

# How to prepare CD/DVD label films

## Quick reference

### 1 Tone range

Half-tone printing requires a tone range **between 15% and 85%**.

### 2 Screening density

Half-tone printing requires a screening of **120 lpi** (= 48 l/cm).

### 3 Half-tone dot shapes

For silk-screening, the most appropriate dot type is the **autotypic ellipsoid 70/30** dot. Round dots are not recommended. Square dots are forbidden.

### 4 Film density

The density must be **above 3.0**.

### 5 Film

We require **Positive film, Right reading, Emulsion side UP**.

### 6 Printable area

The printable area is shown on the "Template for On-body Label print" that is available in PDF format on our website.

### 7 Minimal line height and font size

#### **For one colour only**

Minimal font size for <b>positive print</b>	<b>4 pt. (1.4 mm)</b>
Minimal font size for <b>negative print</b>	<b>5 pt. (1.8 mm)</b>
Minimal line height for <b>positive print</b>	<b>0.1 mm or 0.004"</b>
Minimal line height for <b>negative print</b>	<b>0.15 mm or 0.006"</b>

#### **Two colours and more**

Minimal font size for <b>positive print</b>	<b>4 pt. (1.4 mm)</b>
Minimal font size for <b>negative print</b>	<b>6 pt. (2.1 mm)</b>
Minimal line height for <b>positive print</b>	<b>0.1 mm or 0.004"</b>
Minimal line height for <b>negative print</b>	<b>0.2 mm or 0.008"</b>

### 8 Parameters of the colour trapping

Recommended is **0.05 mm**.

### 9 Ruling angles

The **predominant colour** must be rotated to **45° or 135°**.  
There must be a ruling angle of **30°** between the colours.  
**Always check the films for moiré patterns!**

## **10 Separate films**

Provide a separate film for each colour, also a film for the white background if applicable.

## **11 Colour definition**

For spot-colour printing we use the **PANTONE Matching System** colour scale and the **HKS/K system**.

## **12 Register marks**

Place 4 registration marks on the corners of the film, with 140mm between each mark as shown on the picture at the bottom of this document.

## **13 Identification of the sources**

**You must indicate on each film:** the number of the order, the colour code, the screening data (lpi and ruling angle), the grey balance, the registration marks. All of this must appear outside the printing area.

## **14 Print sample**

Provide a Cromalin, Matchprint, Pressmatch, sample CD etc. to use as a colour guide.

# **Full information**

## **Glossary**

- Silk-screen printing:** A printing technique. The printing colour is pressed through a screen onto the printed surface. Here it refers to the printing of images on a CD or DVD across a template prepared from fabrics treated with a photosensitive emulsion or capillary film. In printing terminology this is a stencil printing technique: smear stencil printing.
- Half-tone printing:** The break-up of an image into a large number of dots.
- Screening:** The dots or other geometrical shapes into which an image is broken up.
- Screening density:** Means the number of half-tone dots in a unit of length, usually in 1 cm or 1 inch, e.g. 120 lpi (lines per inch, equals 48 lines per centimetre).
- Density (mask, richness, saturation):** A result of the size of the half-tone dots: the proportion of the surface left uncovered to the surface covered by the dots. The density is the ratio of the surface covered by dots to the total available surface. This ratio is expressed as a percentage.

**Colour printing  
(C,M,Y,K)**

The printing of colour images by accurate repeated printing of elementary or complementary colours. In silk-screen printing, the EURO colourimetric scale is used: it has three colour components, cyan (**C**), magenta (**M**) and yellow (**Y**). There is a fourth colour, black (**K**): it is a three- or, if black is used, a four-colour technique.

**Direct printing:**

Printing directly with the inks of the PANTONE system.

**Registration:**

The accurate overlapping of print elements during colour printing. With the available modular screen-printing technology, multiple-plate prints may be achieved in only with appropriate colour trapping.

**Colour trapping:**

When the coloured areas of different plates overlap on the surface of a colour print. This information must be provided for the preparation of the print-ons in the DTP studio.

**Moiré:**

A disruptive pattern occurring when two regular patterns or waves are superimposed while their frequencies are very similar. If the sample periods coincide, e.g., at each tenth wave, a new wave emerges with a regular pattern occurring at ten times the frequency of the initial waves. The visual impact of the new pattern will be ten times more disruptive. This results in an effect reminding of a view through transparent chequered fabric.

**Cromalin:**

A type of chemical proof used for checking the accuracy of a registration and the quality of the colours.

**Bleed:**

Image elements printed in the “bleed” fall outside the printable area and are partially cut off from the printed object when trimming.

## Technical requirements

At GZ Digital media, we use the silk-screen technique to print CD and DVD labels.

Available:

- From 1 to 5 spot- (“direct”) colours, including one background colour covering the entire surface of the print.
- Half-tone printing.
- Four-colour printing over a background colour.

### 1 Attainable density

In comparison with offset printing, the silk-screen prints have a more visible relief. This is due to the greater quantity of ink applied on the screen in comparison with an offset press, where a thin application of ink and the flat printing technique allow for colour densities below 5% and over 90%. The results of silk-screen printing are influenced by the screen used, by the capillary film and by the quantity of ink applied.

