

PREP

PREPRESS

GUIDE FOR ELECTRONIC PRINT PREPARATION



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Mistakes that could appear during printing could be completely eliminated by a correct preparation.

You have just finished your new work and you would like us to print it. In order to ensure that your printed product looks like you have imagined it to look, you need to send us the preparation in PDF format (Portable Document Format). This type of document is “closed”, i.e., it does not allow subsequent change of contents and does not require the installation of fonts or links to your images and other applications that you have used in creating the file.

Therefore, if you send us an appropriate PDF file we can start the printing process within the shortest possible term. PDF files are industrial standard and they can be made almost from any program for print preparation. The most complete PDF files are created during the so-called “printing” in PDF (print). In order to create this type of PDF files you must have the installed Adobe Acrobat package in your computer. It usually comes together with the installation of other Adobe programs. File can also be saved as PDF (Save As, Export, Publish To or similar), but you must carefully set standards and control in detail the received PDF file (colours - CMYK or Pantone, dimensions –by lowering the cursor in the lower left corner, links, fonts used during creation, etc.). In order to ensure the desired quality and appearance of printed products and in order to eliminate the possibility of mistakes, please read carefully and abide by the instructions provided in this document.

Of course, before creating a PDF document you must organize the document in the program in which you create it (Illustrator, InDesign, Photoshop, Corel Draw, Quark, etc.).

File should always be made in correct dimensions with calculated trim, without any additional marks (crop marks, registration marks, colour bars, etc.). The assembly of signatures will be performed in our printing shop.

Word, Excel, Power Point, Word Pad and similar ARE NOT PROGRAMS FOR PRINT PREPARATION. The documents created in these programs can contain only the information and instructions for the preparation that will be performed in our printing shop.

COLOURS, COLOUR MODELS

A computer keeps and shows images by the combination of three basic colours – RGB model (Red – red, Green – green, Blue – blue). Unlike the display on the screen, the printing technique uses four colours to display images – CMYK (Cyan – light blue, Magenta - red/pink, Yellow - yellow, black - black).

The final print preparation must be in CMYK regime, while the preparation can contain special SPOT colours as well (Pantone). Image conversion from RGB to CMYK should be performed before the start of file preparation. Our recommendation is to use Photoshop because it is best for adjusting the colour profile, resolution and image size.

QUANTITY OF COLOUR ON THE SIGNATURE

The quantity of colour in the signature cannot exceed 300% either in images or in the text. Therefore, if it is possible, it is best that the coverage does not exceed 260% of all colours together. Otherwise, undesirable effects in printing can occur.

Coverage less than 10% should be avoided for light colours so that it would not affect the quality of print. It is not recommendable to make big surfaces out of “small rasters”, and also out of colours made of 3 colours (e.g. C 26%, M 34%, Y 87%, K 0%), therefore, when it is possible, three rasters should be change in a spot and 2 rasters (e.g. C 26%, M 34%, Y 100%, K 0%).

BLACK

In case of big surfaces in black colour, black must not be set only as K=100 because in this way print will be pale. In order to obtain saturated black, it is necessary to use C=60, M=50, Y=40, K=100, or even C=60, K=100 – this type of application is used only in big black surfaces, other than for text or small objects.

K=100 is used for the text and it must be set so that it overprints. This eliminates the possibility that black text “perforates” the colour base on which it is placed.

PANTONE COLOURS

If PANTONE colours are used, all the text, images and other graphical elements set over them must “perforate” through PANTONE colours, and/or PANTONE colour should not be under such elements. PANTONE colours are used when it is necessary to obtain uniform tone of the colour in all places.

FORMATS

A correct print format must be set at the very beginning. In case of publications in several pages (books, magazines, brochures, etc.), full format should not be used (e.g. B5 - 176x250 mm should be reduced to 170x240 mm) due to the print process itself and fitting pages into the signature.

Do not use formats offered by the program, but set them yourself, or in the best case, in consultations with us.

IMAGES

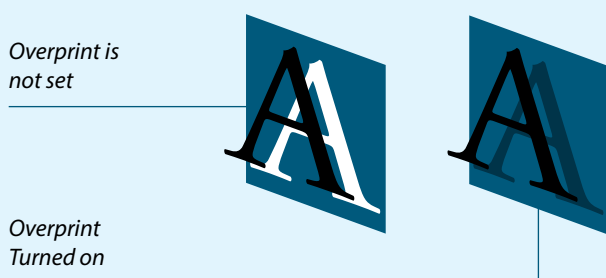
Image resolution and resolution of other parts of a document that cannot be in vectors should not be less than 300 dpi. Images used in the preparation must be converted in CMYK colour model before inserting into a document.

