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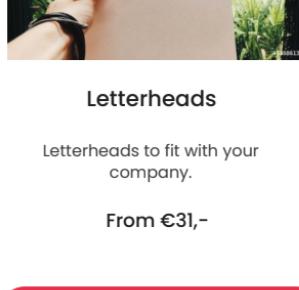


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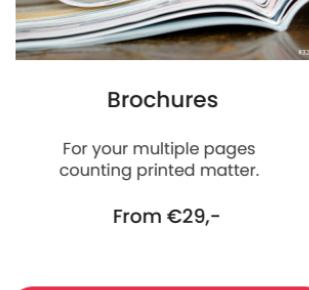
# Products



## Letterheads

Letterheads to fit with your company.

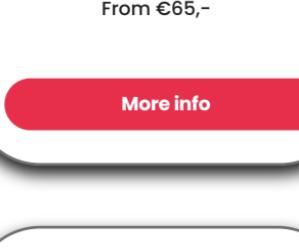
From €31,-

[More info](#)

## Brochures

For your multiple pages counting printed matter.

From €29,-

[More info](#)

## Envelopes

Send your correspondence with your own logo.

From €65,-

[More info](#)

## Flyers

Promote your service or offer with our flyers.

From €15,-

[More info](#)

## Folded leaflets

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

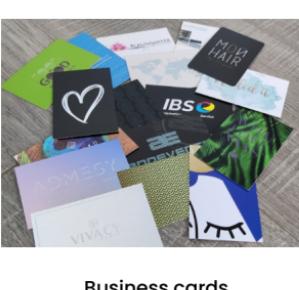
From €30,-

[More info](#)

## Posters

Stand out with a unique design on a poster.

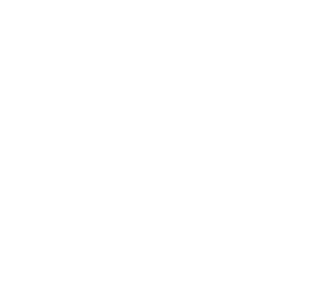
From €6,50

[More info](#)

## Roller banners

Reusable and convenient to bring along.

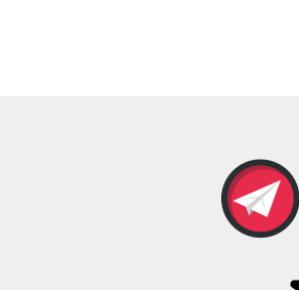
From €43,-

[More info](#)

## Stickers

Leave a lasting impression behind with our stickers.

From €23,-

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## Business cards

Expand your network with a striking business card.

From €30,-

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# Flyers



Choose the paper type

Choose the size

Choose the printing method

Choose the quantity

Choose a finish (optional)

**Price overview**



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# Shopping cart

## Order overview

Product:	Flyers
Paper type:	300 gr Mat
Printing method:	4/4 CMYK Printed on both sides
Size:	A5 148x210 mm
Quantity:	1.000 pieces
Finish:	Bundling per 100 pieces
Price:	€120,- ex VAT

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

## Price overview

Total ex VAT	€120,00
VAT	€25,20

---

Total	€145,20
-------	---------

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

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# Checkout

## Order overview

## Price

Product: Flyers 300 gr mat A5 4/4 CMYK €120,-

Quantity: 1.000 pieces bundled per 100

Subtotal: €120,-

Vat: €25,20

Grand total: **€145,20**

## Personal details

First name \*

Last name \*

Email address \*

## Delivery info

Company name

Street address + house number \*

Postal code \*

Town or city \*

Phone number \*

Save this information to my profile

Expedition secret

I'm not a robot!

Card number

MM / JJ / CVC

**Adjust order**

**Complete order**



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# Thank you for your order!

## Order confirmation

### Order details

Order number: AMB21-7700

Order date: 27 August 2020

### Order

Product: Flyers

Paper type: 300 gr Mat

Printing method: 4/4 CMYK Printed on both sides

Size: A5 148x210 mm

Quantity: 1.000 pieces

Finish: Bundling per 100 pieces

### Delivery details

First name: Daphne

Last name: Heimgartner-Frankhuisen

Company name:

Street address

+ house number: Mijn straat 628

Postal code: 0007 JL

Town or city: Maarssen

Country: Nederland

Phone number: +31 6 123 456 78

### Price details

Subtotal: €120,-

VAT: €25,20

Grand total: **€145,20**

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[Dashboard](#)



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# Dashboard

Orders

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In production

1

Finished

0

## Order history

Order number

AMB21-77000

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# Order details

**Order AMB21-7700  
ordered on 27 August 2021**

## Order

Product: Flyers  
Paper type: 300 gr Mat  
Printing method: 4/4 CMYK Printed on both sides  
Size: A5 148x210 mm  
Quantity: 1.000 pieces  
Finish: Bundling per 100 pieces

## Delivery details

First name: Daphne  
Last name: Heimgartner-Frankhuisen  
Company name:  
Street address + house number: Mijn straat 628  
Postal code: 0007 JL  
Town or city: Maarssen  
Country: Nederland  
Phone number: +31 6 123 456 78

## Price details

Subtotal: €120,-  
VAT: €25,20  
Grand total: **€145,20**

**Download design**

**Dashboard**



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# Profile

## Profile details

Daphne

Heimgartner

test1234@gmail.com

Company name

Mijn straat 628

0007 JL

Maarssen

Nederland



+31 6 123 456 78

[Update changes](#)[Dashboard](#)

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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, 300% maximum ink coverage and no overprint
- Bleed: 3 mm all around, meaning on all sides
- File type: PDF or JPG

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!

