

# Guideline Generating **print data**

Sheetfed, commercial web, and newspaper printing

 **ATHESIA**



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# Ladies and gentlemen!

To attain optimum performance, it is essential that the print data be optimally prepared from the very beginning. Only if all of the participants in the process work together closely can this be achieved. The involved persons have to keep in touch with each other and communicate efficiently so as to reduce costs and avoid wasting time.

On the following pages, we would like to provide you with a brief overview of the most-important criteria for data preparation. In the event that you have any further questions, please don't hesitate to contact us. We would be delighted to assist you!

Our rates are based on the delivery of ready-to-print PDFs. That means that we can send them through production without any further effort. If, however, it should prove necessary to make any last-minute adjustments, the requisite effort will be billed. We will always inform you of any such considerations so that you can decide whether you'd like to supply us with new data or let us handle the correction.

Of course, we also accept open files. Any resultant additional cost will be discussed with you and billed accordingly.

In order to print according to your wishes, we need a true-color (reproducible) proof. Upon request, we can prepare such a proof for a surcharge. Please note the important information you'll find at the end of the appendix regarding supplied proofs! We can also agree to fix a deadline for the acceptance of the print.

For print approval, we'll send you a standard proof in advance. This standard proof has a fixed content, but is not color-guaranteed.

Generally speaking, you can achieve good results by using professional software and following certain basic rules. But problems can arise when using freeware or Office programs. This can result in defective printing or require an excessive amount of post-processing effort.

In the following, you'll find the appendix with important information on data preparation. Please read it carefully.

Please don't hesitate to ask us if you have any questions!



## Data Formats

**PDF** A printable PDF (versions 1.3–1.6). Either CMYK-PDF (+ special inks). Preferably PDF/X4 or PDF/X-1a:2001 with correct output intent. Make sure that the color management in your programs is set correctly for the printing substrate and printing conditions (coated/uncoated paper)!  
If you have any questions please do not hesitate to contact us.  
The Fonts must always be Fully embedded in the PDF.  
The PDF should always be provided with cutting lines (3 mm distance to the final format).  
Generate single-sided PDFs – no double-sided ones. The PDF can contain transparencies.

**Open data** We prefer Adobe-CS programs. Such application programs as Microsoft Word, Excel, and Powerpoint are less suited for the professional preparation of print data. The following aspects should be taken into consideration:

- Bundle the entire Indesign file – otherwise, all of the used / placed files (images, logos, etc.) must be supplied and updated.
- Either convert all the fonts you use into paths or supply and/or embed them.
- It is important that your files be named properly. Please choose short names, and use no German umlauts (ä = ae, ...), no spaces, and no other special symbols (/,:;!+\*\);
- Foldable flyers and cards should be set up as separate pages.

# Data delivery

- Data media** You can send us your data either on CDs, DVDs, external drives (USB or Firewire), or on USB sticks.
- FTP server** We will provide you with the necessary information to access our ftp server. If you expect to transfer data on a regular basis, we will be happy to provide you with a personal access.
- E-Mail** Send your data to the following e-mail address: [vorstufe@athesia.it](mailto:vorstufe@athesia.it) (max. 15 MB).
- Other data transfer** In the event that you wish to transfer large quantities of data for which e-mail would be unsuitable, we recommend that you use such services as WeTransfer, Sendspace, or Dropbox. When sending several files at once, we recommend bundling them together in a ZIP file.
- Insite prepress web portal (upon request)** For customers who expect to transfer data on a frequent basis, we can arrange for print orders to be processed via the Internet.





## Creating documents

- Page Format** All pages must be set up in the page format in which they are to be printed. Exceptions are possible in the case of placards larger than A3. Please talk with us – we would be happy to provide you with advice. The bleed margin for trimmed pages should amount to 3 mm. In the case of loose sheets, the pages must be defined in the layout program as individual pages with surrounding trim. Do not combine the pages into gang forms (e.g., business cards), and do not create any imposed double-pages. If your program does not permit shifting the bleed beyond the edge of the page, you must increase the page borders by 3 mm. An A4 page should thus be defined, e.g., with the format of 216 x 303 mm instead of 210 x 297 mm.
- Fonts** Do not employ any tailor-made font cuts. Instead, you should use the corresponding undercuts. Avoid using system fonts; some system fonts are not capable of being embedded.

**Page creep** The page creep causes the pages of a folded sheet to shift to the outside. The farther the pages lie towards the inside, the farther they are then shifted to the outside. You should take this into considering when formatting your document. Important elements located near the cut could otherwise be cut off against your wishes. We can compensate for the page creep by shifting the binding edge to the inside as needed (into the page) or by squeezing their width. But it is better to avoid modifications of this kind.

**Adhesive binding** Please also keep in mind that, in the case of adhesive binding, part of the page in the binding edge is no longer really visible. Cards, texts, or images which run over the edge should be separated by a gap of 3 mm. It is not possible to achieve an optimal transition. You should therefore consider whether and to what extent you really need elements that run over.

