De Budelse digital

This guide contains information on the delivery of digital files. De Budelse has access to complete digital workflow, with CTP on the one hand and digital printing on the other. To allow this process to continue without disruption, it is important that digital files are delivered in a uniform manner. Attached you will find our guidelines.

The following issues are addressed

- Inspection by De Budelse.
- Delivery media and software used.
- General guidelines.
- Delivery through:
  - Adobe Acrobat
- high resolution PDF, with the SHEETCMYK profile (latest version) for full colour
- high resolution PDF, with the SHEETSPOTHIRES profile (latest version) for spot colours
- Certified PDF
  - Adobe InDesign
  - Adobe Illustrator
  - Adobe Photoshop
  - PDF from Office
- What to take into account with personalised printing.

Inspection by De Budelse.

After receiving the digital file, it is checked for possible errors. If any 'irregularities' are found, we will contact you. We will check your digital files using Enfocus Pitstop Server.

Delivery media

Files can be delivered in several ways:

- CD / DVD
- Wetransfer.com link
- Email (up to 10 MB per email)

....@debudelse.nl

Delivery via FTP server

http://prepress.debudelse.nl or ftp.prepress.debudelse.nl. You will need the following information:

- user name
- password

This information will provide you with access to a private folder, which is made available through your contact person at De Budelse.

Software used

We work with a standard Apple Macintosh configuration.

Programmes used include:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat
- QuarkXPress (version 8.5)

General guidelines

What to deliver

- The entire digital document, including fonts used, illustrations and associated images.

- A printout of the final version
  • when several colours are used, also include colour separated prints.
  • printout at 100%. If different, please state the reproduction factor.

- When you provide a PDF or cPDF, also include a printout of the document.

- State the name of the programme used to create the document, as well as the version, colours used and format.

- Also state whether additional finishing is required such as: die cutting, spot coating, etc.

- Do not use any special characters and/or spaces in the file name.

- Compress your files as .zip or .rar.

- If die cutting marks or embossing is needed, please discuss this with De Budelse in advance.

What to take into account in Adobe Acrobat (PDF)

There are two steps involved in creating a print-ready PDF/X-1a PLUS: generating/creating the PDF and checking the PDF.

When creating and checking a PDF/X-1a PLUS for sheet offset, a distinction is made between delivery for printing with spot colours (SPOT) and full colour only (CMYK). To ensure trouble-free processing your PDF file must be created in the correct manner AND it must be checked.

Always use the correct PDF settings in the layout and control software: SheetCMYK_1v.. (Full Colour) or SheetSPOTHiRes_1V.. (PMS with black or with CMYK) .
The result is a print-ready PDF that can be properly processed. A checked and approved print-ready PDF (e.g. 'Certified PDF') does not guarantee good colour reproduction.

Save

- Save the PDF files with a resolution of at least 300 dpi.
- Make sure the fonts are used as a subset or are fully included.
- Ensure that all high resolution images are embedded
- Make sure that the page (the trim size) is centred in the PDF.
- If there is any bleed 3 mm will be applied.
- Always deliver files with crop marks.
- Include the TrimBox and MediaBox with the file.

Colours

- Make sure that all of the support colours required are included in the 'Sample-menu-bar', with only a single name.
  Example: Process PMS 300U, PMS 300CV and PMS 300CVC so that you maintain only one name.
  In this case use PMS 300CV, for example.
- RGB colours may provide unexpected results in offset. Photos can be provided in RGB for digital document printing.
- Die blades, folding and creasing etc. that must not be included with printing must be provided in one 'die cut' colour and with pressure setting so that these lines are not left out of the printing work.

What job options (creation) should I use?

The job options (the latest version) that we use are:
- SheetCmyk_1v.. for offset full colour sheets
- SheetSpotHiRes_1v ... for offset spot colour sheets and digital printing.

They can be downloaded from the website: www.printarena.nl (PDF creation settings). These specifications are always up to date to ensure that both you and we always use the same settings.

Which PDF control settings should I use?

They can be downloaded from the website: www.printarena.nl (PDF control settings).

Certified PDF

Use the above job settings for creation and control for Certified PDF files. The following software is required to create a Certified PDF:
- Adobe Acrobat with
- Enfocus Pitstop Pro or
- Enfocus Pitstop Server

See www.enfocus.com for all of the information required for a Certified PDF.

What to take into account in Adobe Indesign

Save
- Deliver documents in current version as '.indd' or '.idml'
- Use the 'Package' feature to collect your document, fonts and images
- If linked images are used, include these images.

Colours
- Convert full colour offset documents to CMYK (do not leave them in RGB). Photos can be provided in RGB for digital document printing.

Fonts
- Always include the fonts used. Only use OTF or TTF fonts.
- Fonts may be converted into letter contours/outlines. This will prevent texts from falling away or jumping. Text corrections will then no longer be possible, however.

Trapping
- Make sure that the 'overlap' settings of illustrations and logos are correct in Illustrator.
- Set white text and areas to emboss.