## Hints:

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



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# Bleed

Even 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 3 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 3 mm on each side, also called bleed.

As an example: an A4 flyer has a net size of 297 x 210 mm.

Giving this A4 bleed this gives you a gross size of 303 x 216 mm (297 x 210 mm + 3 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 zone for placing text. Make sure that you stay within this safety zone 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 JPG.



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



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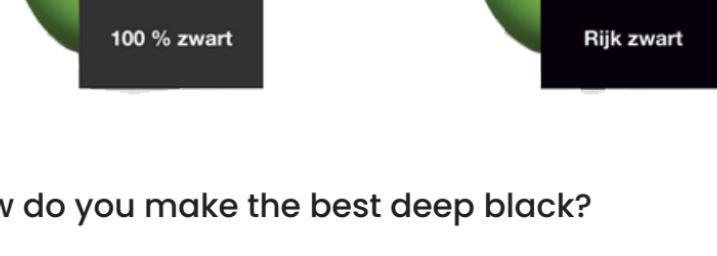
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# Deep black

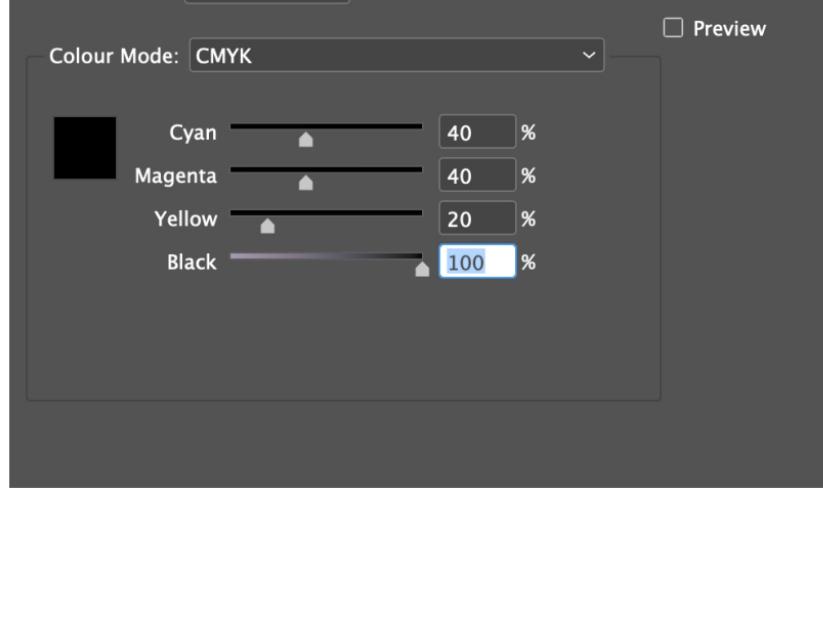
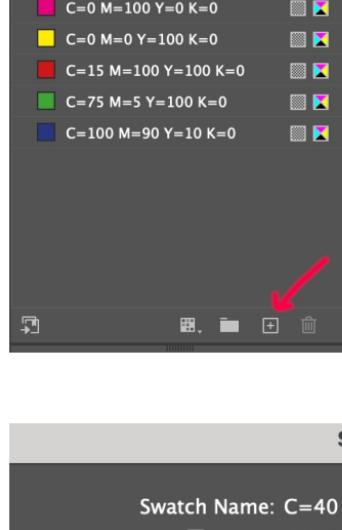
In many programs, the default black consists of only 100% black. This is black, but next to 'deep black' it seems much greyer. To get a deep black you have to add something of each color. The following values give the best results: Cyan 40%, Magenta 40%, Yellow 20% and Black 100%. This way you get an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



## How do you make the best deep black?

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.



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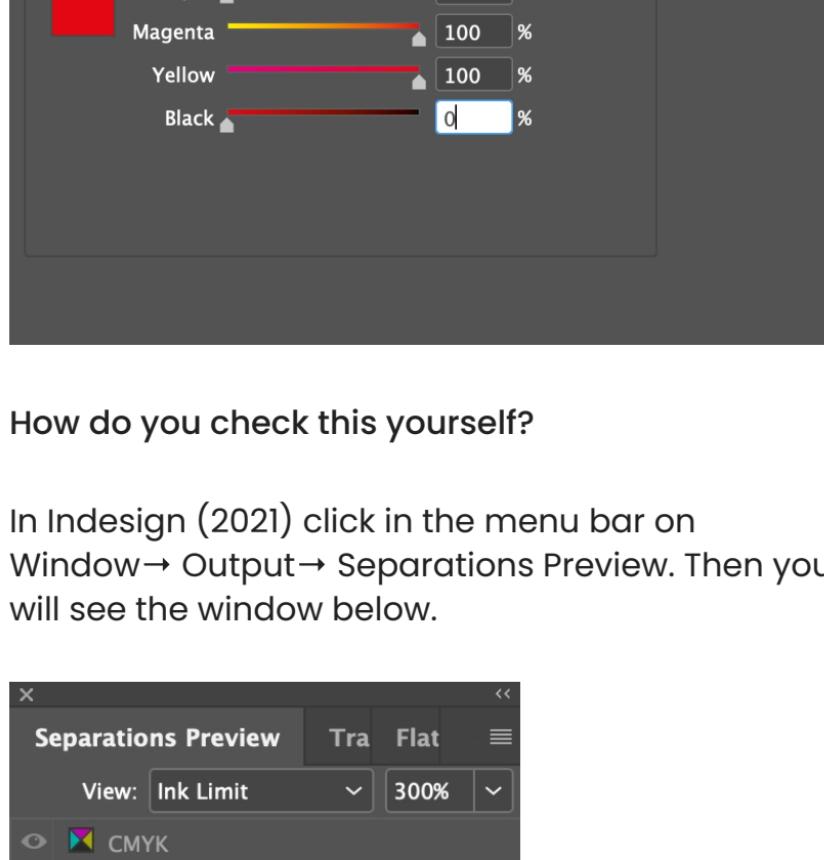
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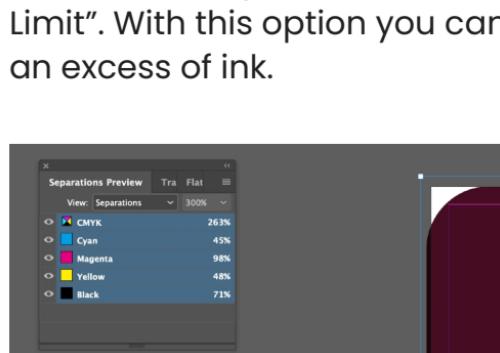
# Ink coverage

