

# GUIDELINES FOR DIGITAL DATA DELIVERY

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By observing these specifications you will ensure a state-of-the-art production process which meets the highest standards of efficiency and quality.

The responsibility for the documents supplied, their content, their accuracy and their actual image composition lies with the client or with the supplier.

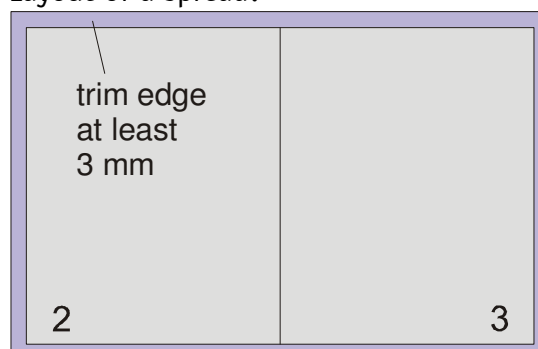
To ensure the smooth running of the production process, tests must be carried out when the data are handed over. In particular the colour space of the proof must be matched to PSR\_ECI standard.

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## : DATA

<b>Data formats</b>	TIFF/IT (CT/LW), no HC elements TIFF/IT-P1 (CT/LW), no HC elements TIFF-all-in-CT incl. Antialiasing (no LZW compression) JPEG (max. quality) PDF, PDF/X Please request adjustments to generate PDFs (only available in German).
<b>Open documents</b>	(Xpress, InDesign, Freehand, Illustrator) According to prior consultation.
<b>Resolution</b>	CT 120 Lines/cm (304,8 dots per inch) picture LW 360 Lines/cm (914,4 dots per inch) text
<b>Decorative colours</b>	On data delivery, the channels for decorative colours have to be allocated to respectively "one" process colour channel. A separate data file and a clear marking are necessary (e.g. cyan corresponds to HKS 43 etc.)
<b>Document name</b>	Simple and logical file names should be chosen with correct extensions (e.g. .tif [TIFF]). Should consist of alphanumerical characters (both capitals and small letters). The first number in the name should be the page number. The following may not be used: special characters, blanks, umlauts, accents etc. Separations should be shown by an underline character ( <u> </u> ).
<b>Document dimensioning</b>	Gross format (incl. trim); 1:1 of the layout specification. If image and text are separate, the same format applies to both. They also have the same starting coordinate. Single pages should not be incorporated in the centre spread format. Crop marks should have a distance of at least 2 mm from the net cutting size.

Layout of a spread:



## : DATA DELIVERY

- Data carriers** CD-ROM (-R/+R)  
DVD-ROM (-R/+R)  
Further data carriers according to prior consultation.
- Inscription of data carriers** All data carriers must be inscribed with the following information:  
.. identification of order  
.. number of pages (printed table of contents)  
.. supplier
- Data transfer**
- ISDN transfer**  
To transfer voluminous quantities of data, use PhotoShop EPS-JPEG maximum quality, JPEG maximum quality.
- FTP via Internet**  
According to prior consultation.  
In either case, we need precise information concerning the following details:  
.. IP address  
.. DNS name  
.. User  
.. password  
.. logical inscribed sub-folder

Prior to starting an ISDN transmission we expect an information (phone, fax, e-mail).

## : DIGITAL PROOF

Basis of communication concerning data exchange in terms of colour and fact accordance between client, supplier and printer is the digital proof.

**PSR\_ECI** (Process Standard Rotogravure\_European Colour Initiative)

The PSR-ECI-Standard is the specification for colour conformity “Proof -> Print” at schlott gruppe AG (proofed with EPSON and GMG). Other proof solutions of PSR\_ECI standards, accredited by ECI will be accepted too.

The current ICC and GMG profiles related to the relative paper are available on [www.eci.org](http://www.eci.org) or from the producer of the proofing software.

Colour profiles for digital cromalin are available from Du Pont.