When a plate is prepared, the print-on screening dots are detailed onto the screen of the stencil. To print a light hue, the ink must be pressured through very small holes in the stencil. Some of those points are covered by the fibres of the, and no ink is applied. This is why at

very light values a screening dot deficit can occur; there is a lower limit of about 15% to the achievable saturation values.

Conversely, when printing at a high density, the points in the stencil are so close one to another that they tend to combine into large surfaces or stains. This limits the maximum density to around 85%.

**As a result, it is necessary to plan half-tone prints with levels of opacity not falling below 15% or above 85% !! Moreover, abrupt density changes must be avoided (e.g. artist on stage under spotlight, etc.). If this is unavoidable in the selected artwork, corrections will have to be made during the preparation of the film at the DTP studio.**

To achieve gradual shifts in colour density, you must select the right screening dot shape (and specify that information to the DTP studio). The most appropriate screening dot appears to be the autotypic 70/30 ellipsoidal dot. Abrupt density changes may be corrected by tuning down the basic colours C, M, Y. However, this also leads to shifts in colour shades on that particular area of the print.

**2 Half-tone used:**



Silk-screening uses amplitude-modulation of screening. (Frequency-modulation is not used because it would involve too fine screening.) Half-tone printing resolution depends on the screen used. There are important limitations in the choice of a screening resolution. If the wrong resolution is chosen, there is a high risk of moiré between the screening of the film and the pattern of the screen.


**Half-tone printing requires an autotypic (amplitude) screening of 120 lpi (= 48 l/cm).**

**3 Half-tone dot shapes:**

With half-tone printing, the shape of the dot has the greatest impact on the appearance of the print. This must be kept in mind at the time of choosing a dot shape and converting the image.

*Selected types of dots with their characteristics:*

- **round dots** ● ● (caution: do not confuse with circular screening: ). This is appropriate for saturation values of approx. 70%. Above that value, the distance between neighbouring dots will be too low, and the points will join on four sides.  This will result in a saturation shift and abrupt changes from light hues to dark hues. A further increase in the saturation would result in the soaking of the screening and an immediate shift to 100% saturation.

- **square dots** (chequered pattern) ■ ■. This type will give the same effect at 50% saturation when neighbouring dots come into contact at  four corners simultaneously. An abrupt shift in shade is easily noticeable to the naked eye and has a disruptive effect on the visual quality of the print.

- **ellipsoidal dots** (chain pattern) ● ●. The same effect will occur with this type of screening dot as well. The effect however takes place in two phases. First, at around 40% saturation, the oblong sides of the dot come into contact; in the second phase, around 80% saturation, the short sides join as well.



This joining in two phases attenuates the salience of the shifts. Upon further saturation increase, the dots gradually overlap and the shade transition is smoother than with the preceding two dot shapes.

For silk-screening, the most appropriate dot type is the **autotypic ellipsoid 70/30** dot. Round dots are not recommended. Square dots are forbidden.

**4 Film density:**

The density of the film is an expression of the shade of the black emulsion on the print-on. The density must be above 3.0, since lower values will cause the dots to appear as translucent grey spots.

**5 Orientation of the emulsion on the film.**

The emulsion on the film must be applied on the readable side: this side of the film is pressed onto the silk-screen stencil so as to allow for a perfect transfer of the image.

**6 Printable area:**

The areas of print for individual types of mediums are given in the separate "Template for On-body Label print".

Medium type	Minimal diameter	Maximal diameter	Interruption
CD	19 mm	118 mm	24-26 mm
8 cm CD	19 mm	78 mm	24-26 mm
Business card	19 mm	minimum bleed 2 mm	24-26 mm
DVD 5	19 mm	118 mm	33.5 - 37.5 mm
DVD 9	19 mm	118 mm	-
DVD 10 (side 2)	19 mm	43 mm	-

Label prints should spread only over the area covered by the reflexive metal layer of the CD/DVD (minimum diameter 36 mm). Only within that area may the best print quality be attained with maximum colour stability.

When printing up to the centre of the CD (minimum diameter 19 mm), shifts are to be expected in the colour shades of the print within the non-metalized area of the disc. To minimize those changes, we recommend that you use a white background covering the entire surface (except the non-printable zone).

Business card labels must exceed the dimensions of the card by at least 2 mm.

**WARNING!!!**

**On label prints covering the centre of the disc, the image area is interrupted by a non-printable zone in a rim of a 24 to 26-mm diameter. The print-ons should be supplied with this section removed!! When printing in this area a colour variation and random interruption of print can occur.**

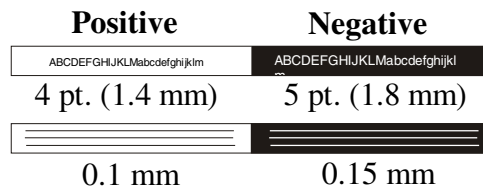
**Advice:**

A colour variation occurs at the fringing of metalized and non-metalized area (diameter 36 or 38 mm). To minimise this variation it is recommended to use white coloured background.