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 300%. 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.

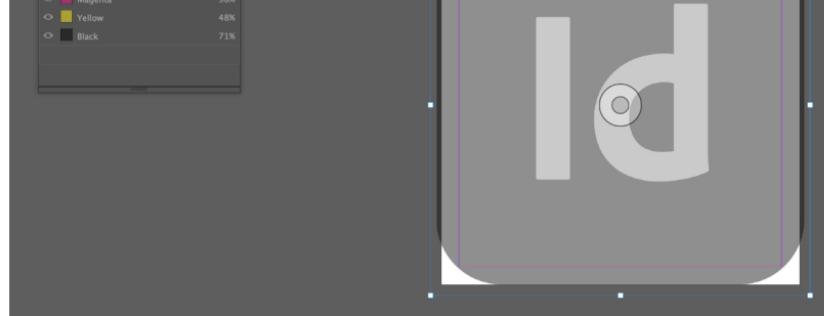


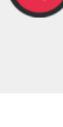
How do you check this yourself?

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



At view you choose the option 'separations'. With this option the values of the colors can be measured. Or you can choose the option "Ink Limit". With this option you can see where there is an excess of ink.





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# Job options

## What are job options?

A job option can best be compared with a settings package where the correct settings have already been set. This “package” is called a job option.

We have one here for you to download:

### POSTFLY joboption

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

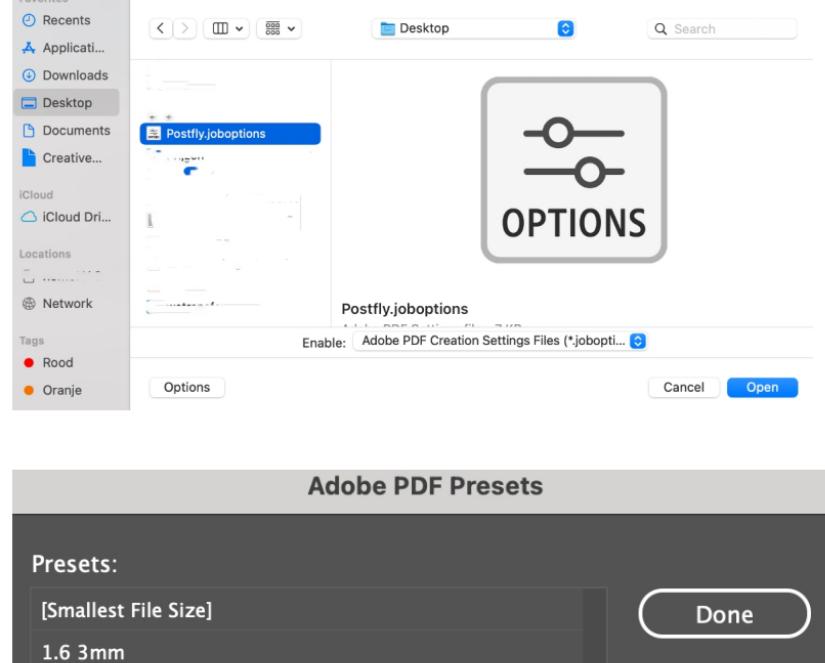
There are also some standard job options. For example, you can choose between a job option that makes your PDF very small so that you can easily email it to your customer for approval. You also have a “press” job option that is very handy to use as a general print profile. So you’re always in the right 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 job options

When you double click on the job 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

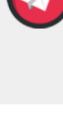


A new window will appear where you can find the different standard job options. Click the ‘Load’ button to add POSTFLY’s.



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# Color

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

## RGB

RGB stands for Red, Green and Blue and are screen colors. A computer screen is made up of RGB and these colors ensure that images can be displayed on the screen. They are a lot brighter than CMYK colors. So it is important to choose the right color mode in your design.

