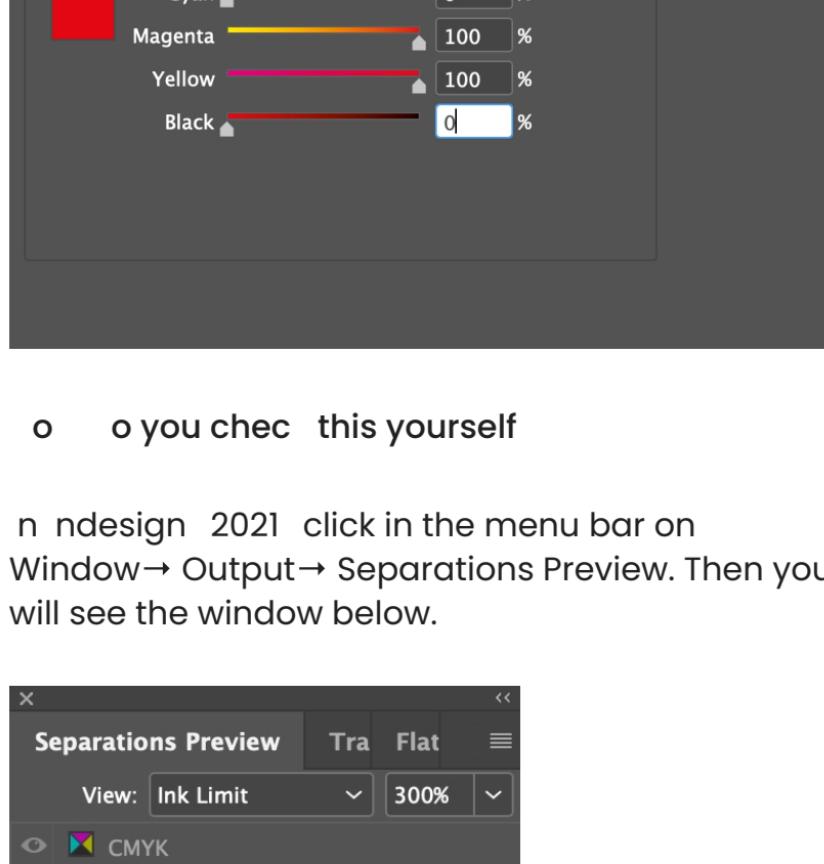
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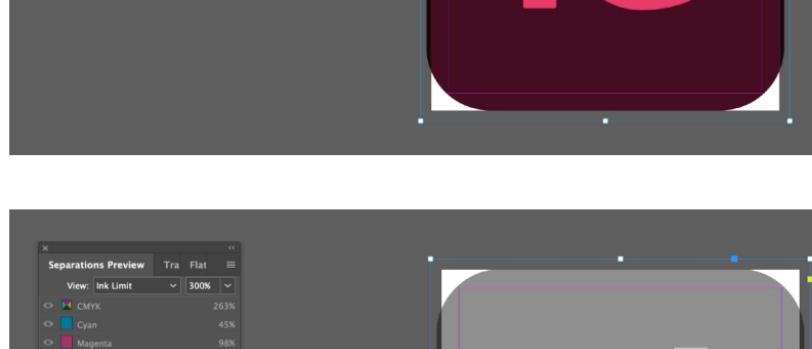
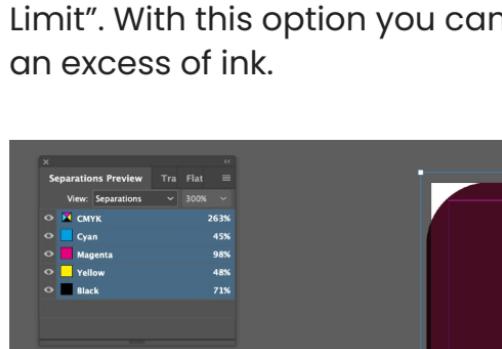
Ink coverage

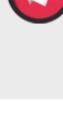
Paper can only absorb a maximum percentage of ink. If more ink is supplied than paper can handle, you will end up with dirty smudges and streaks. The maximum ink coverage is 100%. You can easily check this yourself by adding up the values of the 4 printing colours. In the example below we create a new color in InDesign. If we add the 4 values together, we get at a percentage of 200%. So there is no chance of streaks or spots due to an excess of ink.



○ ○ you check this yourself

In InDesign 2021 click in the menu bar on Window → Output → Separations Preview. Then you will see the window below.





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O options

What are ob options

An ob option can best be compared with a settings package where the correct settings have already been set. This "package" is called an ob option.

We have one here for you to download

O option

Because you work immediately with the right settings, the file automatically meets our specific requirements and many errors and delays can be avoided.

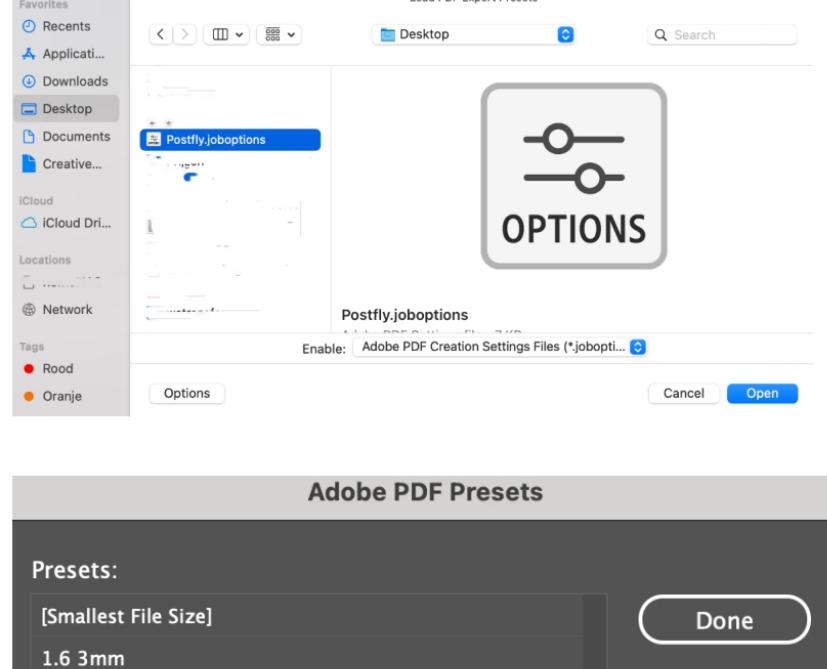
There are also some standard ob options. For example, you can choose between an ob option that makes your PDF very small so that you can easily email it to your customer for approval. You also have a "press" ob option that is very handy to use as a general print profile. So you're always in the right place with this one.