Check the contrast and colour of the image after converting it into CMYK in order to avoid big deviations from RGB version. Images should be saved in TIFF or PSD format.

OVERPRINT

An object or image with the set overprint is printed without perforating the background. It means that it is printed over another colour, and therefore the visual appearance of the printed object or image is changed.

If overprint is set to a white object, the object will not be printed. Overprint is used in printing small black letters or thin lines over a background, but also in order to accomplish certain effects.



TEXT

The most preferable thing is to CONVERT ALL TEXT INTO CURVES. Otherwise it may happen that certain letters are lost and that the whole preparation moves. If there is a need that something should be subsequently changed in the file, i.e., if you submit us "open" file, you must provide us with all the fonts you have used in the file creation.

If the text is in black colour, please pay attention that the settings are C=0, M=0, Y=0, K=100. Black text printed from all four colours leaves a trace and due to big application of colour, mirroring occurs. This rule applies also to the perforated text on the base in colour. The option OVERPRINT must be used for the text in black colour and for smaller objects with K=100 only.

The rule for BAR CODES is that they are printed only from one process or spot colour. It is not recommendable to print them from several colours. We recommend that you should not put the text in Photoshop or similar programs since rasterized text is always of poorer quality than the vector text, even in high resolution. If you have decided to insert the text in the program that uses rasterized display, adhere all layers into one in the end, i.e., integrate the text into the document.

It is best that all elements are in the vector format because quality is not lost then and ragged edges are eliminated.

The text as well as all vital elements (logo, advertisements that do not enter the part for trimming) should be at least 5 mm far from the cutting line. In case of products to be connected by gluing, the text and other elements should be at least 8 mm from the connection of two pages facing each other.

Vector
shape

PRIMER 1

PRIMER 2

Rasterized
shape

PAGINATION

It is preferable that each page in preparation includes the number obtained by using automatic pagination in the preparation programs. Pagination must be at least 5 mm far from the trimming line.

OVERHANG (TRIM)

Dimensions of a PDF document must match the dimensions of the required final product plus 3 mm increases on each size (Eng. bleed). For example, if the final product's dimensions are 210x297 mm (A4), the PDF document that you send us is 216x303 mm. All coloured objects and images that touch the cutting line should extend to the edges of the document increased by 3 mm on each side. Then we can say that the document is trimmed.

Part of document
that
will be removed
when cutting
(coloured in grey).

Interrupted line
marks the
cutting line

Text at correct
distance from
the cutting line.

Correctly
positioned image.
Parts of image
protrude into
part for trimming.

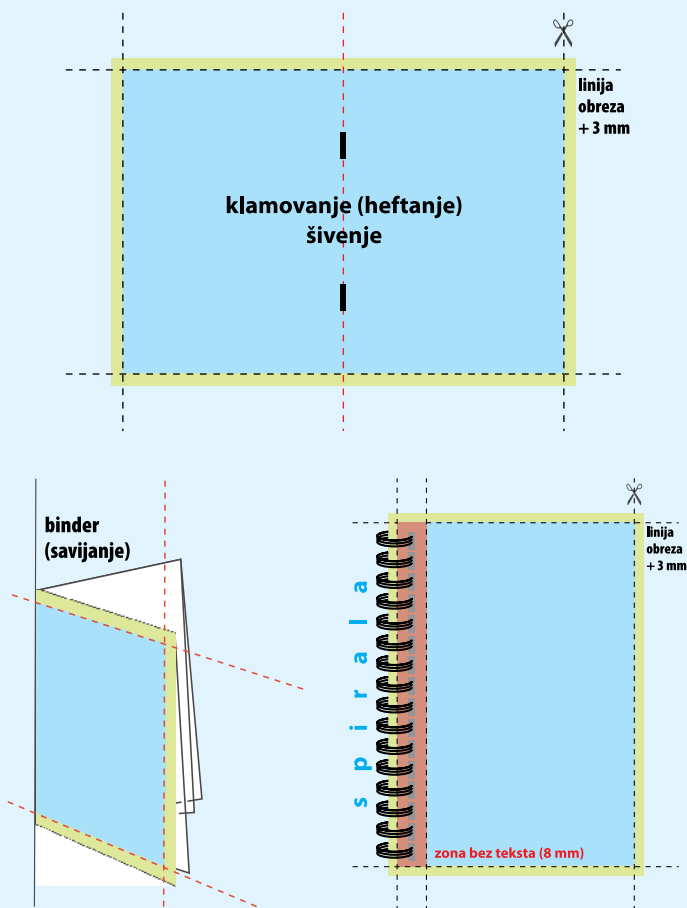


The trim for items that should be adhered over edges to cardboard should be at least 17 mm. The trim in brochures is defined by the type of binding.