Die cuttings
- Only use die cutting drawings provided by De Budelse.
- The cutting lines should be set to offprint.
State the colour of 'Die Cutting' line and set it to 0.5 pt thick. Creases, slits and score lines may also be referred to as 'Die Cutting'.
- Place the die cutter in a separate layer

A few other points
- Allow at least 3 mm bleed at the end of the page.
- Insert cutting and slit lines as needed. Keep in mind that you are giving it a spot colour and set these elements to 'offprint' outside of the finished format.
- Keep the breakdown settings for the text in mind.

What to take into account in Adobe Illustrator

Save

- Save Illustrator files in the previous or latest version.

Colours

- Make sure that all of the support colours required are included in the 'Sample-menu-bar', with only a single name. Example: Process PMS 300U, PMS 300CV and PMS 300CVC so that you maintain only one name. In this case use PMS 300CV, for example.
- The cutting lines should be set to offprint. State the colour of 'Die Cutting' line and set it to 0.5 pt thick.
  Creases, slits and score lines may also be referred to as 'Die Cutting'.
- Gradients must be set from PMS to PMS, or from CMYK to CMYK.
- Set foil print colours to offprint
- Set white text and areas to emboss.
- Convert full colour offset documents to CMYK (do not leave them in RGB). Photos can be provided in RGB for digital document printing.

Fonts

- Always include the fonts used. Only use OTF or TTF fonts.
- Convert letter types to letter contours/outline. This will prevent texts from falling away or jumping. Text corrections will then no longer be possible, however.

Images

- When linked images are inserted, also include them separately with the Illustrator files.

What to take into account in Adobe Photoshop

Save
- Save Photoshop (PSD) files in the latest new version.
- Do not save Photoshop documents as .dcs files (Desktop Colour Separations), or do not save as channel separated. since this will result in error messages when processing further.
- Save images/illustrations in CMYK, duotone, greyscale or bitmap format. Save the entire file as eps, tif or jpg.
- If linked images are used, include these images.

Resolution
- If Photoshop files are used in the layout, the resolution should be at least 300 dpi (with 70 grid). Note: This applies when the image is used in actual size (100%).

Colours
- Convert full colour offset documents to CMYK (do not leave them in RGB). Photos can be provided in RGB for digital document printing.

Fonts
- Always include the fonts used. Only use OTF or TTF fonts.
- Convert letter types to letter contours/outline. This will prevent texts from falling away or jumping. Text corrections will then no longer be possible, however.

Paths
- When processing a document with a path in front of it, make sure the path is also saved in Photoshop. (vector)

PDF files from Office

Since Office works in sRGB colour pigments, the colours used in an Office package could differ from the final printing result

See www.printarena.nl to download a PDF file with the appropriate description on how to create a PDF file from an Office package.

Note that when creating the PDF file the fonts must also be included.
To verify this, select 'Properties' in the 'Print' menu, then select 'advanced'. Under the 'graphics;
true type fonts' select 'Load as Softfont'.

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Personalised printing is taken into account

Digital document

Personalised documents must be submitted in accordance with the following specifications. It is important that the open file is an InDesign file. Other files can be used as agreed.

InDesign

Text

- Place the column name from the Excel file in the text to ensure that we personalise the correct data in the correct place.
- Disable the Ligatures option. Via Window -> Draw. Click on the arrow for additional options. Unselect Ligatures. (You can also do this in a 'Paragraph Style')
- Unselect line breaks.
- Only use TrueType or OTF fonts.
- If possible, reserve some space within the net size for the placement of a small serial number.

View transparency in InDesign

Check where there is transparency in your InDesign document. Select Window > Output > Flattener Preview. Select the option 'Transparent objects'. Your page will now become greyscale and all of the transparent areas will be displayed in red. When you customise inside such transparent areas the production process will be slowed down and colour and images could look different in the final printing result.

Images in InDesign

For personalised text boxes used over images, reduce the frame for the image, if possible,
otherwise this could delay the production process.

Die cutters

- Place the die cutter in a separate layer

Variable data

The data to be personalised must be delivered in an Excel document. For data files with more than 100,000 records, please consult with De Budelse in advance.

- The first line in an Excel document is the column name. Deliver this column name without any strange characters and spaces.
- Every column must have a unique name, which is used as the link to the digital document.
- The remaining lines under the first line are intended for data.
- The first column (A) is intended for the sequence number.

When delivering multiple Excel documents for a single job it is important that the Excel documents all have the same column names. One Excel file can have multiple tabs, but ensure that the same column names are also used here.

- There must not be any active macro functions.

Photoshop images

- Resolution between 175 and 300 dpi.
- Layers without personalisation contain 'flatten'
- Save images saved as EPS. The digital press works much better with EPS (Encapsulated PostScript). Note that a PSD could be transparent and an EPS not. It is also possible that an EPS could cover another element in InDesign since it was first a (transparent) PSD.

Illustrator vector drawings

- Save images as EPS (or .AI), provided they do not contain any transparency.