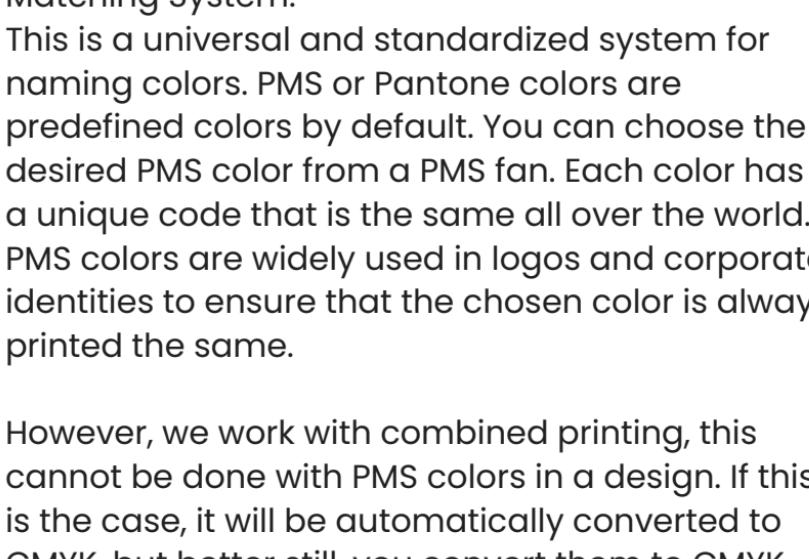
Files supplied in RGB are not correct for printing and are automatically converted to CMYK by us. Keep in mind that your design can suddenly look very different.



#30591423

## CMYK

CMYK stands for the four printing colors cyan (C), 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

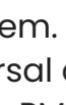
## PMS

Finally, you have PMS, which stands for Pantone Matching System. This is a universal and standardized system for naming colors. PMS or Pantone colors are predefined colors by default. You can choose the desired PMS color from a PMS fan. Each color has a unique code that is the same all over the world. PMS colors are widely used in logos and corporate identities to ensure that the chosen color is always printed the same.

However, we work with combined printing, this cannot be done with PMS colors in a design. If this is the case, it will be automatically converted to CMYK, but better still, you convert them to CMYK yourself in advance so that you are not faced with surprises!



#258473638

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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.



## How do you convert texts 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.

The screenshot shows a comparison between two text blocks in Adobe InDesign. The first text block, "Tekst zonder lettercontouren", contains standard text. The second text block, "Tekst in lettercontouren", contains text where each letter is a separate, selectable outline. A context menu is open over the second text block, specifically the "Type" menu. The "Create Outlines" option is highlighted with a blue selection bar. Other options in the menu include "More from Adobe Fonts...", "Font", "Recent Fonts", "Size", "Convert To Area Type", "Area Type Options...", "Type on a Path", "Threaded Text", "Fit Headline", "Resolve Missing Fonts...", "Find Font...", "Change Case", "Smart Punctuation...", "Optical Margin Alignment", "Insert Special Character", "Insert WhiteSpace Character", "Insert Break Character", "Fill With PlaceHolder Text", "Show Hidden Characters", "Type Orientation", and "Legacy Text".



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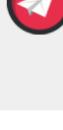
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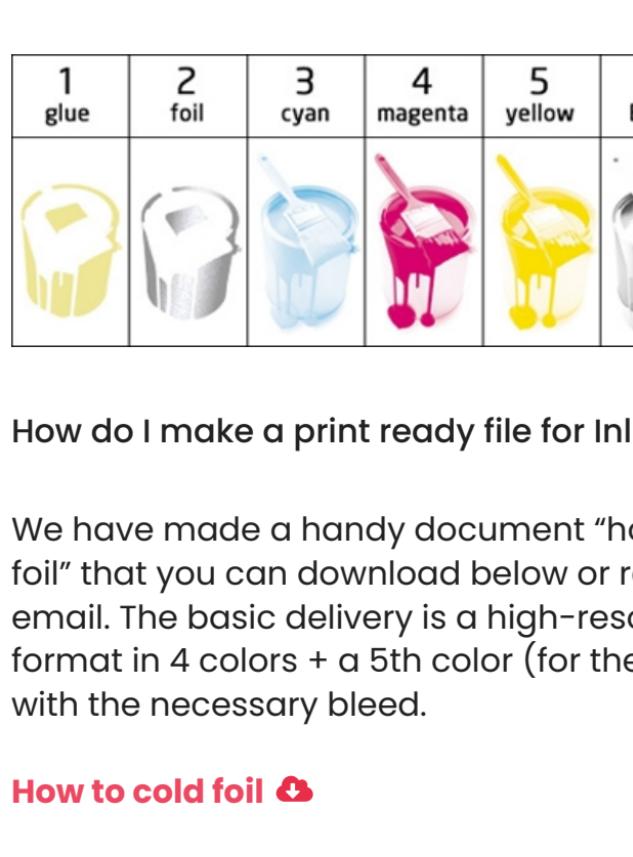
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# Making a print ready file with foil



## 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 CMYK 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 do I make a print ready file for Inline 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 + a 5th color (for the foil) and with the necessary bleed.

### How to cold foil

## Inline Cold Foil and combined printing

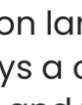
We also offer the Cold Foil through combined printing, which gives you the opportunity to have your creations printed with this technique.

500 business cards? 500 invitations? 1000 A5 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 5\*/4 (\* one side with 'inline cold foil') + finished on both sides with matte dispersion varnish. The paper is standard a high-quality, sturdy 350 gr sulphate cardboard, excellent for high-quality business cards, invitations, folders, etc.

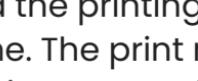
By collecting these assignments on one high-quality paper on large format 70x100 cm sheets, everyone enjoys a competitive price. After all, the start-up costs and the printing plate costs are shared by everyone. The print run per item ordered is 500 copies as standard (with the option of extra per 500 copies up to a total print run of 3000 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 9 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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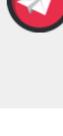
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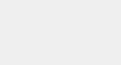




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# Making a print ready file for embossing

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.

