

# Guidelines for serial numbering of CDs, DVDs, CD-Rs and DVD-Rs

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## 1. General Information

We are happy to individually number your CDs, DVDs, CD-Rs and DVD-Rs. The inkjet printers in our offset press can label your product directly on the polycarbonate or on a screen-printed white surface. Our thermal inkjet printer enables high-quality printing.

Following the offset printing process, sequential numbering is only possible in the color black. It can be up to 12.7mm high and as long as the CD/DVD. The print resolution should be 300 x 300 dpi. Within this area, alphanumeric characters, barcodes and data matrix codes as well as logos can be printed. "Microsoft Windows" fonts are available for this purpose. Special fonts must be supplied. You can, for example, print activation codes for software or serial numbers of limited editions onto your discs (also combinations of numbers, letters and special characters). With each print run, an element can be varied with external data. For example, in the case of data matrix codes, plain text can be added. For the design of the layout we need your specifications regarding fonts, sizes and positions of the desired elements. For bar and data matrix codes, we additionally need to know their type.

Please note that a printing press always has a small reject rate, so sequential numbering cannot be ensured. For this reason, for contracts under 2000 discs at least 1% more numbers should be provided – and for more than 2000 data carriers, 0,5%. Reprinting missing codes cannot be done without significant effort and costs!

In order to guarantee the function and readability of bar and data matrix codes, as well as for elaborate layouts, it is advisable to produce an approved prior to serial production.

To protect the sequential numbering, we recommend an additional coating, which can be done in a single operation when the numbers are printed.

## 2. Maximum number of characters

The maximum number of characters is determined by the size of the font, the number of characters and the selected layout.

## 3. Possible fonts

Common "MS-Windows" fonts are available. Special fonts must be supplied.

## 4. Recess in the label area

It is possible to print directly on silver and white. All other colors (especially dark colors) should be recessed for better readability. Depending on the layout, the complete label area + about 1.5 mm edge should be recessed.

## 5. Transmission and data carriers

Einzeilig:

- Create file names without special characters
- An "MS-DOS" text file or a file convertible into this format (for example, „MS-Excel“) is required as an input format for sequential numbers.
- FTP
  - For FTP delivery please use our FTP server (ftp.cda.de)
  - You will receive FTP access upon request
- Email up to max. 10 Mbyte
- CD/DVD-R

