

How to use the ready-to-print files: Roll-Up Banners

Use the approved global master as your starting point. Local adaptation is only permitted where regional adaptations are necessary. The final version must be technically and legally fit for its local purpose. Your Corporate Communications & Marketing team can support you in case of any questions.

Recommended internal workflow

- **Download** The global master file.
- **Do** Follow the below checklist.
Keep the logo, layout, colours, image treatment, power bars.
- **Local Adaptations** If translations are necessary, please reach out to Natalie Gerber or Daniela Dethmann from Corporate Communications & Marketing.
- **Do not** **Rebuild artwork from a PDF, print screenshots or use similar previous local print files.**

Only reach out to Global Corporate Communications & Marketing if:

- The local market requires a change to the core design or campaign message.
- You need new imagery, a different format or a materially different print finish.
- A legal, product or compliance requirement conflicts with the supplied global wording.
- The master file is missing, appears out of date or contains non-editable content you need to change.
- You are unsure whether a requested change is a localisation or a redesign.

Print-release checklist

If you work with the master file:

- You are using the latest global master file.
 - Final size, bleed, safe area and folding/finishing requirements match the printer specification.
- ➔ Print

If you need to implement local adaptations:

- All translations have been reviewed by a competent native speaker or local owner.
- All text fits cleanly; there are no orphaned words, line breaks or clipped content.
- Contact details, URLs, QR codes and local product information have been tested.

- No unapproved design element, image or message has been added.
- Images are high-resolution (300dpi) and licensed for the intended territory and print run.
- Colour mode/profile, overprint settings and spot colours match the local supplier's requirements.
- Final size, bleed, safe area and folding/finishing requirements match the printer specification.
- A printer proof or digital proof has been checked at 100% and approved by global Corporate Communications & Marketing.
- Only the approved, print-ready PDF has been sent to the printer.