For binding by means of a binder or stapler, the trim area should be on all outer sides – the inner side should not have the trim area (option Facing pages), cover sheaths can be submitted in the same file or separately depending on the thickness of the backbone with the trim area of at least 5 mm.

In case of binding with a spiral, the trim area should be left from all sides, while cover sheaths should be submitted in a separate file with the trim area of at least 5 mm.

If it is possible, place the text and other objects that should be visible in the document at least 5 mm from the trim area, and/or perforation or folding.



TOOLS

Tools are submitted as a separate document and in a blank page with the tool line. The tool must be of perfect dimensions and must be perfectly positioned like the object in the document for which it is used.

Allocate enough time so as to prepare the tool as smartly as possible to avoid potential mistakes.

UV VARNISH

As in case of tool, UV varnish must be perfectly positioned and placed as special SPOT colour with overprint or in a separate layer.

After creating a PDF file, the following should be checked:

1. Document dimension in Acrobat
2. PDF version
3. Whether the black text “perforates” the background (by turning off the black colour in “Separation Preview” in Acrobat)
4. Whether it includes special colours
5. Turn on/off overprint and see the changes in the document
6. Whether coloured elements have the trim area of full 3 mm
7. Whether the text is at correct distance from the cutting line
8. Pagination, number of edition
9. Image quality
10. Presence of RGB regime

MOST COMMON MISTAKES

PREPARATION WITHOUT TRIM AREA

This mistake occurs when objects extend the set format, and there is no trim area. The solution is that you send us the document again or (less popular solution) to print the file as you have sent us and to print it after cutting, i.e., you would have it in a smaller format than the one you sent us.

UNNECESSARY PANTONE COLOURS

The mistake occurs when unnecessary PANTONE (spot) colours are used. If you want to use some of the colours from PANTONE spectre, please notify us thereof, otherwise those colours when converted in CMYK often do not look like you have imagined.

TEXT OR BARCODE FROM ALL FOUR COLOURS

When the text and specially BARCODES are printed from all four colours, sometimes minor deviations occur in printing (paper spreading, colour mirroring), and this can affect the text and barcodes that become illegible.

BIG SURFACES IN BLACK COLOUR

When only black colour is used in big surfaces C=0 M=0 Y=0 K=100 it often looks faded or irregularly distributed. Therefore rich black should be used as explained above.

FAILURE TO CHECK DOCUMENTS

Before sending, document FORMAT must be checked (page size – whether it is in trim format, trim area – 3 mm, final document dimensions with trim format + trim areas). PDF (whether PDF file is created in accordance with standards). COLOURS (check if all colours are in CMYK spectre, whether the document includes unnecessary PANTONE colours, colour application should not exceed 300%). IMAGES (CMYK spectre, over or below 300 dpi). FONTS (converted in curves and in vectors if possible). OTHER (line thickness, adhered transparencies, all gradients – ferlauf, fountain fill – must be rasterized, Corel effects must be rasterized).

PAY ATTENTION!

HAIRLINE

Hairline lines are of undefined thickness, therefore you should define the line thickness and to use 0.1 mm as the thinnest..

GRADIENT/FOUNTAIN FILL

Gradients or ferlaufs are usually not printed well because they usually contain lots of shades of some colour. If you use them you must rasterize them and add monochromatic noise in Photoshop.

COREL EFFECTS

Corel effects (Lens, Powerclip, Blend) are not industrial standard and are hardly emulated. If you use them, convert them into a bitmap of at least 300 dpi in Corel itself: Bitmaps>Convert to Bitmap.

TRANSPARENCY

If you use transparencies, you must rasterize them and the objects they affect as well.

OSTALO

If your document has several pages, please pay attention to the following:

When printing on both sides of a sheet, the number of pages must be even; in case of stapling, the number of pages must be divisible by 4; contact us before document preparation to agree on the number of pages that would be the most optimal for your needs; plan and include blank pages in the preparation.

If you send us an open file (Illustrator, InDesign, Photoshop, Corel etc.), all fonts, images (links) must be submitted as well or all the text should be converted in curves and “glue” images in the file.

