

Instructions on Preparing PDF Files

for Offset or Digital Printing

For computerized illumination of printing plates (CtP)

With these instructions we want to help you prepare and create files that are suitable for printing in a printing works, in order to guarantee true quality and flawless printed matter.

It is important for mutual satisfaction that you get familiarized with these instructions. This way we avoid potential inconsistencies and subsequent cost implications.

Instructions

A PDF file must be created using a proven postscript driver, which is used by most users for modern illumination devices. We recommend Adobe drivers. This guarantees compatibility. Details on driver installation can be found at this website: <http://www.adobe.com/products/printerdrivers/installwinppd.html>.

And more details on creating PDF files can be found at: http://www.adobe.com/designcenter/acrobat/articles/acr7ip_prntwrkflw/acr7ip_prntwrkflw.pdf. Settings for creating PDF files (files *.joboptions, *.PPD) can be found at www.certifiedpdf.net. You can also contact us and we will send them. But if you are creating PDFs with the joboptions setting set to **PDF for press quality**, it should suffice.

Media for Data Delivery

- CD or CD-RW • DVD-R or DVD-RW
- USB flash drive or portable disk

Data Transfer

- on our FTP server at **ftp.grafis.si** (user name and password sent upon agreement)
- to the email address of the contact person and also to the technician in charge, to take note.

We do receive file delivery notification on our FTP server, but it is still better that after you

finish the data transfer, you notify us which user name you used and in which folder did you store your files and, naturally, the name of this file; e.g. <ftp.grafis.si/username/folder>.

And please email us other information that is required for project implementation - number of the offer (if one was assigned), otherwise the format, colours, number of copies, on which material, etc.

We can also download files off your FTP server. In this case, you have to grant us access to your server by sending us the direct link to the files or:

- the server's name • user name • password and
- the name of the folder with the files and, naturally, their names.

Digital Data Formats

- **PDF files** - optimal course of project implementation requires already created Portable Document Format (PDF) files. Instructions on creating these files are given below.
- **OPEN files**- in InDesign (*.indd), QuarkXpress (*.qxd,*.qxp), CorelDraw (*.cdr) and Adobe Illustrator (*.ai, *.eps) files, we also require, along with the basic data, test prints that show the sequence of pages, page format, text layout and images. All fonts and images that are used in the document (collect for output) also need to be enclosed. Enclosed images must be stored in a CMYK colour space and in high-resolution (at least 300 dpi). Usually, we create PDFs for printing and send them to the client, to be confirmed. If problems with creating PDFs and additional unplanned work arises, we must charge additional costs, because sometimes it takes an hour or more, to prepare a PDF that is suitable for printing. We avoid this, if the client delivers PDFs that are already suitable for printing.

Naming Files

Name the sent files and folders with an unambiguous title, preferably without extended characters.

Client's name_Title of printed matter _Number or code of printed matter.pdf

Requirements for Preparing PDF Files (the Press Quality PDF setting)

- composite PDF files,
- in a CMYK colour space (for colour printing) - through computer processing of files for illumination (RIPping), potential spot colours will automatically convert into CMYK, but we cannot guarantee a 100% match with the given spot colour,
- in a CMYK and/or spot colour space (for multi-colour printing),
- in a black and white/monochrome (grayscale/spot) colour space (for black and white/monochrome printing),
- printed matter in PDF must be centred exactly, otherwise a trim box must be defined (printed matter automatically positions itself according to the trim box, meaning that the printed matter must be right in the centre of it!),
- uniform size of all pages in a PDF,
- pages must be prepared as **single** and not as **spread**,
- trimming addition (at least 2 or 3 mm, depending on printed matter),
- we prefer you add only trim marks (offset 3 mm) and marks for folding, perforating, etc., WITHOUT any "cosmetic" additions: colour wedges, countless irrelevant trim marks,
- 8-bit images (colour and grayscale) in at least 300 dpi resolution,
- 1-bit images (black/white) in at least 1200 dpi resolution,

- the sum of all colours should not exceed 320% surface coverage (for printing on coated paper),
- the sum of all colours should not exceed 280% surface coverage (for printing on uncoated paper).

Specificities of Printed Matter with Different Texts - Language Mutations

In printed matter with mutations in the text (e.g. different languages), make sure that:

- images are in CMYK colours; and then we have two possibilities (depending on the supply and printed matter, so it's better to check with us first),
- the text colour is one of four primary colours, or
- the colour of the text and of all mutated elements is the fifth Spot or Pantone colour (e.g. Text Black),
- all mutated elements are printed over (**overprint**).

Corrections

It is best, if we receive confirmed files, meaning that they can go straight to print. In major projects, we always send RIPped PDFs to the client, to be confirmed.

And if any corrections are needed, it is best that the client makes them and sends us new files. If this is not possible, we can, to some extent, make corrections ourselves, but then we require corrections by the author and confirmation of corrected files by the client by email or with a signature on the confirmed copy of printed matter.

Match Print / Test Print

We prefer to receive colour-relevant templates before starting production. In case the client has none, we can prepare them ourselves, but this brings additional costs. If we do not receive any colour templates, we print exclusively according to colour wedges on printed matter on the printing machine. And they are relevant; they way a file is created, is the way it will be printed. Printing is done with coatings according to ISO standardization for specific types of papers.

Test Files – recommended Before starting production (even better when preparing the proposal), you may send us:

- the so-called Test File,
- suitable black/white and/or colourful prints.

We then review and test the received file. If an error occurs during preparation for illumination or due to an error in the form and type of data, we inform the client and come to an agreement on correcting errors. Depending on the form and type of data, errors can also be corrected in our department for graphical pre-processing, but in case of more challenging interventions and corrections, we charge work according to the price list. If this is not the case, the client needs to prepare and send new data.

Pending receipt of files confirmed for printing, the Test Files are binding for us. If deviations between the test and actual data occur during processing, we must adjust/remove this deviations with additional processing. Unfortunately, we also have to charge this additional processing and new preparation/adaptation of data.