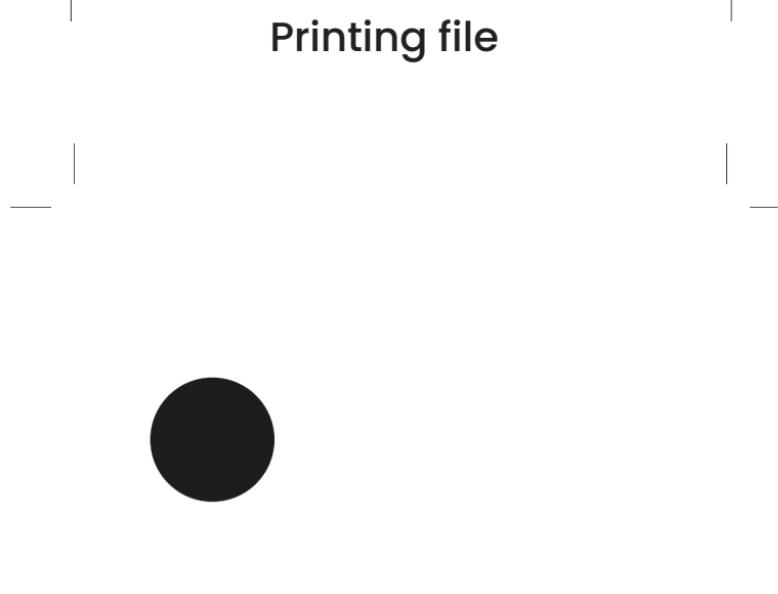
## What is embossing?

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. This 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

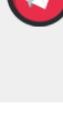


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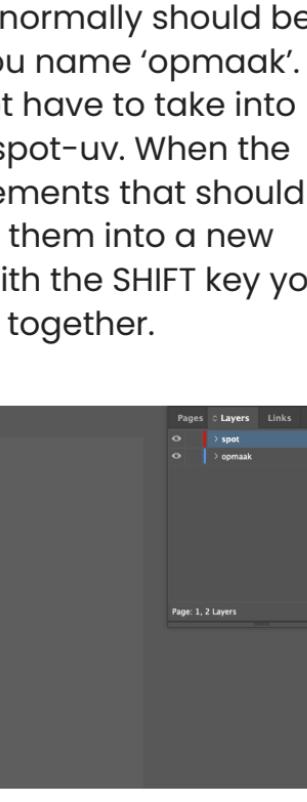
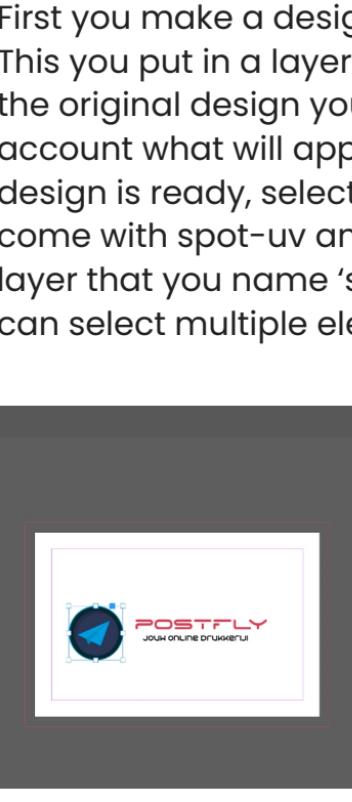
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# Making a print ready file for spot-uv

Do 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.



## How do you make a print ready file for Spot UV?

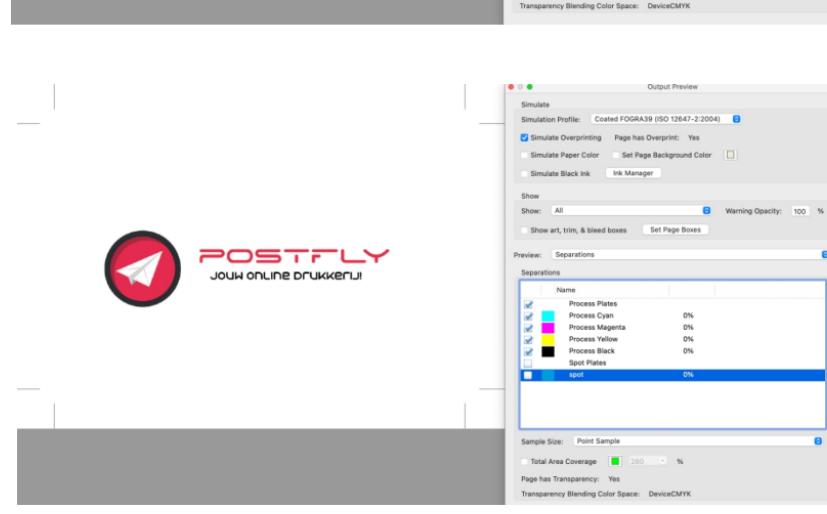
For the spot-uv, we need a print file containing a separate layer that you call 'spot'.

To achieve this, you can do it as follows:

First you make a design as it normally should be. This 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.

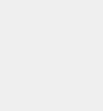


Then save the document.



