

GUIDELINES FOR REPRO WORK AND DATA SPECIFICATIONS

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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, as the case may be.

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 sebald standard.

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: IMAGE COMPOSITION

Image resolution	actual image size at least 120 l/cm (304,8 dpi)
Line resolution	at least 360 l/cm
Mode	CMYK
Dot area	Generally 340%. In the case of very dark areas the dot should not exceed 320% (danger of sticking together after printing). Small areas are not concerned.
Initial tint	The first printing must have a dot size of 5%. Picture backgrounds which are on paper white and not limited by a frame must have a dot size of 8%.

Composition The reproduction should in principle be composed using three colours and should contain partial UCR/GCR (relating to the articles) in order to receive an optimum result with the transparent inks. The black separation has to support the differentiated modulation of shadows.

In the case of black textiles, care should be taken not to press the chromatic colours too much. The desired percentages are approx.: C-85%, M-70%, Y-65%. At the same time the 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.

Textiles with a pronounced pattern such as checks, stripes, houndstooth 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. This will avoid producing an iridescent effect during production printing, caused by slight deviations in colour register. Care must be taken not to produce a moiré pattern.

If possible, white items should be composed using three colours with a touch of black. In special cases, in order to increase modulation and neutralise the colours, the proportion of black should be increased and the colours reduced.

Definition contrast Contour accentuation must be avoided at any cost.

Black solid areas Those areas should be overprinted with 60% Cyan.

Intentional undercutting and enlargement If half-tone and line elements are to be combined, the former should be overfilled and the latter undercut as required.

Texts Negative texts should basically be printed semi-bolded in order To guarantee a good legibility for the run-on. If necessary please contact sebald.

Negative lines minimum line weight 0,2 mm.

: DATA SPECIFICATIONS

Document dimensioning	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 double-page format. Trim marks should have a distance of at least 2 mm from the net cutting size.
Document name	Should consist of alphanumerical characters (both capitals and small letters). The following should not be used: special characters, blanks, () . % & * / Ä Ü Ö ä ü ö accents etc. Separations should be shown by an underline character (e.g. XY_012_013). The name should not begin with a numeral. A simple and logical name for orders should be chosen. The data name should contain the current annex, e. g. .tif (TIFF) or .ct/.lw (TIFF-IT).
Open documents	Xpress InDesign Freehand Illustrator Others on request!
Decorative colours	On data delivery, the channels for decorative colours have to be allocated to respectively "one" process colour channel. A clear marking is necessary (e.g. cyan corresponds to HKS 43, etc.)
Data formats	TIFF JPEG maximum quality PS EPS PDF-X/3 (CMYK)
Electronic image processing	PDF-X/3 (CMYK) TIFF /TIFF - IT
Final-page formats	SCITEX CT others on inquiry! ALL in CT, with antialiasing CT and LW separate

Resolution	CT 120 l/cm LW 360 l/cm
Mode	CMYK
Black text change	Appropriate LW to be supplied at the same time, clearly marked, on a separate data-carrier.
Note	Any pictures supplied must contain fine-grain data. For fonts which are not contained in the Linotype Library, media2print should be consulted, or the fonts must be integrated by means of the Font-Includer Program. When delivering PS files, it is first necessary to establish contact.
Data carriers	CD-ROM ISO 9660 DVD-ROM (-R/+R) Mac/DOS Others on inquiry!
Designation of the data carrier	Each data carrier should be accompanied by a printout of the document/data-carrier format. The data carriers have to be packed safely so that there is no danger of mechanical/magnetic damage. The exact address of the sender must be given so that the data carrier can be returned safely.
Remote data transmission	FTP via Internet after agreement.
ISDN	If data is to be sent via ISDN, preliminary notice should be given by telephone. For large image sizes Photoshop prefers EPS-JPEG maximum quality.
Contact	Tel.: +49 911 5396-493 Fax: +49 911 5396-905 Leonardo Pro Tel.: +49 911 5396-927-948

: DIGITAL PROOF

In order to achieve consistency of colours and other technical aspects there must be an exchange of data between client, supplier and print shop. The basis of communication is the digital proof.

Gravure The PSR-ECI standard is the "proof to print" colour standard for gravure.

Web offset printing The FOGRA-ISO standard is the "proof to print" colour standard for web offset printing.

The current ICC-Profile as well as the colour adjustments for Iris-/Epson-Proofer with GMG control or digital cromalin from Du Pont, related to the relative paper, can be found on our homepage:
www.eci.org

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

It is not possible to provide printed output as a reference for every colour match. For your control, we would recommend an Iris-/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 media control wedge 2.0 should basically be contained in each single page, resp. spread.

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

Service It is possible to have the proofing of the data carried out at media2print. Any colour corrections then requiring to be done can be carried out by the client himself or the work can be done at media2print. However, this will be done only after prior arrangement and assessment of the cost involved.

Tip Digital proofing systems usually have frequency-modulation screening, which makes it very difficult to detect a moiré effect. For this reason, in reproductions of fine textures (e.g. textiles with a houndstooth pattern, checks and stripes) it is advisable to look at them e.g. in Photoshop > View > real pixels. Should there be a moiré or a pattern in this representation, it is safe to assume that it will be the same in the printing process.

: CONTACT

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These technical guidelines for digital data delivery are part of each such order placed with media2print GmbH. Divergences from these guidelines require prior written agreement. Additional costs resulting from such divergences will be invoiced by media2print GmbH.

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