Walstead
CENTRAL EUROPE

Preparation Of Materials For Printing

SPIN01

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1. THE SCOPE OF THE SPECIFICATION

This document defines technical parameters as well as recommended methods of file and proof preparation that should be used to prepare materials delivered to Walstead Central Europe.

2. PAGE LAYOUT

All fonts and graphic elements on the page should be placed at least 4 mm away from the trim line (final net page size); for Telephone Directories these elements should be placed at least 5 mm away from the trim line and for PSG products at least 7mm.

Bleed elements should extend a minimum of 3 mm beyond trim on standard products. For Telephone Directories a minimum bleed of 5 mm is required.

Important graphic elements on the page should be placed at least 1 cm from the trim line. It is especially important in case of the long elements, parallel to the edge of the page.

Thin lines (below 0,75 pt) or small graphic elements (e.g. grids) should be prepared in one color. The thinnest acceptable line for process colors is 0,2 pt. This also applies to fonts and objects printed as knockout (for typical fonts of 8 pt. size and below). The thinnest acceptable line thickness for using metallic and fluorescent inks is 0,75pt. The measurement between the lines should also be minimum 0,75 pt.

The smallest font size for one color text is for sans serif fonts (e.g. Arial) 6 pt. and for serif fonts (e.g. Times New Roman) 7 pt.

The smallest font size for more than one color text or printed as knockout text is for sans serif fonts (e.g. Arial) 8 pt. And for serif fonts (e.g. Times New Roman) 10 pt.

Advertising materials smaller than the full-page size must be placed in the correct position on a single page. For such elements, precise information specifying their location on the page must be supplied. (this type of electronic stripping is considered as a paid additional service).

On perfect bound products, please note that any double page spreads which cross the inner covers and text pages will have their width reduced by 5 mm due to the width of side glue along the spine.

Double Gutter Image (DGI): it is the file creator's responsibility to include double gutter image allowance, if required.

The printer will not apply DGI. PUR binding requires minimal (or none) DGI.

Materials for jobs processed with in line gluing require an additional 2 mm at the spine.

On stitched jobs, the size of the inner pages are reduced proportionally due to the book thickness. This has to be compensated for and requires the preparation of so-called "push-outs". In order to minimize the push-out effect, upon Customer's request, Walstead CE can include the necessary compensation at the imposition stage. The imposition software does this automatically. Compensation values are calculated based on the paper weight and the number of pages in the final product only. As a result of this operation pages are moved towards the book spine and some parts of the pages may be lost along the spine edge. If such a correction is needed, Walstead CE assumes that it is included in the page design and the Customer is aware of the final result.

The signatures of press delivered jobs will contain small control elements which are a necessary part of the printing process.

3. COLOR SEPARATIONS AND PROOFS

Total Area Coverage (TAC) should not be exceed:

- 300% for web printing on coated and SC papers,
- 250% for web printing on NSI and TD papers,
- 350% for sheetfed printing on coated papers,
- 250% for sheetfed printing on uncoated paper.

If there are any queries relating to TAC, please consult Walstead CE.

Black solid areas should not consist of K only (TAC limit should always be maintained).

MaxK parameter should not exceed 97%.

4. PROOFING MATERIALS

Proofing materials should simulate printing according to International Standard ISO 12647-2:2004 and the norm ISO 12647-7:2007. Walstead CE recommends ICC methodology for proofing. In order to ensure maximum consistency between the printed product and a correctly produced colour proof, the printer can optimize the data in order to characterize the printing process and the paper.

4.1. ICC PROFILES

Walstead CE recommends the application of averaged ICC profiles for different paper classes. These profiles are available from Walstead CE upon request:

- for WFC, MWC and LWC papers – DonnelleyCoated_v1.icc or for FM screened jobs RRD_Stacc_avg_v2ng.icc,
- for MFC papers – PSO_MFC_Paper_eci.icc,
- for SC papers – SC_paper_eci.icc,
- for NSI papers – PSO_INP_Paper_eci.icc,
- for NS papers – PSO_SNP_Paper_eci.icc,
- for TD papers – RRD_TD_stacc_v2.icc,
- for WFU papers – DonnelleyUncoated_v2.icc.

If the paper shows characteristics that are atypical for its class (e.g. whiteness, surface finishing), the reproduction of some colour areas can be limited. In such a case, it is recommended to prepare a separate ICC profile which will accurately describe the printing characteristics for that type of paper.

Walstead CE is actively involved in the preparation of data published by FOGRA (e.g. FOGRA40). Such profiles are available for download from the ECI website (e.g. ISOcoated_v2 or SC_paper_ECI). Other ISO profiles may be used, however their application must be discussed with Walstead CE and their parameters must follow the characteristics of the paper used for print.

4.2. PROOF VERIFICATION

The methodology of ICC profile implementation verification has been described in a separate document QM.PR12. LI01.SPIN02 Proof Verification Procedure.

A control strip should be placed on every page. The recommended control strip is the Ugra/FOGRA MediaWedge V. 2.0.

Proofs for editorial pages and advertising materials should be printed in the same way.

Proof must be generated from the files supplied to Walstead CE.

To obtain a good match between the proof and printed sheet a correctly prepared proof must be provided. Proofs that do not meet the conditions defined in the above mentioned document cannot be used as reliable colour guidance on press. If this is the case and where colour quality is particularly important, a reference colour proof can be prepared by Walstead CE at cost to the customer.