**Folded flyers and cards** Folding cards should be set up with the correct page number and stored as a separate file. In this context, shortened inner pages are important.

**Displays** Regardless of the program you use, because of incorrect settings made when generating the PDF or due to incompatibilities and problems related to the software you are using, displays placed in the layout can result in errors in reproduction. We can accept no responsibility for the consequences!

**Important!** You should therefore make a careful check of your print PDF. Possible problems include faulty elements, missing or incorrectly replaced umlauts, shifting or "eroded" letters, missing or distorted special colors, etc.





## Images and colors

**Resolution** The resolution of CMYK and gray-scale images should be set to 250–300 dpi. Resolutions of less than 220 dpi will result in a substantial reduction in quality. Bitmap images should have a resolution of 600–1200 dpi; resolutions of less than 450 dpi will likewise result in a substantial reduction in quality.

**Color management** It is important that you ensure that your programs be set for color management. Faulty settings will result in undesired color transformations. In actual practice, this is often ignored. This is why we remove the attached gray-scale and CMYK profiles. The given color profiles can be downloaded at [www.athesiadruck.it](http://www.athesiadruck.it).

- **ISOcoated\_v2\_eci.icc (Akzidenz offset, coated paper)**
- **ISOcoated\_v2\_300\_eci.icc (Akzidenz offset, coated paper)**
- **PSOcoated\_V3.icc (Akzidenz-Offset, gestrichenes Papier, sehr weiß)**
- **PSO\_Uncoated\_V3.icc (Akzidenz-Offset, ungestrichenes Papier)**
- **PSO\_LWC\_Improved\_eci.icc (Akzidenz offset, enhanced LWC paper)**
- **ISOnewspaper26v4.icc (newsprint, newspaper)**

**CMYK** Depending upon the type of paper, the application of ink should not exceed a coverage of 240–330 percent. When converting RGB into CMYK, we recommend that you use the ECI Standard profiles. These profiles limit the application of ink and ensure stable production.

Since the color grades correspond to the media standard print, one can print according to a standardized proof. If you wish to have an optimal conversion of your RGB images and are unable to do this yourself, please contact us. We will be happy to provide you with a quotation.

**RGB** Basically speaking, we always require CMYK data for printing. It is important that you work in the CMYK mode and not accidentally in the RGB or even the mixed mode. Do not use RGB colors from standard color schemes. Rather, you should choose CMYK color mixes. If your program allows only the RGB mode, we can carry out the conversion for you. To determine if the results are to your liking, we recommend that you have a true-color proof made. Only then can we guarantee that you'll get the right print results.

**Media-neutral** Media-neutral production is likewise possible. However, the prerequisite for this is the exact agreement of all concerned parties. It is thus important that you make arrangements with us in advance – before you begin creating your data!

**Special colors** You should use special colors only if you actually wish to print with them. It is important that the colors in your layout are not accidentally defined as special colors. Avoid doublets (using the same color twice with slightly different names). Upon request, we can also convert special colors into CMYK. The resultant CMYK values correspond to the definition of special colors entered in the document.





## Miscellaneous

- Hairlines** Do not use any hairlines. Hairlines always correspond to the thinnest possible line of an output device.
- Overprinting** It is important that you ensure that you correctly overprint or leave blank your elements. Check your print PDF in Acrobat or Acrobat Reader.  
Important! To do this, activate the overprinting preview!
- Trapping** Do not layout any trappings in your documents; if needed, we will create them ourselves.
- Transparencies** You may embed transparencies in the PDF. Our rip works with the current PDF engine of Adobe. This makes it possible to directly implement the transparencies without first having to carry out any flattening.

**Proofs** All proofs must conform to the tolerances set forth by the current Fogra standard. The proofs must be provided with a media wedge (Version 2 or 3) and with the information necessary to make the proof output settings. It may not be possible for proofs not conforming to the aforementioned requirements to reach the print stage. We accept no responsibility for this.

**Data check using Asura** Asura is used to examine incoming PDF files in a preflight process and to remove all file defects or file changes according to your individual wishes.

**PDF corrections** Solvero software is used to make corrections in the PDF. This makes it possible to "dissect" the PDF. Extensive corrections will be made in agreement with you and will be billed.



## ... How to contact us

### Your contact:

#### Prepress Dept.

**Boris Hochkofler**

Head of Druckvorstufe Akzidenz & CTP  
Athesia Druck GmbH  
Weinbergweg 7

**Phone** +39 0471 925520

[boris.hochkofler@athesia.it](mailto:boris.hochkofler@athesia.it)

[vorstufe@athesia.it](mailto:vorstufe@athesia.it)

[www.athesiadruck.it](http://www.athesiadruck.it)

#### Quality Management Dept.

**Andreas Agostini**

Athesia Druck GmbH  
Weinbergweg 7

**Phone** +39 0471 925682

[andreas.agostini@athesia.it](mailto:andreas.agostini@athesia.it)

[www.athesiadruck.it](http://www.athesiadruck.it)