

# GUIDELINES FOR DATA DELIVERY

ISSUED APRIL 2010



## GENERAL PRINCIPLES

To achieve high security and reliability in print file delivery all our quotes are based on delivery of process optimised PDF/X-1a:2001 data. This format is an established standard in the printing industry. Detailed information about this format can be obtained via the internet – please see the listed links at the last page of this document.

Together with the data we expect colour reliable proofs with integrated FOGRA mediastrip. The proofs should follow the currently published ISO profiles. The supplier of the print files should guarantee that the proofs were created from the delivered files.

## DISCLAIMER

If no proofs are supplied which enable us to verify colour and content, we do not perform a final check before plate making or printing.

If the delivered proofs are made from different data to that delivered we do not take responsibility for discrepancies between expected result and printed result. Without delivered proofs we print according to ISO 12647-2.

We can provide colour reliable proofs – please ask for our pricing conditions.

## SERVICES:

### Control

All delivered data will be controlled by a "Preflight" check. In case of identified faults we will contact you.

### "Blueprint"

We will provide you with a folded "Blueprint" for your final check before printing. This "Blueprint" is made on a wide format printer in a resolution of 360 dpi. It is not colour reliable. It will not show the final format in absolute accuracy. Alternatively we can provide you with a screen PDF with a resolution of 72 dpi. Please bear in mind that even with this low resolution a document can easily be a large number of MBs. This might cause problems with your internet provider.

### Corrections

Extensive corrections which have to be done after having already plotted the "Blueprint" always need a lot of time and cause high costs – as the whole prepress workflow has to be repeated. So please make sure all corrections have been made before data delivery.

Also be aware that within PDF files not all corrections are feasible.

All corrections require a new "Blueprint" to ensure no faults occurred. This "Blueprint" is chargeable.

### Colour Management

In case that the delivered data is not within the required colour space or other reasons that necessitate further work, we can do this for you. Please ask for our pricing conditions.

For colour transformation we use latest DeviceLink Technology to achieve best quality.

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## DATA COMPOSITION

### Single or double pages?

We prefer single pages. One PDF file can contain several single pages.

Exceptions: perfect bound covers. Please provide us with a document where all elements are mounted within. This includes all cover pages, flaps and also the mounted spine for perfect binding.

Please provide also exact folding and trimming marks.

### File name

Each file has to be named with product name, page number(s) and if necessary versions. This file name should be clear without ambiguity to avoid any mix up.

### Trimming edges

All elements with bleed cut within a page need a minimum of 3 mm bleed to trim.

### Untrimmed format

All pages need marks for folding and trimming at a minimum distance of 6 pt to the trimmed size. It is reasonable to work with an untrimmed format that is 10 mm larger at all four edges and to position the trimmed page format centred within.

### Versioning with text change only

In case only the text is changing from version to version and the complete layout including images stays unchanged, we expect all changing elements to be built up as a special colour, e.g. special colour called "text". The changing data can be delivered as separated PDF (only with the colour separation for "text").

Please bear in mind, negative text changes always means a change of all four process colours.

### "overprint" or "reversed out"?

All page elements that are meant to overprint other elements (typically in black) have to be set within the layout program as "overprint". Please be very careful about this – especially when working with text changes.

Whereas all elements created as negative white have to be set as "reverse out".

Working with metallic- or daylight luminescent colours:  
black has to be set as "reverse out".

### Trapping

To obtain a perfect printing result all data will be processed by our trapping workflow. This ensures – according to international PDF/X definitions – that all delivered trapping information will be ignored and exchanged by standard settings. This ensures no incorrect settings will go through to plates and print. In case you wish to keep your settings please inform us in advance.

### Special information for perfect bound products

Perfect bound products are glued left and right of the spine 5 mm into the pages. This means inner pages of the cover and first and last pages of the content are glued together for 5 mm each. This has to be respected in the layout of the pages. These 5 mm have to be built up for each page as follows: next to the spine 2 mm spare white, than 3 mm doubling of the page elements. If these instructions are not followed you will get whites or loss of page information.

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## Fonts

Only use PostScript type 1 fonts using electronically modified fonts from the menu font style of the layout program or other modified fonts can cause severe processing and output problems within each professional workflow.

Using TrueType fonts sometimes causes problems with embedding of the fonts within a PDF document if the creator of these fonts has locked them electronically.

These documents can't be processed correctly.

## Scale of fonts

Fonts which are not set as 100% black, may not be smaller than 6 pt as readability after print might be of poor quality.

## Fonts within EPS data

For good processing all fonts within mounted EPS data have to be transformed to paths.

## Legal adviser

Actually embedding of fonts is legally allowed only for "printing" of the data. We have to inform you, that even minor corrections within the data are not considered as legal if done by us – as we might not be the owner of the same fonts.

## IMAGES

### Colour and grey scale pictures

Best storing formats for colour and grey scale pictures are EPS and TIFF. For AM printing resolution should be at least 300 dpi, for FM printing at least 450 dpi.

