

**Files preparation**

Graphic files in digital form should be sent to us via the FTP server or external servers like Google Drive, WeTransfer, DropBox.

We work only with closed composite pdf files – 1.2;1.2;1.3;1.4. All file settings should be set to Press Quality.

Other conditionally accepted open file formats are: TIFF, JPG; but with reservation that the quality may be much lower. Small vector objects looks much better than when printed from bitmap.

Resolution of bitmaps – 300 dpi. Lower resolutions mean that the Customer's approves of a lower quality.

After the graphic files are checked, DTP department creates low quality PREV files for substantive confirmation via email. Then comments and reservations regarding the materials are sent.

**Print colours**

We only work with CMYK colour space, ISO Fogra39 profile. RGB files will be transferred to CMYK, but the final effect may vary from the one desired by the customer.

Total area coverage: 320% for coated paper, 250% for uncoated paper.

Spot colours / additional Pantone colours or other effects as spot varnish must be prepared in the design as a separate additional spot colour. Spot varnish, hot stamping, stamping must have overprint attribute marked and should be treated as vectors.

The minimum width of the object / line in spot varnish must be 0.5 mm (negative – 1 mm). Spot varnish is not applied on uncoated papers.

Stamping - the minimum width of the line must be 2 mm.

Hot stamping – the minimum width of the line – 0.3 mm, space between the lines minimum 0.4 mm

Barcodes, qr codes and other minor black objects should be coloured with 100% black only without CMY components.

Vinyl labels can be printed in 4/0 CMYK, 1/0 Black, 4/0 Pantone. Metallic Pantone Colours (871, 877 etc.) cannot be used for technical reasons attributable to vinyl printing machines.

In order to achieve a rich black depth in large, solid areas it should be generated with full CMYK colours. Recommended % are: C70, M60, Y60, K 100 for coated papers and C50, M40, Y40 and K100 for uncoated papers. For CD/DVD labels it should be C40, M30, Y20, and K 100.

Any non printing information (e.g., specs, punchers, creasing, dimensions) should be placed on a separate pdf layer, filled with colour spot, with an overprint attribute.

## **Layout**

Every component included in one project must be saved in separate file. As an example: a 12-page booklet is 1 12-page pdf file. For booklets, we prefer single paged layout instead of printing impositions.

The project should be centered on pdf page (particularly for disc prints).

Every file of the ordered component, including the plate, should include bleeds, a minimum of 3 mm on each side. Digipack / unipack, on internal sections where the cut is present as well. Similarly CD/DVD at the central opening. No printer marks, cutting lines, registration marks etc. are placed in bleed area.

If the project has been prepared on the basis of a specification or die it must be attached to the set of materials.

Do not place any important graphics elements too close to the edge of artwork, safe area is min. 3 mm.

Booklets with saddle-stitched binding - it is not advised to place continuous graphics artwork on spreads because of low esthetic effect on spine. e.g. texts, faces. Each bookbinding process has a machining tolerance of up to 1 mm. Please take this into account when designing your artwork.

## **PROOF sample prints**

For CMYK printing of any component we strongly recommend to use colour sample. We work with GMG Proofing station with EPSON P5000 printer. In case the Proofing option is not marked on the order form, the customer approves of minor colour mismatches in the final product.

Please keep in mind that:

- proof print simulates coated paper prints
- foil and UV varnish slightly alters print colour
- the production cardboard is slightly yellowish as compared with paper used for proof prints

## **Additional DTP Studio costs**

In case of finding some issues with files, we offer the fixing service within our DTP department. The cost of processing files starts from 20 Euro (1 U = 1/2 hour of DTP specialist work) and it is agreed with the customer.