4.3. VISUAL EVALUATION OF PROOFS

Visual comparison of proofs and printed materials should to be conducted in standard viewing conditions according to ISO 3664:2000. Special recommendations include:

- the relative spectral distribution of the illuminant should be close to CIE illuminant D50 (corresponding colour temperature of approximately 5000 K), CRI index should not be lower than 90 (recommended value <95),
- the intensity of illumination on the viewed surface should be 2000 lx ± 500 lx,
- the surrounding area and background used for evaluation of the materials should be a neutral grey and matt.

5. FILE PREPARATION METHOD

ORIENTATION: portrait, following the placement of the page in the final product.

SCALE: 1:1 (pages can be scaled during PostScript™ code generation stage, but they must be submitted to Walstead CE 1:1 scale).

PAGE DIMENSIONS: (paper width and height): constant for all pages, width and height of the document should be enlarged to contain bleeds, additional information, registration marks, crop marks etc. The content should be centered on the page.

NET PAGE SIZE: the only acceptable net page size is the size of a single trimmed page of the given publication (placed vertically). Advertising materials consisting of two pages (double page spread) have to be supplied as two separate pages. Advertising materials smaller than the full-page size must be positioned in the correct place on a single page. If the spine is prepared together with the first page of the cover, the net page size must be increased by the proper thickness of the spine.

CROP MARKS AND REGISTRATION MARKS: must be centered. Verification of the marks is the most important way to ensure that pages are set correctly on the imposition scheme. It is necessary to include 7 pt for (2,5 mm) crop marks offset. For Telephone Directories 14 pt (5 mm) offset must be included. All page

description elements such as: separations and control patches should also be positioned withinat least 7 pt from the trim.

IMPORTANT: all pages for the given title should be generated using the same set of parameters.

6. FILE GENERATION METHODS

Walstead CE accepts composite files only.

Screening and resolution will be overwritten by Walstead CE (parameters in the file are ignored unless otherwise agreed with the Customer).

Files that are part of an additional finishing process (hot-stamping, varnishing, etc) should be delivered to Walstead CE separately (a separate file with elements for offset printing, a separate file with the elements for the finishing process).

While processing composite files Walstead CE is responsible for overprints, knockouts and trapping, according to the following rules:

a) 100% black objects will always be overprinted,
b) overprint for all other objects is turned off (knock-out),
c) it is not permissible to deliver files containing trapping unless agreed with Walstead CE.

In case of processing composite files for Telephone Directories (TD) jobs a) and b) are not applicable.

It is not allowed to place CopyDot scans in the files, unless approved by Walstead CE.

The file MUST be in CMYK without any spot colours, unless a spot colour is to be printed.

The normalization process for composite files for TD jobs is prepared individually based upon the results of file test analysis and with the agreement of the Customer.

If the files do not comply with the above specification or if the files contain code generated directly or indirectly by CorelDraw application, Walstead CE does not guarantee the proper transfer of files to plate.

VERSIONS: Proper preparation of the materials for the jobs requiring partial printing form replacement (e.g. black plates only) requires additional agreements with Walstead CE.

Guidelines for such jobs are available at Walstead CE upon request.

6.1. PLIKI PDF

Compatibility of the PDF files generated for production can be achieved using:

- Creo PDF pages profile and Creo Distiller Assistant Adobe Distiller plug-in,
- Settings Walstead-CE for PDF export when using Quark,
- Creo PDF pages profile imported into InDesign. In addition "Marks and Bleeds" tab should be configured according to information in chapter 2 and 5 of this specification.

All settings can be downloaded from Walstead CE FTP server.

6.2. PS FILES

PPD: Prinergy Refiner (file available at Walstead CE).

PostScript 3, legible, binary coded, all components in final resolution, fonts included.

The files should not contain MultipleMaster fonts or composite (2 Bytes) fonts. If possible, please avoid using TrueType Fonts.

7. ADDITIONAL RECOMMENDATIONS

Suggested file naming pattern: 001_xx_04_01.ps. Fields stand for:

001	Page number (real page number in the issue),
XX	Title code – specific for every title,
04	Issue number
01	Page version number (corrections, etc)

It is possible to apply different file naming patterns which have to be approved by Walstead CE. However the file-naming pattern must include all of the above listed information.

8. DELIVERING THE MATERIALS TO WALSTEAD CE

8.1. CONTENT

All materials must be complete and prepared in a way to allow for their quick and easy checking and transfer for further processing.

When the contract includes the printing together with an additional finishing process (hot-stamping, varnishing, etc) the content proof (paper or electronic)

showing the final appearance of the product should be delivered to Walstead CE.

For Telephone Directories a proof accepted by the Customer must accompany every page for signatures containing 2 or more colours, heatset items and inserts.

8.2. CONTENT CARD

The Content Card, also called „Files delivery and checking card" is a document accompanying customer delivered materials at every stage of the production process. It is a crucial tool used to control the compliance of the production process with the Customer's expectations.

The document contains (see: attached form): real page number, file name, number of separations, page content description, additional comments, colour proof delivery confirmation and content description.

When sending materials via InSite the Content Card is not required.

8.3. MATERIAL DELIVERY DEADLINE

Material delivery deadline is the deadline for supplying complete materials that do not require any corrections. When sending materials via InSite, material delivery deadline is the deadline for approving all pages for production.

8.4. DIGITAL MATERIAL DELIVERY (InSite)

Please contact Customer Service Representative for detailed information.

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