Note You still have to format the file according to the correct requirements, check our explanation under the heading **specifications**.

Installing the ob options

When you double click on the ob option you just downloaded it will install itself. If this doesn't work, follow the steps below

In InDesign 2021, click File → Adobe PDF Presets → Define



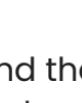
Load the file you just downloaded, then you will find the ob options in the list.



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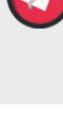
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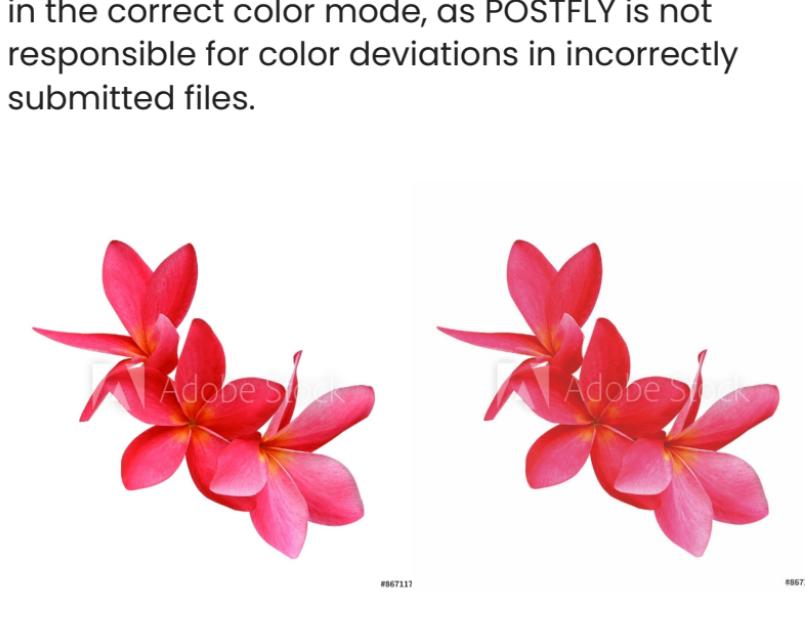
Search

Color

Different color settings are possible for your files. The most common are GB, MYK and PMS. A correct color mode at the start of your design is very important!

R

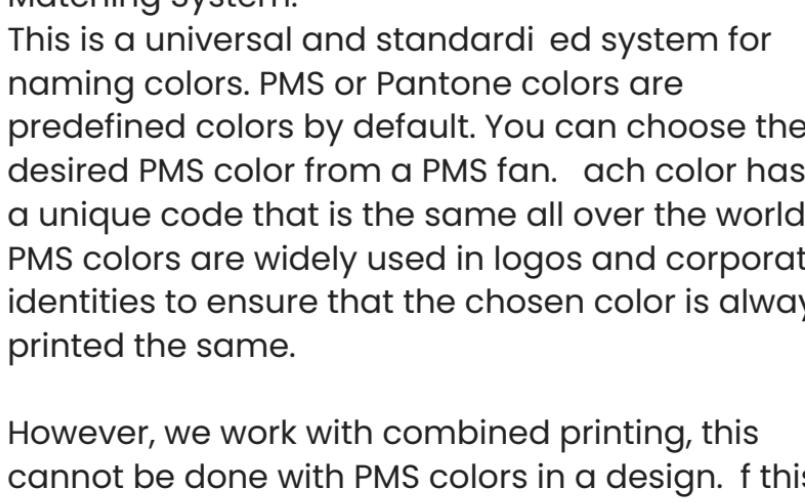
GB stands for Red, Green and Blue and are screen colors. A computer screen is made up of GB and these colors ensure that images can be displayed on the screen. They are a lot brighter than MYK colors. So it is important to choose the right color mode in your design. Files supplied in GB are not correct for printing and are automatically converted to MYK by us. Keep in mind that your design can suddenly look very different.



#30591423

CYMY

MYK stands for the four printing colors cyan, magenta M, yellow Y and black key K. The printing process uses a printing press consisting of 4 towers. Each tower contains one of these 4 basic colors, which makes it possible to obtain a wide range of colours.



#26304657

As you can see, it is important to submit your file in the correct color mode, as POSTFLY is not responsible for color deviations in incorrectly submitted files.



#86711724

#86711724

So can you check that you are working in the correct color space? Mean how do you adjust it?

Open your design or image in Photoshop 2021 and click Image → Mode in the menu bar. For a print-ready design, choose the MYK color mode.



Mode

Adjustments

Auto Tone

Auto Contrast

Auto Color

Image Size...

Canvas Size...

Image Rotation

Crop

Trim...

Reveal All

Duplicate...

Apply Image...

Calculations...

Variables

Apply Data Set...

Trap...

Analysis

Image

Layer

Type

Select

Filter

3D

View

Plugins

Window

Help

Bitmap

Grayscale

Duotone

Indexed Color

RGB Color

✓ CMYK Color

Lab Color

Multichannel

✓ 8 Bits/Channel

16 Bits/Channel

32 Bits/Channel

Color Table...

Adobe Photoshop 2021



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Outlines

Fonts make the design. There is a wide choice of different types, but unfortunately not everyone has the same fonts available. It is therefore advisable to convert the fonts into outlines in your design. This way you avoid error messages on missing fonts and you can be sure that they are always displayed correctly.



