

Prepress Guidelines for Digital-printing

General

To secure a quick on-time production we recommend you to follow our prepress guidelines. This makes us able to get you an optimized printing result.

Data Formats and Applications

Inside our Apple-Macintosh oriented workflow we are using the latest versions of Quark X-press, Macromedia Freehand and the Adobe Product line. Please make sure to include all the fonts, graphics and images used in your layout. We are also using windows pc data and press optimized pdf-files for production but if you think of providing us data like this, **call our prepress department** to avoid extra costs for converting.

- The documents should be designed in the scale of 1:10. if the production size is below 1sqm the scaling factor could be 1:1 or proportional.
- Always add a trimming margin of 3mm to your layout (at a scale of 1:10). This value is only valid at standard finishing (hems and grommets). If your production is double-sided or you need pole-pockets please call our prepress department.
- Avoid using crop marks, registration marks or any print information on your layout.
- Non used pages or information outside the layout area must be removed.
- Avoid using facing layout in your prepress program.
- Make sure you provide all fonts that are used in your layout. (printer- and screen-fonts)
- Prefer using postscript fonts. If true type fonts are used please vectorize them.
- Do not use artificial font styles (outlined, shadowed, etc.), otherwise convert them to vector information.
- All the fonts and images which are used in EPS files must also be sent to us.
- If you are using vector based layout programs, convert your fonts in paths. this will exclude some errors.
- Do not use non postscript filling styles.
- Large format gradients and vignettes should be provided as pixel information.
- All colors should be in cmyk-mode. Colors from systems like HKS, RAL or Pantone can only be reproduced close to the original but not exactly.
- 4-color values for HKS, RAL or Pantone will only be determined by us if you call for it. In standard production we are using the cmyk values provided by the color distributors.
- Pixel data like TIFF or EPS should be compressed. Use jpeg-compressing with maximum quality for EPS and LZW-compressing for TIFF images.
- File formats like PICT, GIF, WMF and color spaces like Indexed Color or LAB must not be used.

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- There are known problems inside our prepress workflow with COREL DRAW data containing images. If your document includes vector information only, save it as EPS or AI file.
- Avoid using embedded color profiles.

Quality Assurance

For controlling of your layout you need to provide us a proof or a screen-pdf. If you need special color results in your print you have to provide us a color-proof printout. If it is possible we try to reach your desired color result. For an additional fee we can print a small version of your production on your choice of substrate. We can also offer you our scan-service. Please call our prepress department.

Image resolution

Rigid

(acrylic glass, foamed pvc, alu-dibond, etc.)

Scale 1:10

720 dpi

trim margin 0,4mm

Roll-to-Roll

(vinyl, truck curtain, mesh, self-adhesive, etc)

Scale 1:10

print size up to 5sqm 360dpi

print size from 5sqm to 40sqm 180-360dpi

print size larger than 40sqm 180dpi

Data delivery

Please name your media (CD, DVD, etc) with job-name and customer name. Make sure you provide an address and telephone number for questions from our side.

Please use alphanumeric characters only and avoid using special characters or slashes/backslashes in your file - names. The suffix of the files should also be added, this makes it easier for us to handle your data. This point is very important for data-transferring via the following services.

e-mail

Basically our FTP-service should be used for data transferring. Data which is useful for documentation can be sent via email. E-mails larger than 10MB cannot be received by us. In that case use our FTP-Service.

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FTP-Service

Copy all the data you wish to transfer inside a folder and give it a reasonable name. Apple-Macintosh data should be compressed as .SIT file, compress Windows data as .ZIP files. It is very important to use alpha - numeric characters only and avoid using special characters or slashes/backslashes in your filenames. Please note inside a Text-document which platform and which programs you have been used for creation. Do not hesitate to contact us for your custom user and password information.

Note

Please pay attention that PDF files are closed and print ready files which we don't have any influence in color correction or content manipulation. If you have any questions according to this prepress guidelines, feel free to call us.