JPG as data compression format can cause bad results. Data compression should be done with processes that ensure no loss of information.

### Linework

For linework we need a resolution of at least 1000 dpi.

### DCS pictures

Embedding of DCS data should be agreed with us.

### Line elements

Thickness of line elements has to be at least 0,357 pt. Less thickness means risk of loss while printing.

### Transparencies

Working with these functionalities means flattening to one layer before PDF creation. Otherwise transparencies won't be processed correctly. To flatten transparencies within InDesign three quality levels are possible. To obtain good quality of edges within the transparencies only use the "high resolution" level.

### OPI

If you work with an OPI server, please make sure, all low resolution data were substituted with high resolution data before sending the files. All OPI comments have to be deleted to ensure correct data processing. This is according to PDF/X Standard.

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## COLOUR

### Colour mode

All pictures have to be set as composite CMYK (plus special colours if desired). Duplex, triplex and quadruplex pictures (two tone, three tone and four tone pictures) have to be checked by you for correctness after PDF creation.

### ICC based colours

According to the international standard of PDF/X-1a:2001 no ICC profile may be linked to the pictures. The PDF file has to be clearly marked with a link to the output intent. If no such colour definition is made, we proceed data as ISOcoated based.

### Total ink coverage

According to practical advices of FOGRA and BVDM (German association of printing and media companies) total ink coverage should not exceed 300% for web printing and 340% for sheet feed printing. This is to ensure best quality and good processing. We presume that our guidelines for data delivery are known and concerned of our clients and their suppliers. That means that files are prepared in the way we define herewith, especially according total ink coverage. If this is not the case we assume your agreement that we will reduce the total ink coverage ourselves. Therefore we use latest device link technology.

### Colour profiles

Profiles can be used for separation within programs such as Photoshop. These profiles are different according to print process and paper type. Please refer to [www.eci.org](http://www.eci.org). As no adequate profile exists for web offset printing on paper class 1 (gloss coated, white, wood free) or class 3 (matt coated, white, wood free) we have created a profile based on FOGRA profile 27L (sheet fed) – with a limitation of maximum ink coverage at 300% to meet needs of web offset printing. We are happy to forward this profile to you at no cost.

## DATA FORMATS

### PDF

Our estimates and offers are based on composite PDF files according to the regulations of ISO 15930 as PDF/X. So we expect you to send files in this standard. To ensure secure data processing, the PDF files have to be created with Adobe Acrobat Distiller or workflows based on such as AGFA Apogee Create. You will find all necessary settings on our homepage for download.

### Open data formats

We are capable to deal with open data of the following sources. In case you are using non standard XTensions please let us know and provide us with these to enable correct processing.

Supported programs with versions:

- QuarkXPress (up to version 7.5)
- Adobe Illustrator (up to version CS4)
- Adobe InDesign (up to version CS4)

### Data for testing

To ensure best data processing we kindly ask you to send test files prior to our first project. We will check the files and give you detailed feedback.

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## DATA EXCHANGE

CD and DVD are a well proved storage medium. But please send us a copy of your original data – this is for safety in case of data loss.

Also we accept files on hard drives which we will send back to you fastest possible. To check incoming data we need an exact naming of the data medium (company, project) and a print out of the content list.

On demand we will send back the storage medium. If there is nothing specific agreed we will put the storage medium to our recycling waste three months after print.

### Data exchange

We support e-mail and FTP.

Via email the address is: [vorstufe@bk-offset.de](mailto:vorstufe@bk-offset.de)

Via FTP we can offer you an individual access on demand.

If you submit to us access information of your ftp server, we are happy to pick up the data there.

Please send us a fax or an email prior to each data exchange to your project manager in charge at B&K with exact details concerning way of data exchange, file structure and -naming.

## ARCHIVE

In general all printing data will be kept in storage for three months. If you wish us to archive your data any longer please let us know. Your project manager at B&K will make you an offer.

## CONTACT

### Questions left? Need further advices

our prepress managers are ready to help.

Manuel Erhard      phone +49 72 23/28 06-1 48      [vorstufe@bk-offset.de](mailto:vorstufe@bk-offset.de)

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## SOURCES, LINKS AND TOOLS

<a href="http://www.bvdm-online.de">http://www.bvdm-online.de</a>	Information about standards of printing
<a href="http://www.altonatestsuite.de">www.altonatestsuite.de</a>	Information about Altona Test Suite
<a href="http://www.eci.org">www.eci.org</a>	Information about standardisation and colour management. Download of standard ICC profiles.
<a href="http://www.fogra.de">www.fogra.de</a>	Information about standardisation, control elements, printing and associated processes in general. Download of characterising data as basis for ICC profiles.
<a href="http://www.adobe.de">www.adobe.de</a>	Information about PDF in general. Download of postscript drivers.
<a href="http://www.prepress.ch">www.prepress.ch</a>	Information about PDF in general.
<a href="http://www.bk-offset.de">www.bk-offset.de</a>	