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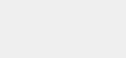
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# Overprint



## 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.

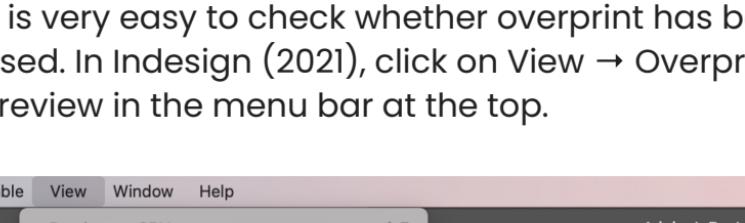
If 2 objects, both with a different color are placed on top of each other, where they overlap, the color will be saved. The underlying color will not be visible. This is not the case when using overprint. The underlying will be visible here.

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.

Design      Magenta plate      Cyan plate      Printed result



### Example 2 WITH overprint:

If we put the cyan surface in overprint, the magenta surface will come through. A full square is visible on both plates BUT the printing result will be different. Where the colors overlap, a purple color can be seen. Cyan + Magenta = Purple

Design      Magenta plate      Cyan plate      Printed result



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.

## How can I 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.



If you want to use the overprint options, click in the menu bar on Window → Output → Attributes. A window with the overprint functions appears.



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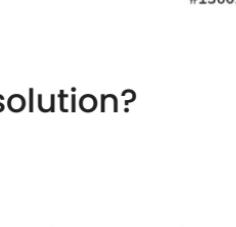
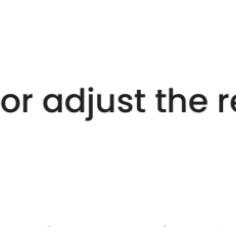
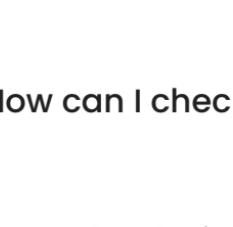
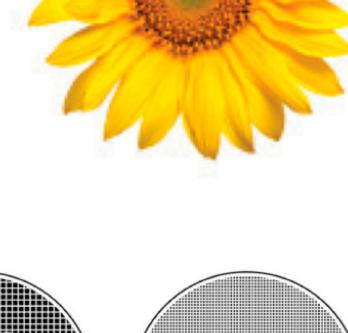
# Resolution

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



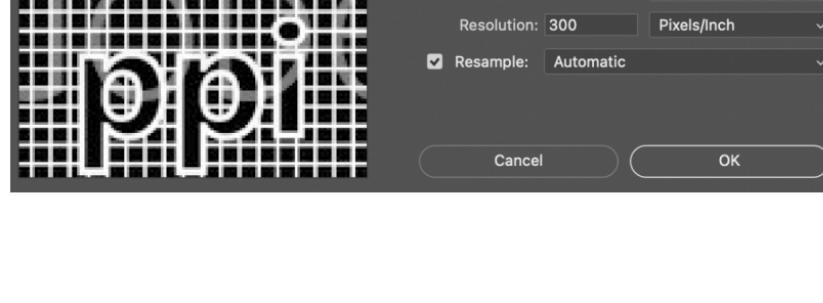
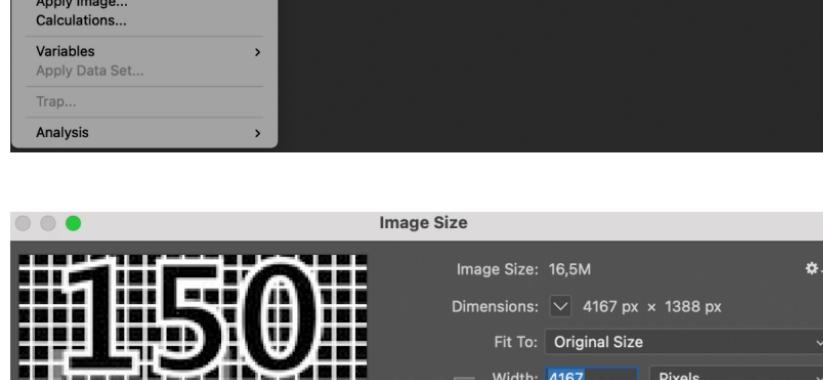
72 dpi



#136018032

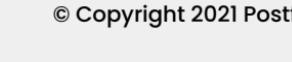
## How can I check or adjust the resolution?

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**

**Envelopes**

**Flyers**

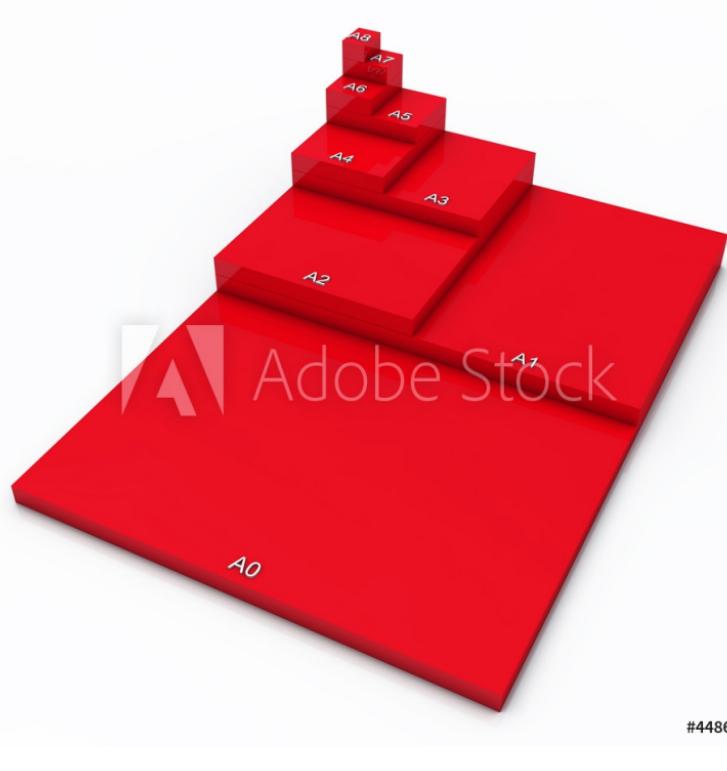
**Folded leaflets**

**Posters**

**Roller banners**

**Stickers**

**Business cards**



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# Frequently asked questions