Should you use the soft- and hardware of other manufacturers, adjustments have to be made using ICC profiles or common/special colour tables.

There is no possibility to provide a gravure result as a reference for every colour adjustment. For your control, we would recommend an Epson-Proof with GMG software or a digital cromalin with the particular PSR standard.

The proofs will loose their comparability as well as their significance compared to the print result due to a lack of care during adjustment, the maintenance or not adjusted proofs. These cases are no subject to claims.

The delivered database corresponds to the also delivered proof regarding the colours and the contents.

### **Media wedge**

The Ugra/Fogra media wedge should basically be contained in each single resp. spread.

Every proof should be marked with the used proof adjustments (name of profile, date of last calibration).

## : IMAGE REPRODUCTION

<b>Mode</b>	CMYK
<b>Initial tint</b>	The first printing must have a dot size of 5%. Picture backgrounds that are on paper white and not limited by a frame must have a dot size of at least 7%.
<b>Composition</b>	Reinforce highlight details, hold highlights paper white. All image elements must show a differentiated modulation.
<b>White articles</b>	White articles should in principle be composed using three colours with a touch of black. In special cases reduce the chromatic colours and intensify black to get articles more neutral and good modulated.
<b>Dot area GCR/UCR</b>	<p><b>Normal value should be 340%.</b></p> <p>In case of a succession of very dark pages the dot area should not exceed 320% (danger of sticking together after printing). Small areas are not concerned.</p> <p>In case of <b>black articles</b>, care should be taken not to press the chromatic colours too much. At the same time modulation should be maintained. The black component should be intensified accordingly and further increased in the modulation. This avoids making black textiles look “blind” when printed.</p> <p><b>Grey respectively black and white textiles with a pronounced pattern</b> such as checks, stripes, hounds tooth or the mesh of a loudspeaker should be composed using black only. The chromatic colours should be greatly reduced and given less contrast in the modulation or even removed completely, if necessary.</p> <p>This will avoid deviations in colour register.</p> <p><b>Grey textiles with less pattern</b> should be composed with a lot of black. The chromatic colours should be reduced. Pictures such as radios and the mesh of a loudspeaker should be composed using a lot of black. The chromatic colours should be greatly reduced respectively adjusted diffuse.</p> <p>Care must be taken not to produce a moiré pattern.</p> <p><b>For pieces of metal and grey articles</b>, based on the article (not over the whole picture), UCR respectively GCR should be considered (manner and extent according to the customer’s taste).</p> <p><b>Black solid areas</b> should be overprinted with 60% Cyan.</p>

- Black overprint** Text and other elements which are layed out in Black = 100% generally overprint. In case of open areas in CMY under these elements please note the following values , e. g.  
C = 1%, M = 1%, Y = 1%, K = 100%
- Intentional under-cutting and enlargement** If half-tone and line elements are to be combined, the former should be overfilled and the latter undercutas required (standard: 0,15 mm).
- Definition contrast** Contour accentuation must be avoided.
- Moiré** Digital proofing systems usually have frequency modulation screening, which makes it very difficult to detect a moiré effect. If a Moiré effect can be seen in the proof, it may appear much stronger in the printout. Therefore it is advisable to view critical pictures before in Photoshop > View > Actual pixel. If a Moiré effect or pattern is produced in this presentation, it is to be assumed that it will likewise appear even in the printout.
- Texts and Lines** **Negative texts and coloured texts with colours on top of each other** should basically be printed semibolded in order to guarantee good legibility for the run-on. Size as possible at least 8 pt.  
Size of **black texts** at least 6 pt.
- Negative lines and coloured lines with colours on top of each other:** minimum width 0,2 mm.  
**Black lines:** minimum width 0,1 mm.

## : CONTACT

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*These technical guidelines for digital data delivery are part of each such order placed with schlott GmbH. Divergences from these guidelines require prior written agreement. Additional costs resulting from such divergences will be invoiced by schlott GmbH.*

*This is a translation from an original German document. German word description will prevail over any translation of this document.*