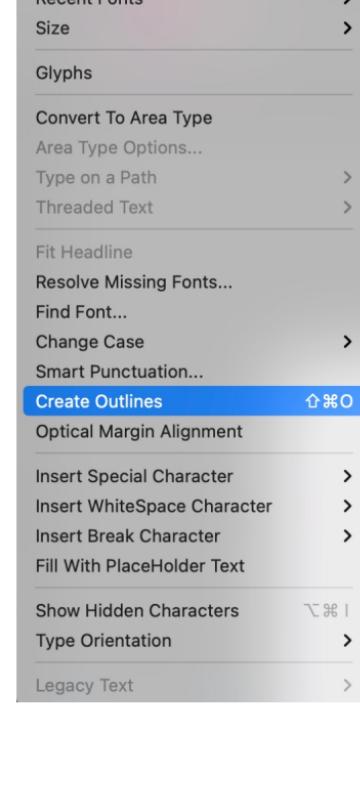
o o you con ert te ts into outlines

Open your design in InDesign or Illustrator 2021 . Select the texts and click on Type → Create Outlines in the menu bar at the top.

In the texts below, you will see the letters selected separately for the text that has been converted to outlines. Here you can no longer edit the text. This is still possible with the text without outlines.

Tekst zonder lettercontouren

Tekst in lettercontouren



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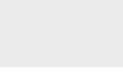
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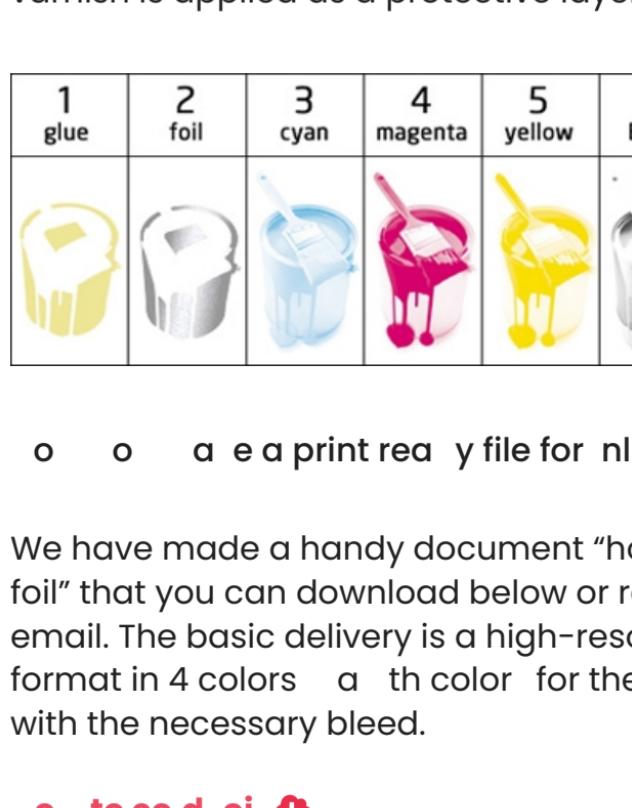
Search

Making a print ready file with foil



What is inline Cold Foil

Cold Foil makes it possible to provide the printing sheets with metallic effects in a single printing run by means of real foil as a spot so locally applied.



How does inline Cold Foil work?

The adhesive layer is applied to the first printing tower. Using a standard printing plate, the adhesive layer is printed on the paper exactly where the foil should go. At the second printing tower, the printing sheet is pressed against the foil. The foil attaches itself sharply and 100% permanently to the adhesive layer. The contactless sheet transport with aerodynamic air tracks guarantees a scratch and blemish-free print production. Due to the very accurate fit, the data for the foil can be formatted as data for an additional PMS color. The MYK color printing starts from the third printing tower. The entire sheet can now be printed in full color both the unprinted and the metallized part. A dispersion varnish is applied as a protective layer.

1 glue	2 foil	3 cyan	4 magenta	5 yellow	6 Black	7 varnish

How to create a print ready file for Cold Foil

We have made a handy document "how to cold foil" that you can download below or request by email. The basic delivery is a high-resolution PDF format in 4 colors with color for the foil and with the necessary bleed.

How to cold foil

Online Cold Foil and combined printing

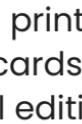
We also offer the Cold Foil through combined printing, which gives you the opportunity to have your creations printed with this technique.

00 business cards 00 invitations 1000 A cards A small edition, with a beautiful printing technique, for a competitive price, that's possible, you will find the options on our [product page](#).

All items are printed 4 one side with inline cold foil finished on both sides with matte dispersion varnish. The paper is standard a high-quality, sturdy 0 gr sulphate cardboard, excellent for high-quality business cards, invitations, folders, etc.

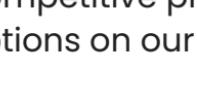
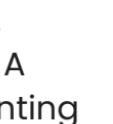
By collecting these assignments on one high-quality paper on large format 0x100 cm sheets, everyone enjoys a competitive price. After all, the start-up costs and the printing plate costs are shared by everyone. The print run per item ordered is 00 copies as standard with the option of extra per 00 copies up to a total print run of 000 copies. Ordered items are delivered trimmed to the size indicated.

These assignments are collected weekly and combined printed and finished. Delivery time is therefore a maximum of working days. Of course you can always request a [quotation](#) if your wishes deviate from this. At that time, your order will be printed completely individually and a short delivery period is possible in consultation.



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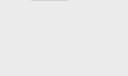
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Making a print ready file for embossing

Do you want to make a certain element such as your logo stand out? Or do you want to give your business card a certain structure? This is possible! By using an emboss you make your card stand out even more.

