General recommendations for the PDF files

Dear custormers,

We would like to inform you about the general recommendations for uploading files. These serve to make your work easier and to eliminate errors in the submitted files, thus contributing to the fast, smooth printing of the publication, taking into account the quality requirements.

Please note that print-ready files in **PDF/X-1a:2003** format are recommended. This ensures that the file does not contain layers, transparencies and non-embedded color profiles, but that the submitted file contains only CMYK, grayscale and spot color.

When creating the print data, you must specify the type of paper on which to print. (coated or uncoated). Each CMYK element must be created with the output intent corresponding to the paper used. The required color profiles can also be downloaded from the ECI (European Color Initiative) website (www.eci.org), but can also be found on our website:

- **FOGRA51** – PSO Coated v3.icc – Premium coated paper (ISO 12647-2:2013 PC 1)
- **FOGRA52** – PSO Uncoated v3 (FOGRA52).icc – wood-free uncoated white paper (ISO 12647-2:2013 PC 5)

If you wish, we will be happy to help you with the installation of the profiles or even with the creation of the appropriate print file. In addition, instructions for writing PDF files are available.

Print data

The files must be uploaded to the FTP server. You will receive the necessary access data (our IP address, user name and password) for your own folder by e-mail.

Please insert the inside pages individually (not in pairs), but insert the cover, jacket and endpaper together.

For multi-page publications, the pdf must contain each page in the correct order. Please include the pages in the file according to their position in the publication.

Page size, bleed size

The page size should match the trim box size, which indicates the trimmed size. Bleed size should be 5 mm on the inside pages and 15 mm on the cover layout.

Crop marks

Please only use the crop marks available in the software.The distance between the crop mark and the trim box must be at least 3 mm. Please avoid using other print marks (register, color scales).

Fonts

Fonts must always be embedded in the PDF file. Converting text lines to curves can be used for some textlines, but is not recommended for flow text because a lot of vector data can make the process difficult. Please take care to actually prepare black body text in black—100%K—and avoid using negative and CMYK texts in small font sizes.

Line thickness

For sheetfed offset printing, the recommended minimum line width is 0.17 mm. Please avoid using negative thin lines with multiple colors or multi-colored backgrounds.

Overprint, Knockout

Black body text and thin black lines should be set to overprint. Avoid set negative (white) text to overprint as this text may disappear during processing.

Image resolution

300 dpi image resolution is recommended for sheetfed offset printing. Below 150 dpi, images become pixelated and the poor resolution becomes obvious. It is not advisable to use an image with a higher resolution than 450 dpi as this only increases the size of the file but does not improve the quality.

High quality printing

High quality art albums, photobooks etc. are recommended printing with a hybrid screening, which allows finer and more detailed printing quality. In this case, the resolution of the images in the file must be between 375 and 500 dpi. When ordering and submitting the files, please state your desire for a higher resolution separately.

Rich black

If rich black is to be printed over a large area, the coverage of this area should be 100% K + 40%C + 30%M + 30%Y. Avoid using it for flow text or lines if possible.

Converting colors

Printing presses work in the CMYK color system, so the images to be printed must also be coded according to this CMYK color system. Digital cameras and monitors work in the RGB color system, so the images must be converted from the RGB color space to CMYK. If PDF/X-1a:2003 pdf is applied and properly parameterized, the conversion appropriate to the paper will be performed when the file is written.

Total Area Coverage
In the sheetfed offset printing, the total area coverage (TAC) of the CMYK color separations should not exceed 300% for coated and 280% for uncoated paper, as this can lead to serious printability problems.

Spot colors
When using spot colors, please ensure that only the colors that you actually want to print as spot colors are specified as spot colors in the uploaded PDF.

Barcodes
Please display the barcodes in vector, if possible in black on a white background, to ensure good readability.

Print Embellishment
For UV varnishing, embossing, cold foiling and other surface finishing processes, please use the data in a separate file in vector format, which can be specified as 100% black or 100% spot color.

Die cutting
Please define the elements of the cutting die drawing separately with a spot color set to overprint. The elements to be cut should be drawn in solid lines and those to be folded in dashed lines.

Proofs and samples

Proofs are digital prints created from the print-ready file. These must be measured with a spectrophotometer and validated with a control scale. The proof shows the paper and the color separation. We can only guarantee the files we receive with color separation according to FOGRA51 (coated), FOGRA52 (uncoated) based on the proofs we have created. We cannot accept prints, sample books etc. from other sources as color samples, only as sample books.

When using Pantone colors, proofs are not a suitable solution. Color identification with the Pantone scale is more appropriate, but even the color of these scales can differ significantly. The digital reference of Pantone colors in spectrophotometers is the solution to verify accurate color matching.

Imprimatur

Before printing, we send the data (soft proof) to our customers for (digital) approval.

Responsibility

It is the customer's responsibility to provide the complete and final information required for the printing, as well as the files, in a quality and standard that meets our technological requirements.

The printing house is responsible for the comprehensive examination of the print data received, taking into account internationally recognized standards, in order to implement the ideas of our customers with the highest professional quality.

The printing house is not responsible for checking the content of the print files or correcting technical errors in the files. From the printer's point of view, a file is considered faulty if it is a technological barrier to processing. We therefore assume no liability for:

– Incorrect page order and pagination,
– Incorrect page layout compared to the final product design.
– Improper position of text, images, and graphics within the page.
– Incorrect blank page location.
– Incorrect ISBN used, different ISBN number and corresponding barcode.
– Editing, typography, hyphenation, spelling and grammatical errors in the submitted files.