



PREPARATION OF ADDRESS DATABASES

SPEC-
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Requirements / standards for files with address databases

FILE NAMES:

Recommended convention of file names:

Xyz123_ ABC_2022_45....

XYZ123	INDIVIDUAL NUMBER
ABC	TITLE CODE
2022	YEAR OF ISSUE
45	NUMBER OF ISSUE

In case of individual file naming, a prior declaration of file naming is required which will make it possible to unambiguously assign the files to the customer's work, e.g. title/name/issue number/year.

FILE TRANSFER

File transfer required to the client’s individual account on the SFTP WALSTEAD server
The account info and access data will be supplied by your manager.

RECOMMENDED FILE FORMATS:

- fixed-width text
- text separated by a separator (tab, semicolon, comma, pipe)
- MS Excel sheets

FILE CONTENTS – REQUIREMENTS:

- they should only contain the necessary information required for the printing process and dispatch processing,
- cannot contain any special or unwritten characters,
- for text files, it is necessary to provide the code page used (e.g. CP1252, CP1250, CP1257, ISO-8859-2),
- they have to contain a header describing the contents of individual columns. If this is not possible (e.g. for a fixed-width text file) such information shall be included in the file specification (data structure description) as per the appropriate template,
- MS Excel files cannot contain hidden columns or rows (because they will be processed too),
- a field in each column can contain up to 50 characters,
- the number of address lines cannot exceed 7,
- addresses written in different code pages cannot be included in a single file.

EACH ADDRESS HAS TO CONTAIN AT LEAST :

- Full name
- Street (with a house and flat numbers)
- Postcode
- City
- Country (for international shipments)
- Version (in the case of a versioned production, records will be grouped according to this column)
- optionally: firm (obligatorily in a separate column)

SCHEDULES / Additional information

- the delivery of benchmark files (test databases) is required for the first production in order to prepare the dispatch – at least 2 weeks before the planned production,
- the delivery of address files for further issues of regular titles (weeklies, monthlies) should take place 3 working days before the agreed date of the files' delivery for printing.
- The delivery of the file specification as per the enclosed templates is required with the files sent for the first addressed production.
- for further productions, files have to be delivered in line with the agreed specification and, if it is necessary to change the file structure the information about changes and the delivery of a new specification with a text file will have to be provided at least 10 days in advance
- The lack of the information about the file specification change can cause errors in the preparation of addressing for which the printing house shall not be responsible.
- The lack of info about file specification changes will result in the lengthening of the production base preparation process and the charging of additional costs.
- if the preparation of addressing templates is required before the production the work schedule will have to be agreed individually

FILE SPECIFICATION:

- File specifications should be supplied in line with templates – appendix 1 to the specification
- Appendix 1a is the model for completing the file specification

Specification - sample

Client: NEWNEW
Title: BEST
File name: Xyz123_BES_2022_01_BAZA1
Name convention: File No. _TITLE CODE_YEAR_ISSUE NO._FILE DESCRIPTION
The file name has to contain the title, issue number and a brief content description e.g. BASE1, VIP1, etc.
File description: Address labels:
e.g. Address labels, pallet labels, VIP database labels, etc.
File type: .csv (delimited) , txt, xlsx

Updated on: 10.10.2022 (date of the last update)
Coding type: UTF-8, CP1252, CP1250, CP1257, ISO-8859-2
Separator: ; (in csv, txt files)
Remarks: ...

- I . The first line in the file should contain column names (headers)
- II. Fields in each column can contain max. 50 characters.
- III. Addresses prepared in different code pages cannot be included in a single address database.
- IV. A file cannot contain special characters – unprinted (ASCII character set values 0 to 31 and Unicode additional 127, 129, 141, 143, 144, and 157).
- V. MS Excel files cannot contain hidden columns or rows
- VI. If a file contains 1D/2D codes the records cannot be empty.

File specification:

COLUMN NAME	FIELD DESCRIPTION	USED IN ADDRESSING YES/NO	ADDITIONAL INFORMATION
FIRM	FIRM	y	
ID	ID number	n	
Name1	First name	y	
Name2	Last name	y	
COUNTRY	COUNTRY	y	
CODE	POSTCODE	y	
CITY	CITY	y	
INSERT	-	n	



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