Artwork specifications
Variable data

Individual personalisation of IML by adding variable data such as barcodes, QR codes, numbers or text are options we offer. To achieve the most accurate and readable barcodes, and fast processing during the production process, we ask you to take into account a few focus areas when submitting the files.

Variable barcodes

We support most types of variable barcodes such as EAN, Interleaved 2 of 5, Code 128, and many more with or without digit check. The size, position and other specifications depend on your scanning equipment.

Variable QR Codes

To assure the readability of the QR codes on devices, a minimum size of 2.1 x 2.1 cm is recommended. However, most smartphones can read a QR code up to 1.3 x 1.3 cm

The amount of information to be displayed when scanning determines the number of cells or blocks of a QR code. A QR code with a lot of information will contain more cells. To make all cells fit, cells are shrunk. If cells are too small, there is a possibility that they will clog during the printing process which makes the QR code no longer readable. That is why it is recommended to put as little information as possible in the QR code.

As an example, below on the left you see a QR code of the long URL of the search result "iPB-Printing" in Google. On the right the short URL of our website.

https://www.google.be/search?q=ipbprinting&ei=SqTzYfXdDsmbsAf-WyZm4Dw&ved=0ahUKEwj1qvfs_tP1AhXJDewKHdZkBvcQ4dUDCA4&uact=5&oq=ipbprinting&gs_lcp=Cgdnd3Mtd2l6EAMyCgguEMcBEK8BEAoyAggmOgclABBHELADOg4ILhCABBCxAxDHARCjAjoOCC4QgAQQsQMQxwEQ0QM6CwgAEIAEIAEELEDEIMBOg4ILhCABBCxAxDHARCvAToLCC4QgAQQxwEQowI6BQgAEIAEOgQlABBDOgclABCxAxBDOgslLhCABBDHARCvAToECAAQCjoHCAAQgAQQCjoECAAQHkoECEEYAEoFCEASATFKBAhGGABQ1iUYzC9glTFoAXABeACAAVWIAZwGkgECMTGYAQCgAQHIAQjAAQE&sclient=gws-wiz

https://www.ipbprinting.com/

Variable numbers or text

Underneath the barcodes or QR codes, the values of the code are usually placed in numbers. A variable text can also be placed, such as, for example, "*This mug belongs to Bart*" or "*This coffee belongs to Elly.*"

The colour

For a good readability of a code, there must be sufficient contrast between the stripes or cells and the background of the code. Silver, gold or other metallic colours are not recommended due to their reflection. In addition, we do not recommend placing the code in reverse because some devices do not recognise white cells/stripes on a dark background.

The variable data file

We generate an ascending series of numbers or codes ourselves on the printing press. Variable text or a series of numbers or codes that do not succeed each other must be supplied in Microsoft Excel. The variable data must be in one cell, with the variable data listed per label in a new row each time. If several types of codes or texts appear on 1 label, the variable data for each type must be in a separate column.

	A	B	C	D
1	barcode	getal	QR-code	
2	123000001	1	https://www.ipbprinting.com/hdfhkjl	
3	123000002	2	https://www.ipbprinting.com/leovhwi	
4	123000003	3	https://www.ipbprinting.com/qyetdpo	
5	123000004	4	https://www.ipbprinting.com/bfyizsa	
6	123000005	5	https://www.ipbprinting.com/poiuyre	
7	123000006	6	https://www.ipbprinting.com/leovhwi	
8	123000007	7	https://www.ipbprinting.com/adsftyui	
9				

Position of the QR code on the label

For proper processing on our machines, the distance from the edge of the label to the QR code must be at least 10 mm.