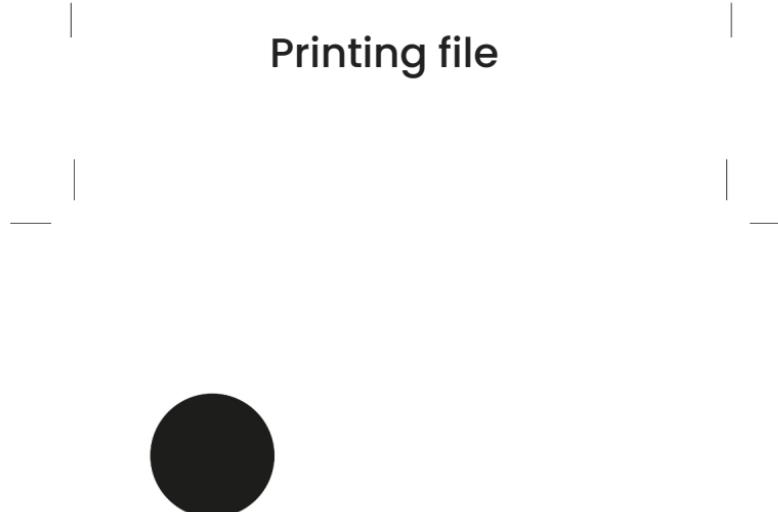
What is embossing?

An embossing form ensures that certain parts of the paper are pressed. The maximum dimensions for this are 100 x 100 mm.

How do you make a print ready file for embossing?

For the embossing we need a print file and a file in which the embossing is separate. Make sure that the embossing is at exactly the same place as in the print file. You don't want the embossing to end up in a completely different place than you had in mind.

To achieve this, you can do it like this. First you make a design as it normally should be. Then you put in a layer that you name 'opmaak'. In the original design you do not have to take into account what will be embossed. When the design is ready, select the elements that you want to be embossed and copy them into a new layer that you name 'preeg'. With the Shift key you can select multiple elements together.

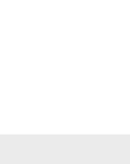


The emboss elements now only need to be changed in color. Select all elements that need to be embossed and make them 100% black. You save the document twice. The 1st time as 'opmaak' and switch off the 'preen' layer. The 2nd time as 'preeg' and now switch off the 'opmaak' layer. When placing the order you must upload both files.



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Printing file



Embossing file

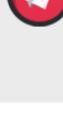


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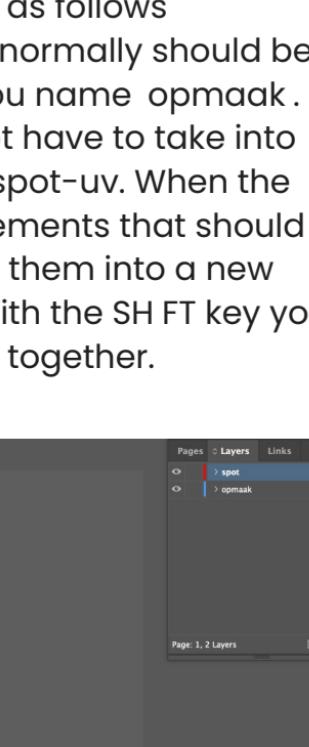
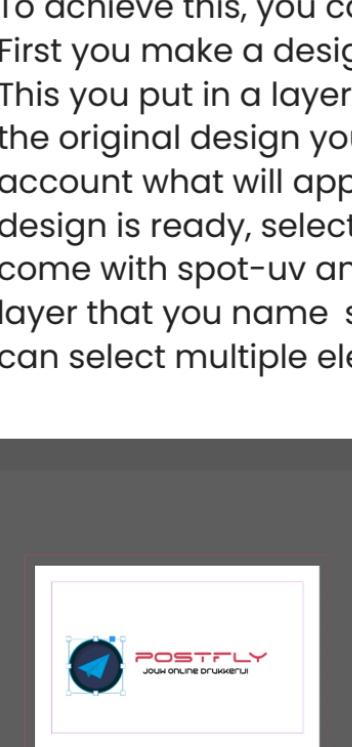
Log in



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Making a print ready file for spot-u

If you want to make the logo on your business card stand out. This is possible! Spot-uv varnish is an extra glossy varnish layer that can be applied to certain parts of the printed matter. For example, you can make certain elements in the printed matter stand out by giving them extra shine. To make the matt-gloss effect stand out as much as possible, we use spot-uv varnish in combination with mat lamination.



So you are a print ready file for Spot

For the spot-uv, we need a print file containing a separate layer that you call spot.

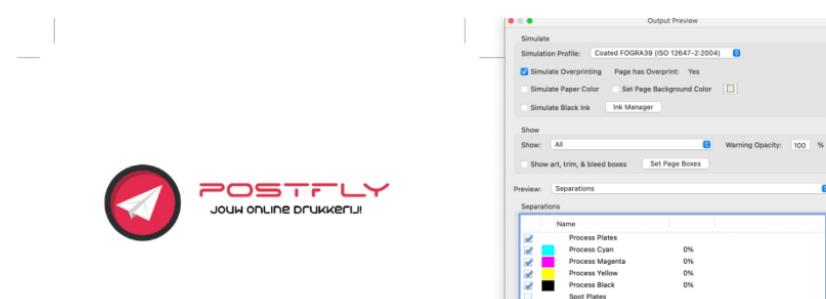
To achieve this, you can do it as follows

First you make a design as it normally should be. Then you put in a layer that you name opmaak. In the original design you do not have to take into account what will appear in spot-uv. When the design is ready, select the elements that should come with spot-uv and copy them into a new layer that you name spot. With the Shift key you can select multiple elements together.



The spot-uv elements now only need to be changed in color. Select all spot-uv elements and give these a spot color you call spot and put them in overprint.

Then save the document.