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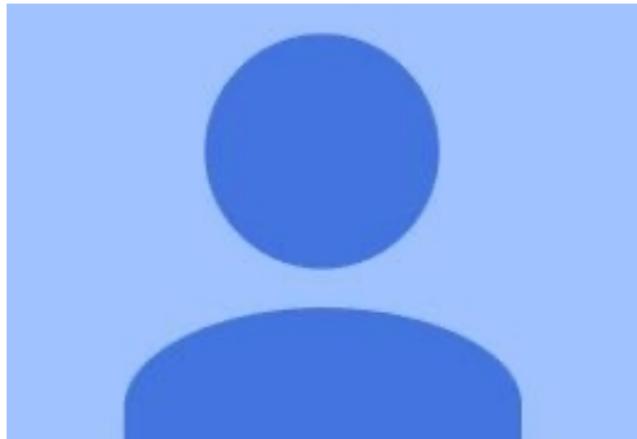
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# Our team



## Wouter Tamminga

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.



## Daphne Heimgartner

Daphne 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.

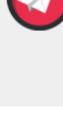
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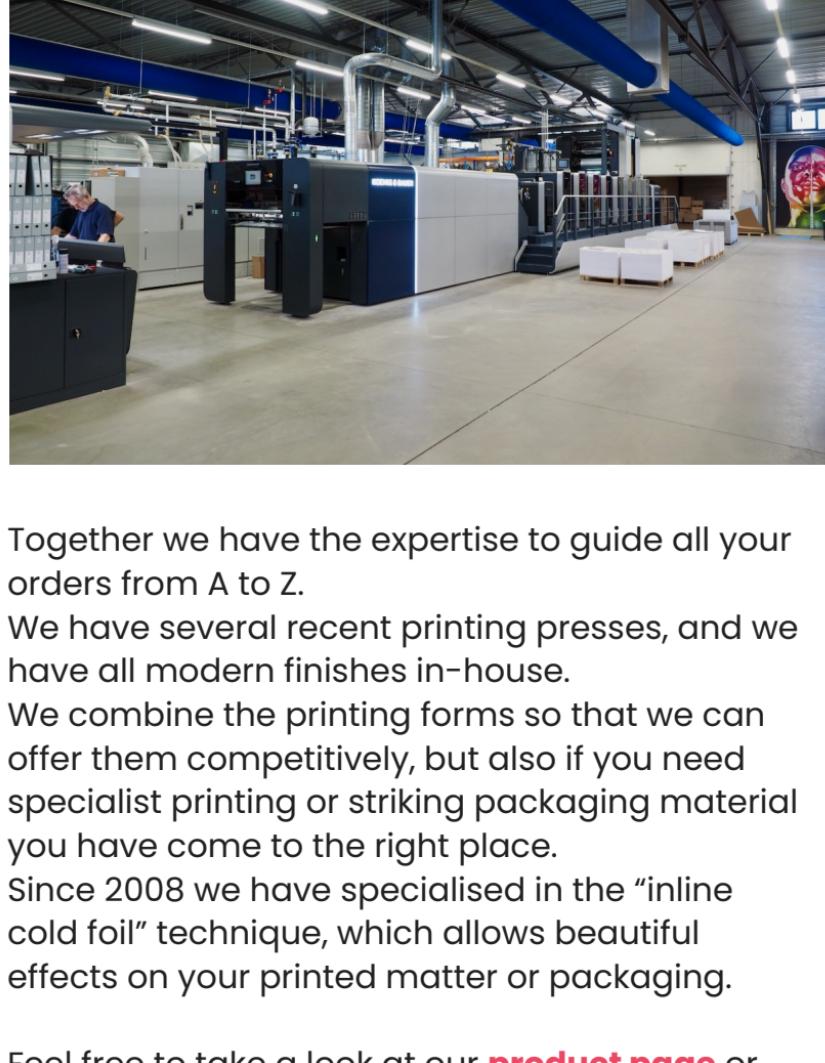
# Printing in-house

## 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.

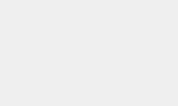
We combine the printing forms so that we can offer them competitively, but also if you need specialist printing or striking packaging material you have come to the right place.

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

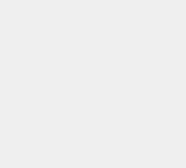
Feel free to take a look at our **product page** or request a **quotation** from us for different or specialist requirements!