## **7 Minimal line height and font size:**

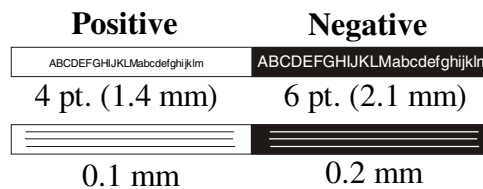
### **For one colour only**

Minimal font size for positive print **4 pt. (1.4 mm)**  
 Minimal font size for negative print **5 pt. (1.8 mm)**  
 Minimal line height for positive print **0.1 mm or 0.004"**  
 Minimal line height for negative print **0.15 mm or 0.006"**



### **Two colours and more**

Minimal font size for positive print **4 pt. (1.4 mm)**  
 Minimal font size for negative print **6 pt. (2.1 mm)**  
 Minimal line height for positive print **0.1 mm or 0.004"**  
 Minimal line height for negative print **0.2 mm or 0.008"**



## **WARNING !!**

**Serif face fonts must fulfil the line height requirements even in their thinnest parts, for positive prints as well as for negative prints.**

***Advice:** When processing print-ons in the DTP studio for two- or more colour printing, you should provide colour trapping parameters to ensure an accurate registration.*

## **8 Parameters of the colour trapping**

- **0.05 mm** - recommended
- values above 0.05 mm are not recommended.
- at 0 mm problems can occur with registration and the background may be visible.

## **9 Half-tone printing**

Screening density: 48 l/cm = 120 lpi  
 Dot type: autotypic 70/30 ellipsoidal  
 Density range: 15% to 85%

Ruling: 45°

For duplex: 0°  
 45° for the predominant colour

For triplex: 0° (or 90°)  
 30°  
 60°

For good results, you must observe a ruling of 30° between the colours.

## 10 Four-colour printing **C, M, Y, K**

Screening: 48 l/cm = 120 lpi  
 Dot type: autotypic 70/30 ellipsoidal  
 Density range: 15% to 85%

**Ruling:** the ruling depends on the predominant colour. That colour must be rotated to 45° or 135°, because a half-tone appearing at that angle is least visible (prominent) for the human eye.

	K predominant			
System	C	M	Y	K
90 °	75°	15°	0°	45°
180°	75°	15°	0°	135°

	C predominant				
System	C	M	Y	K	
90 °	45°	15°	0°	75°	Green, turquoise hues are dominated by Y, C
180°	135°	75°	0°	15°	

	M predominant				
System	C	M	Y	K	
90°	75°	45°	0°	15°	Orange hues are dominated by Y, M
180°	75°	135°	0°	15°	

Yellow **Y** is not so predominant a colour and its half-tones will not disrupt the image, therefore it is not necessary to rotate the yellow plate.

No pair of colours should form a 90° angle.  
 At different ruling values, moiré effects may markedly occur.

***If the CMYK print is to appear over a white background, the print-on thereof must be planned and provided consistently with the print-ons of the other elements (mask, cut-out of the unprinted area...)***

**Important: always check the films for moiré patterns !!!!!**

We need a print sample to attain good results (Cromalin, Matchprint, Pressmatch, sample CD etc.). The print sample is used only as an orientation point. Such prints as Cromalin, for instance, were developed for offset printing. We therefore cannot guarantee a complete colour match between the sample print and the CD label.

## 11 Colour definition

For spot-colour printing we use the PANTONE Matching System colour scale and the HKS/K system. Colour shades requests must therefore be formulated in accordance with those colour systems.

**Warning!** *The stability of the colours of the samplers is guaranteed by the manufacturer for one year only. After one year the sampler must be replaced.*

All ink suppliers provide colour recipes for working on a silver background (directly on the disc) and for a screen with 150 fibres/cm, assuming standard light by the D65 standard. It is necessary to take this into account when using colour shades on a CD label with a white background, or on a CD with a golden metal layer: variations are to be expected from the originally intended mixed colour shades. If the mixed colour shade is observed under a light that is markedly different from D65, the colour shade may appear to be lighter or darker.

**Warning.**

*A general colour may not be requested (e.g. from a sample object, from a print, etc.). We cannot guarantee the accuracy of a mixed colour shade, nor its repeated execution (e.g. in reprints). For that reason, when taking orders with "general" colours we use the nearest colour in the PANTONE scale.*

## **12 Register marks**

When preparing the print-ons for the stencils and to properly start the printing, you must place registration marks to ensure the correct registration of the plates. The standard position of the marks is represented on image no. 5.

Business cards require a special disposition of the registration marks (see images no. 3 and 4). Moreover, a blank zone is needed to place our orientation marks needed for operating the cutting lathes.

**Warning.**

*Do not place any indication on the label's printable area (e.g. on the film when preparing half-labels) unless that information is to appear on the CD. Every element of the printable area will be transferred onto the CD.*

## **13 Identification of the sources**

**You must indicate on each print-on:** the number of the order, the colour code, the screening data (lpi and ruling angle), the grey balance, the registration marks. All of this must appear outside the printing area.



## Registration marks positioning