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Output Preview

Simulate: Coated FOGRA39 (ISO 12647-2:2004)

✓ Simulate Overprinting Page has Overprint: Yes

Simulate Paper Color Set Page Background Color

Simulate Black Ink Ink Manager

Show: All Warning Opacity: 100%

Show art, trim, & bleed boxes Set Page Boxes

Preview: Separations

Name: Process Plates 0%
Process Cyan 0%
Process Magenta 0%
Process Yellow 0%
Process Black 0%
Spot Plates 0%
Total Area Coverage 0%

Sample Size: Point Sample Total Area Coverage: 0%
Page has Transparency: Yes Transparency Blending Color Space: DeviceCMYK

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Output Preview

Simulate: Coated FOGRA39 (ISO 12647-2:2004)

✓ Simulate Overprinting Page has Overprint: Yes

Simulate Paper Color Set Page Background Color

Simulate Black Ink Ink Manager

Show: All Warning Opacity: 100%

Show art, trim, & bleed boxes Set Page Boxes

Preview: Separations

Name: Process Plates 0%
Process Cyan 0%
Process Magenta 0%
Process Yellow 0%
Process Black 0%
Spot Plates 0%
Total Area Coverage 0%

Sample Size: Point Sample Total Area Coverage: 0%
Page has Transparency: Yes Transparency Blending Color Space: DeviceCMYK

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Output Preview

Simulate: Coated FOGRA39 (ISO 12647-2:2004)

✓ Simulate Overprinting Page has Overprint: Yes

Simulate Paper Color Set Page Background Color

Simulate Black Ink Ink Manager

Show: All Warning Opacity: 100%

Show art, trim, & bleed boxes Set Page Boxes

Preview: Separations

Name: Process Plates 0%
Process Cyan 0%
Process Magenta 0%
Process Yellow 0%
Process Black 0%
Spot Plates 0%
Total Area Coverage 0%

Sample Size: Point Sample Total Area Coverage: 0%
Page has Transparency: Yes Transparency Blending Color Space: DeviceCMYK

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Output Preview

Simulate: Coated FOGRA39 (ISO 12647-2:2004)

✓ Simulate Overprinting Page has Overprint: Yes

Simulate Paper Color Set Page Background Color

Simulate Black Ink Ink Manager

Show: All Warning Opacity: 100%

Show art, trim, & bleed boxes Set Page Boxes

Preview: Separations

Name: Process Plates 0%
Process Cyan 0%
Process Magenta 0%
Process Yellow 0%
Process Black 0%
Spot Plates 0%
Total Area Coverage 0%

Sample Size: Point Sample Total Area Coverage: 0%
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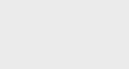
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O erprint

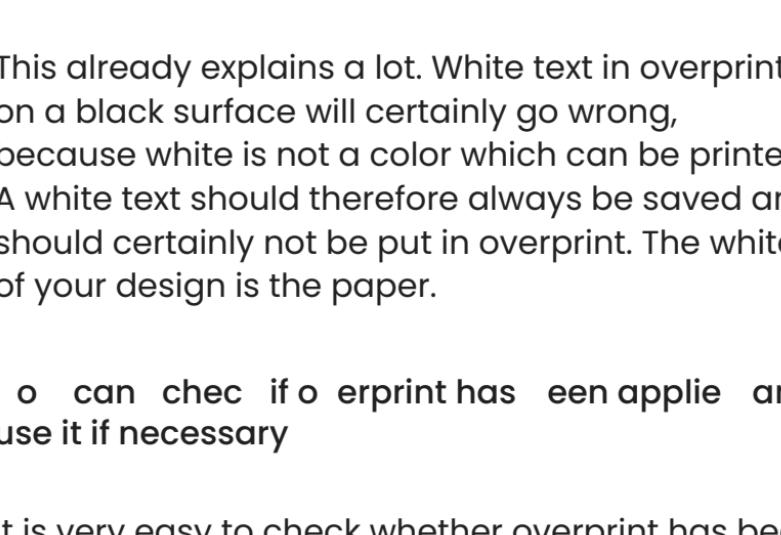


What is overprint

Sometimes bizarre things happen to your design, white text disappear, suddenly different colors come through your image. That while this was not visible at all or just visible on your design. Such problems usually occur due to the incorrect use of overprint settings in the original layout.

If two objects, both with a different color are placed on top of each other, where they overlap, the color will be saved. The underlying color will not be visible. This is not the case when using overprint. The underlying will be visible here.

Let's illustrate this with examples.

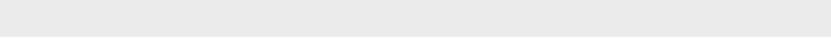
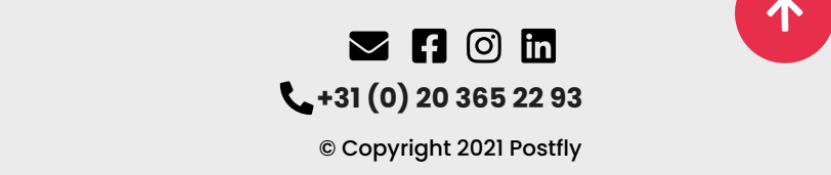


Example 1 Without overprint
The magenta square is no longer a complete square, where cyan overlapped the magenta, there is now a recess.

This already explains a lot. White text in overprint on a black surface will certainly go wrong, because white is not a color which can be printed. A white text should therefore always be saved and should certainly not be put in overprint. The white of your design is the paper.

You can check if overprint has been applied and use it if necessary

It is very easy to check whether overprint has been used. In InDesign 2021, click on View → Overprint Preview in the menu bar at the top.