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grafische groep  
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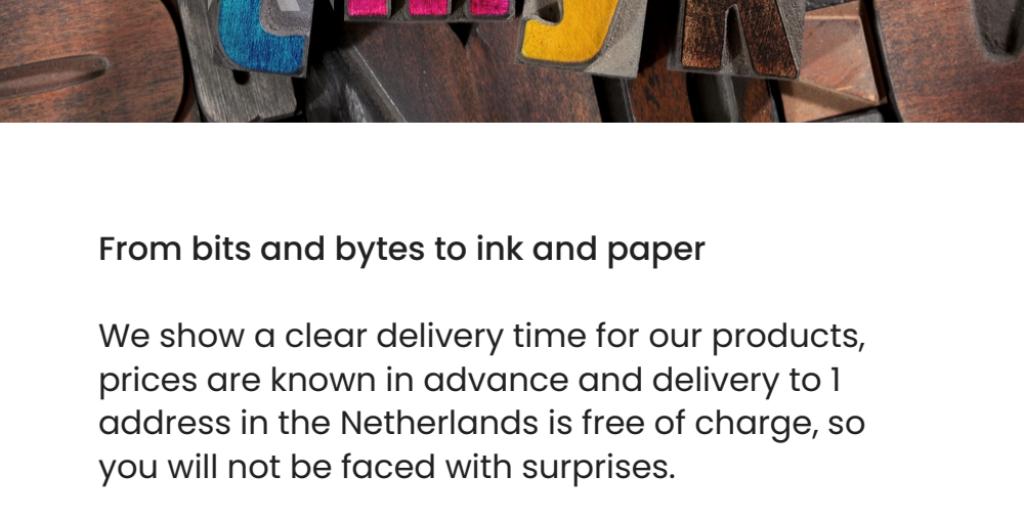


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# Our concept

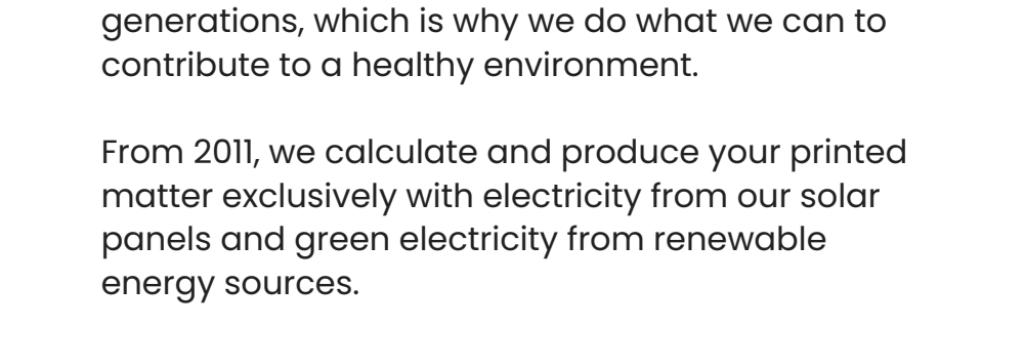


## From bits and bytes to ink and paper

We show a clear delivery time for our products, prices are known in advance and delivery to 1 address in the Netherlands 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.



#422169803

## The environment

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

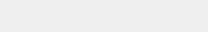
Finally, we ourselves had the recyclability of our printed matter and packaging added with cold foil technology tested. This showed that all variants we tested could be recycled well.

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.



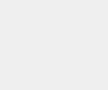
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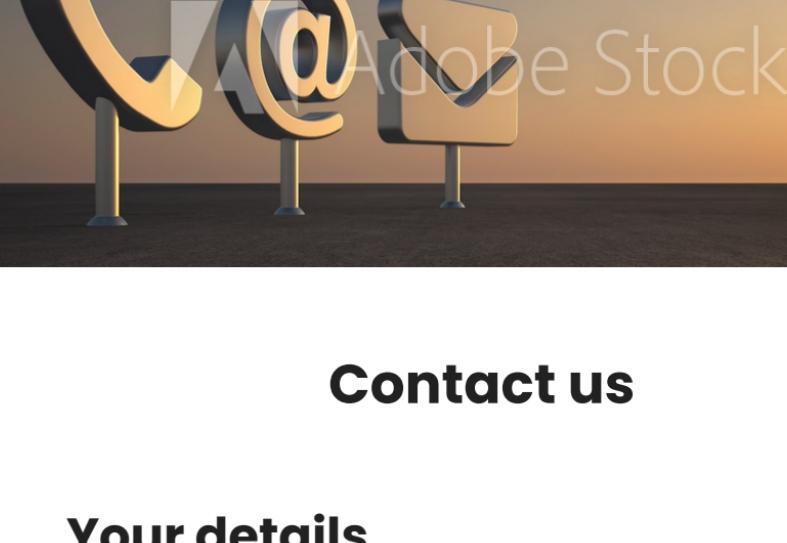




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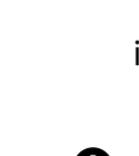


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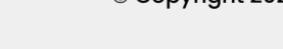
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### 📍 Mailing address

Postbus 22921  
1100 DK Amsterdam

### 📍 Head office

Muizenvenstraat 5  
2300 Turnhout  
Belgium



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### ✉️ Mail

info@postfly.nl

### ⌚ Opening hours

Monday to Friday  
09:00-17:00 hrs

### ℹ️ Other info

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## Other details

Company name

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Postal code \*

City or town \*

Country \*

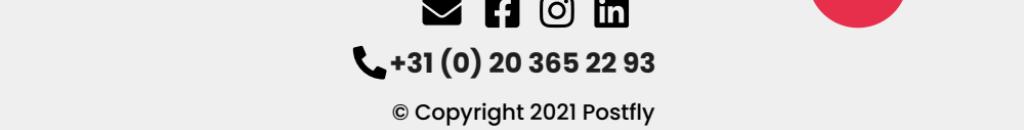


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