



# Print services – quality assured coupon printing!

## Competitive price and high quality – easy and convenient!

As part of the process, we offer print of your discount coupons, product vouchers, value coupons and cash vouchers, as well as other vouchers that can be used in cash-back campaigns, contests and similar activities.

## We handle millions of different value vouchers every year.

We take responsibility for the entire process and ensure the print quality, both with and without unique security codes. The production of our products takes place under optimal conditions, both for the human being and the environment.

We cooperate with the best suppliers and print coupons and vouchers for entire grocery- and the service trade. Our idea is to collect and print as many coupons as possible to provide us coordination and economies of scale, which for you mean great price advantages.

### Advantages Print services

- **Quality assurance** – reduced manual handling
- **Time saving** – ordering directly in ClearOn Customer Portal
- **Higher quality** of results and analysis in the Customer Portal
- **Cost effective** – ClearOn offers competitive pricing

## This is how Print Services works

In *ClearOn Customer Portal*, you can calculate costs and order standard printing. Format types as well as lead- and delivery times can be found in the order flow in the Customer Portal. Of course, we also do reprints of existing campaigns and any special solution you may want, such as special requirements regarding paper, format, etc. Describe your wishes and make a price request for your special print [HERE!](#)

When you create campaigns in *ClearOn Customer Portal*, you easily fill in the details of the print and then we will take care of it. We distribute where you wish, to one or several addresses according to the distribution list. Distribution to a private individuals address is delivered to an agent for pick-up.

## Printing information

**Booklet:** Choose whether the coupons are to be glued and made into a booklet block of 25 or 50, or just cropped.

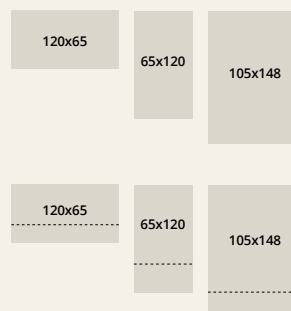
**Format:** Choose between the following sizes: 120x65 mm, 65x120 mm or 105x148 mm. On 105x148 mm vouchers, the part relating to the discount coupon must be separable by perforation.

**Perforation:** Only needed if the discount coupon is to be separated from a larger voucher.

**Paper:** Coupons that are glued to make a booklet block are printed on 115g coated paper while coupons to be cropped only are printed on 150g coated paper.

**Punch:** Hole in coupon for hanging.

**Appearance:** Single-sided printing = printing on one side (4+0).  
Double-sided printing = printing on two sides (4+1 or 4+4)



## Design specification for coupon original

### Mandatory information for all value vouchers:

- Image/information about the promotional offer
- Text: *To store: To be redeemed by ClearOn AB*
- Voucher expiry date

### Recommended text for discount coupons:

Can not be combined with other offers.

### Mandatory text for goods voucher & payment voucher:

The entire value of the coupon must be used at one time of purchase.

### Mandatory text for coupons with receipt restriction:

Valid only once per household.

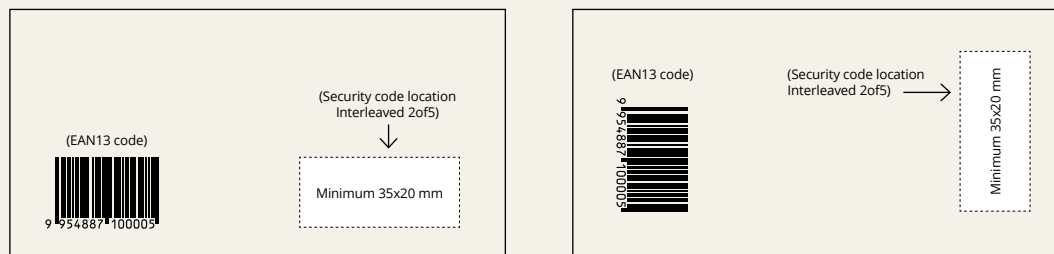
### EAN code

- EAN code is placed on the left, as it should be scanned first at the checkout
- Light background gives the best results
- The code must be created in EAN13 format and should be at least 35x20 mm

### Print of coupon with unique security code

If the coupon is to be printed with a unique security code, there must be an empty white space on the original where the security code will be placed. The space should be located on the opposite side of the EAN13 code and should be *at least 35x20 mm*. The security code is created by ClearOn's production partner as *Interleaved 2of5* and placed on the coupon in conjunction with the print.

### Example of placement of EAN code and unique security code



## Specification print-ready original

- The print file must be saved as CMYK
- Crop marks and bleed of at least 3 mm should be included
- No texts or objects within 3 mm of the cutting edge
- The front of the coupon must be page 1 of the print-ready PDF file
- Images must be at least 150 dpi
- If the coupon is to be punched, leave space for a hole of 7 mm diameter, placed 5 mm counted from the top edge (centered). Don't make you own mark.

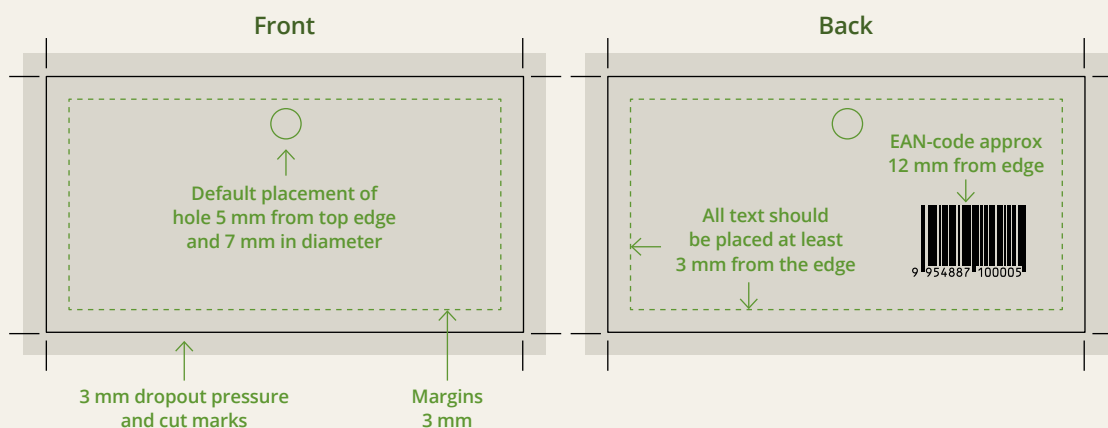
## Remember

**Bleed:** 3 mm

**Margins:** 3 mm

**Color profile:** CMYK, Fogra51

**Printed origina:** PDF with crop marks. Make sure there is no important information nor logo where the hole will end up.



If you are missing an account to access ClearOn Customer Portal or need help or want personal contact, you are always welcome to contact us via phone: +46 8-588 340 59 or via email: [printservices@clearon.se](mailto:printservices@clearon.se). If you have any feedback about the service, please contact us at the same email address as above.