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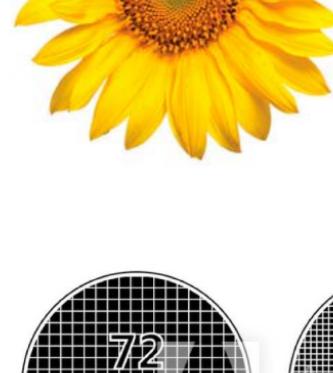


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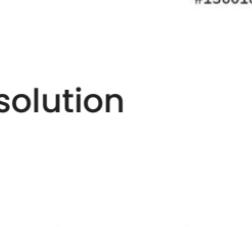
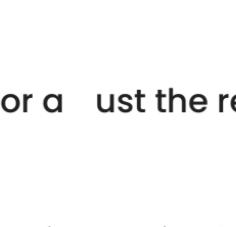
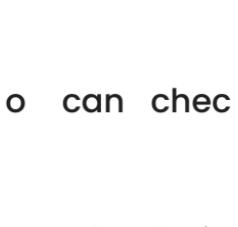
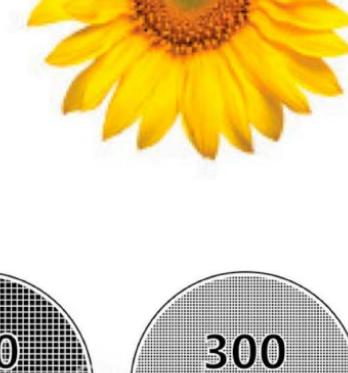
Resolution

Resolution equals the quality of the image. Resolution is expressed in dpi (dots per inch). The higher the number of "dots" per inch, the sharper and higher the quality of the image. In order to be able to deliver a good quality of printed matter, we need a file with a resolution of 300 dpi. If the resolution is too low, you will get a blurry or jagged block effect result.

300 dpi



72 dpi

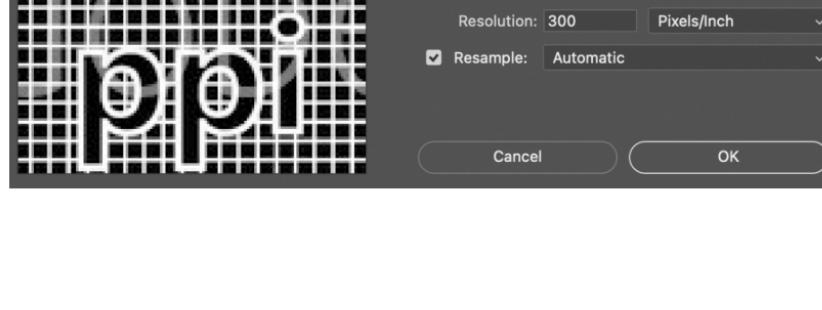
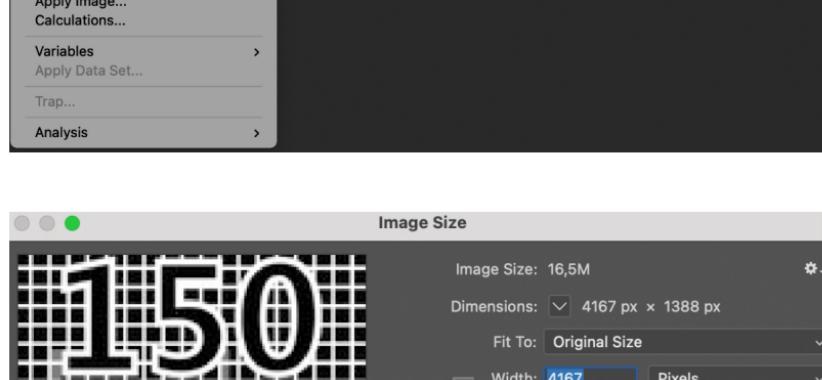


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o can check or adjust the resolution

Open the design or image in Photoshop. In the menu bar, click Image → Image Size. In the window that appears you can check the settings of the design or image. Make sure that the

resolution box reads 300 pixels/inch. If not, you can adjust it to 300 pixels/inch. After adjusting the resolution, you also check the dimensions. These must be actual size or possibly larger.



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Templates

On this page you can download our templates for the most common formats, so you have a little more clarity about the required margins. Make sure that when you deliver the print file to us, our template is no longer in it, because it is not the intention to print this along with the design.

Letterheads 

Brochures 

Laminate 

Flyers 

Folded leaflets 

Posters 

Roller banners 

Stickers 

Business cards 



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Frequently asked questions



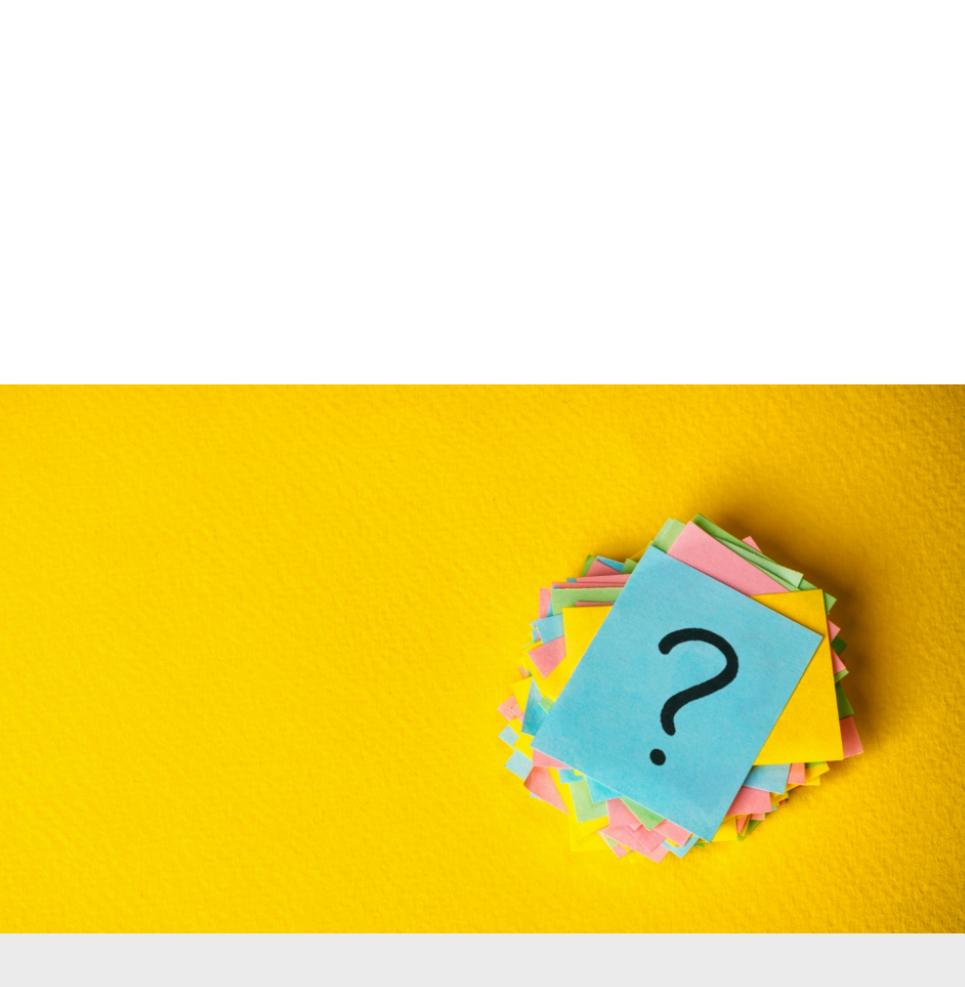
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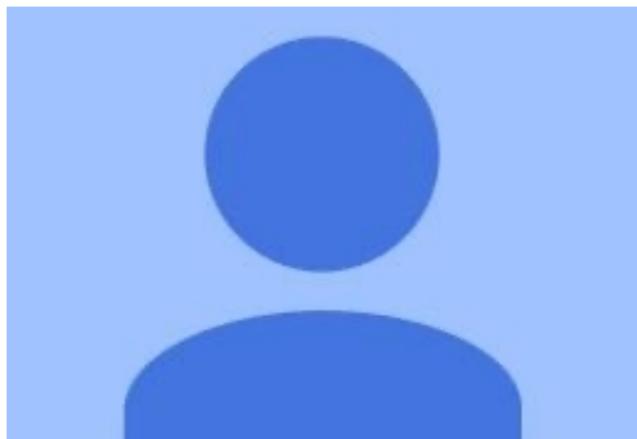
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Our tea



