REDDER 4 Printing

Hot Foil Business Card
Guide and Template

1300 73 48 73
info@redder4.com.au

This template will assist you in designing and ordering your Foiled Business Card. On the right you will find the required template and also a few brief instructions and guidelines for creating your design and placing your order. This PDF can be opened in your choice of design program. When using the guides in this template, please do not delete the guide layers. You can turn off the layers when creating your design. Please place your design in the design layer.

Important things to know about Embossed Business Card

Foil stamping is done at the last stage of production after the cards have been trimmed to there final size. When the cards are being foil stamped, there will be some movement in this process. The foil stamp plate can move from +1mm to -1mm. Keep this is mind when selecting your foiling area and try not to make it to specific in case there is some movement. This way it will not be as noticeable if there is a slight movement.
The minimum thickness that can be foil stamped is **0.3pt or 0.106mm.**
With large block foil areas, there will be some imperfections in the foil, this unfortunately cannot be avoided.
Artwork acceptance will be subject to review and may be rejected for foil stamping.

Setting up and sending your file for print.

We accept Adobe Illustrator files and PDF files.
If you are sending an Illustrator file or PDF, please have all of your design in the one document, as per the example shown to the right. It is easiest for you to send your design in the template provided, as it will be more efficient to check the design and ensure a faster turnaround.

When sending a PDF file please **print** to a press quality PDF to ensure we receive the smallest file size and there are no missing components. Do not 'save as' PDF.
It is important to print to press quality PDF.

Please make sure to set your file as CMYK and ensure all fonts are outlined and images are embedded as this is standard for Print Production. If your artwork includes an image please make sure that it is of high quality, set to 300dpi adjusted to the correct dimensions to suit the template. Image sizes should be adjusted in Photoshop.

Placing Your Order

Please leave these guides on when submitting your order, our staff will remove these prior to proofing and printing. You can simply remove all the text in the grey section of the template and leave the artwork on the right hand side indicating the Bleed Size, Final Size, and Safe Area.

Once you have completed your design and are ready to go ahead with printing, simply forward an email to: **info@redder4.com.au** with the product type, quantity required and design file. Once the order has been received, an order confirmation and online proof will be returned to you to confirm all the details of your order.

If you have any questions, please contact our design team **design@redder4.com.au** or give us a call on 1300 73 48 73.
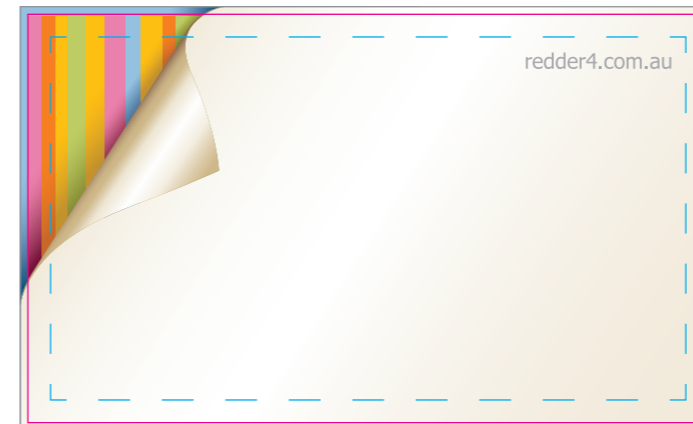
Template Guides:

Bleed Size - 92x56mm
Final Size - 90x54mm
Safe Area - 84x48mm

Front Side Design

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Rear Side Design

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Foil Plate Guide

Pastels Painting

Please indicate your foil area by setting it to C0 M100 Y0 K0 on your design, as per the example shown here.

Foil Limit Area - 88x43mm

Foil Area = Grey Square

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Pastels Painting

Grip Edge Area

The composite image is required to ensure the emboss placement is in the correct area.
Please ensure you create your composite and send with the design.

The area shown in grey is the area that can be Foil Stamped. We require a 10mm space at the bottom or the top of the card for the hot foil machine to grip the card.