Wouter Tainga

Wouter is indispensable at POSTLY, and has been there from the start. He is familiar with all the ins and outs of printing, quotations, orders and accounts payable. But lending a helping hand with packing, distributing or delivery is also no problem.



Aphne Elgartner

Aphne has been working at POSTFLY since 2009. She started as a receptionist, but is now familiar with everything from checking artwork to accounts receivable, and from processing orders to full stack software development.

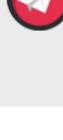
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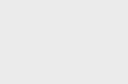
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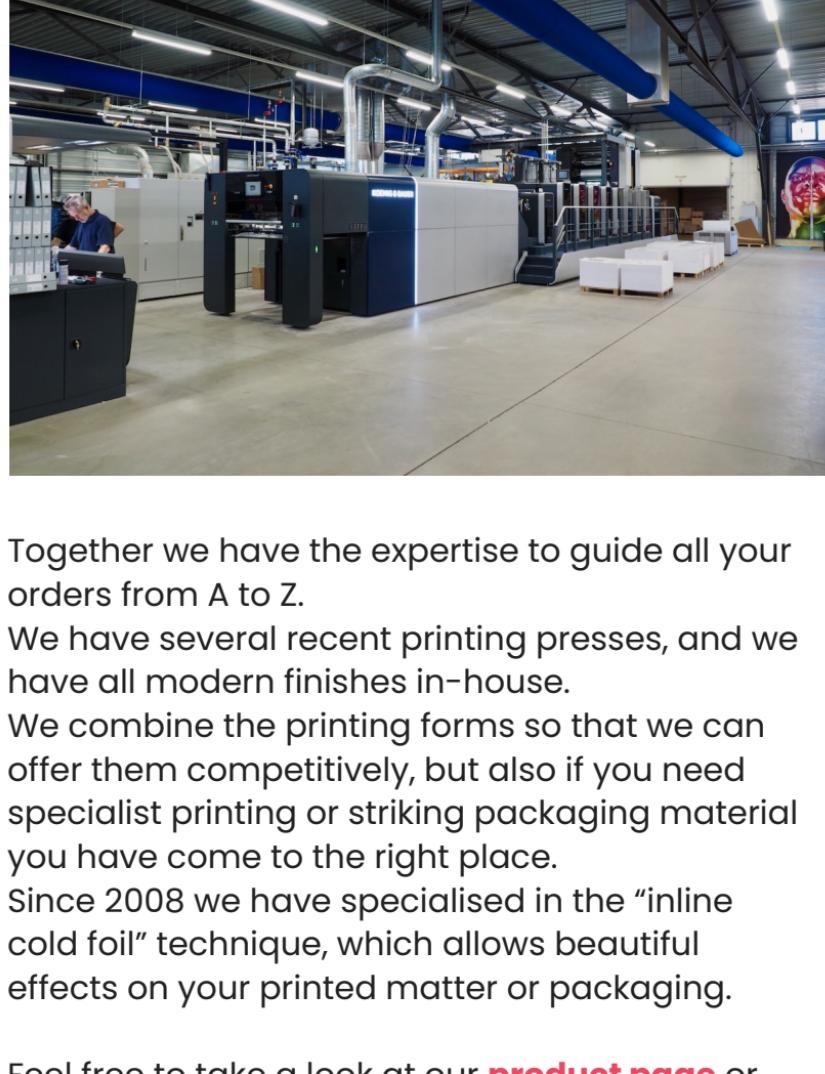
Printing in-house

POSTFLY our story

POSTFLY was founded in 2001 as an online printing company under the care of Grafische Groep Matthys.

POSTFLY is there for all your combined printing, from flyers to posters, from business cards to brochures.

We started with an office at the Keienbergweg in Amsterdam-Zuidoost with a team of five people. With our move to the Hoogoorddreef in Amsterdam-Zuidoost, we were able to make our work more and more efficient. There are now two members of the original team active and work is carried out from the head office in Turnhout, Belgium or completely corona-proof from home.



Grafische Groep Matthys is located in the graphic city of Turnhout in Belgium, it is run by 4 brothers, the third generation of this family business.



Together we have the expertise to guide all your orders from A to Z.

We have several recent printing presses, and we have all modern finishes in-house.

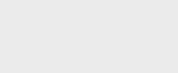
We combine the printing forms so that we can offer them competitively, but also if you need specialist printing or striking packaging material you have come to the right place.

Since 2008 we have specialised in the "inline cold foil" technique, which allows beautiful effects on your printed matter or packaging.

Feel free to take a look at our **product page** or request a **quotation** from us for different or specialist requirements!

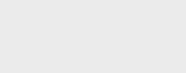
[Our products](#)

[Request a quotation](#)



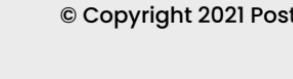
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grafische groep

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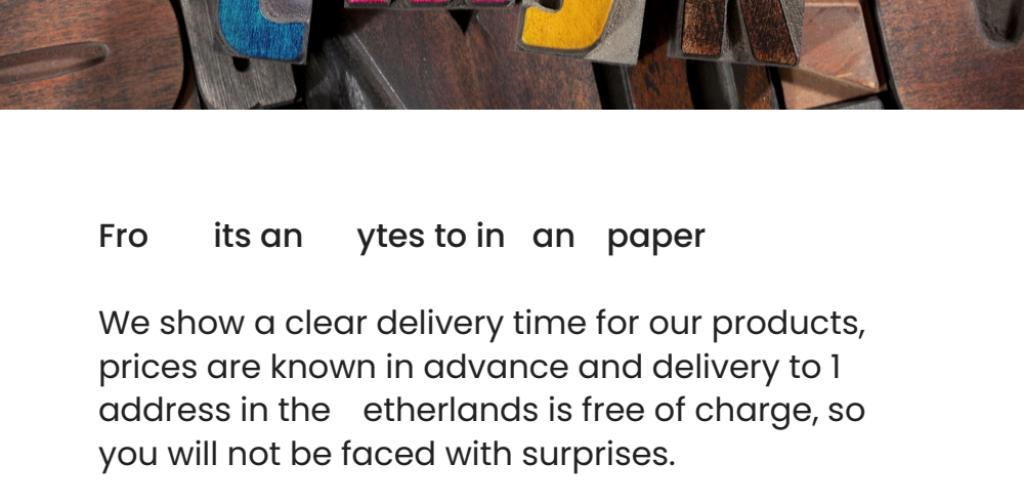


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Our concept

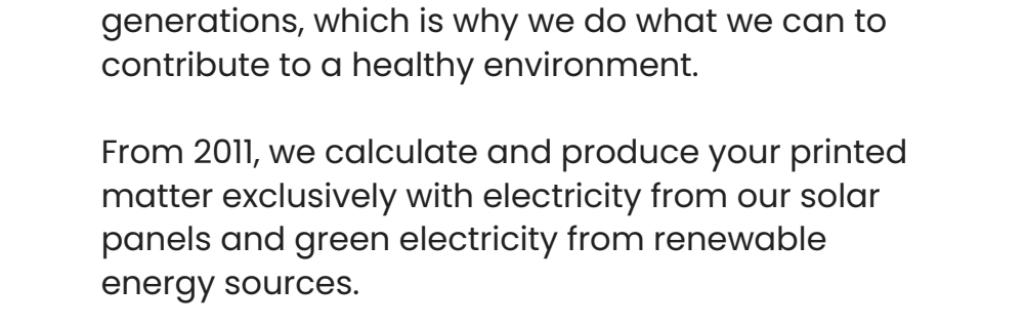


Fro its an ytes to in an paper

We show a clear delivery time for our products, prices are known in advance and delivery to 1 address in the etherlands is free of charge, so you will not be faced with surprises.

We like to think in terms of solutions and strive for quick responses, whether that is by email or telephone, that does not matter to us.

Because we are a small and close-knit team, we have short direct lines and a flat organizational structure.



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The en iron ent

POSTFLY and Grafische Groep Matthys consider a healthy living environment important for the next generations, which is why we do what we can to contribute to a healthy environment.

From 2011, we calculate and produce your printed matter exclusively with electricity from our solar panels and green electricity from renewable energy sources.

We have co-papers, so it s no problem to have your printed matter well-priced and ecologically printed. We combine our orders, which is not only nice for you from a price point of view, but also ensures that the production is more

environmentally friendly.

Only 1 set of printing plates needs to be used per printing form. That material is therefore divided by all orders that are collected on that printing sheet. You therefore use less raw materials and reduce the waste mountain.

We are also FS certified. FS Forest Stewardship Council is a label or quality mark on a paper product that indicates it comes from a sustainably managed forest. The FS label guarantees sustainable origin because not only the forest of origin is checked, but also the entire trade chain up to the end consumer.

Finally, we ourselves had the recyclability of our printed matter and packaging added with cold foil technology tested. This showed that all variants we tested could be recycled well.

The applied adhesive ink, emulsion varnish and foil were perfectly discharged through the recycling process as is the case with traditional printing and they did not appear to be a disruptive factor during the production of a new sheet of paper.



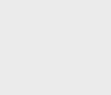
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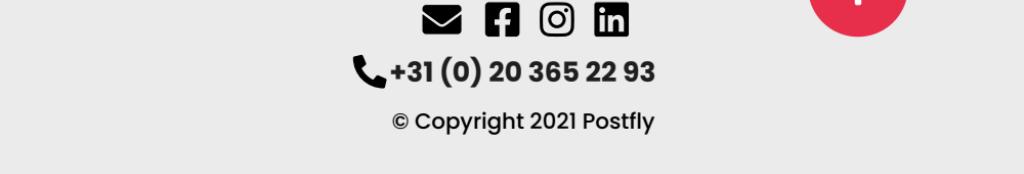
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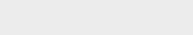


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