

Basics for handling artwork

Artwork delivery

Medium: CD, DVD etc.

Email (max. 5 MB) to: druckvorstufe@paragon-cc.de

FTP: prepress.data-exchange.services
(You will receive your user name and password from repro department)

File structure

When producing the artwork the guidelines in "Media standard printing 2016", which are based on the BVDM "Process standard offset printing (PSO)", must be complied with.

Colour set up as per ISO standard for the relevant edition paper-coverage for web offset 300%, for sheet offset 330%.

Additional information on file structure

File names must not contain special characters or vowel mutations.

The document page size must match the net end format. The trim for bleeding areas must be at least 3 mm all around; elements that are not to be printed must be placed 4 mm outside the net format. All important elements must be placed with 3 mm to the net end format.

Overprinting parameters are taken unchanged for exposure and must be defined in the document. We use the "black overprinting" option by default.

Special colours must be indicated separately.

Die-cutting lines, window die-cuts etc. must be defined as a special colour and must be marked as "overprint".

Folded products (8-page booklet, 16-page booklet etc.) must be delivered as individual pages.

Delivery of PDF artwork

Delivery as PDF-X/1a, PDF-X/3 or PDF-X/4 per ISO 15930.

Please note that it is only possible to correct PDF files to a limited extent!

Open files (QuarkXPress, InDesign etc.) may be provided only after prior agreement with repro department. The complete artwork must be sent as a collected job.

IMPORTANT!

The Paragon order number must always be indicated.

For orders with several versions, the customer or artwork creator must supply a plate change matrix. Without plate change matrix we would base on full plate changes that will be invoiced.

Proofs

A proof as per ISO 12647-7 in the paper class used for printing including the paper dye and ugra/FOGRA media wedge (V3.0) must be enclosed in each order.

The content and format of the customer proof must match the artwork supplied.

CTP exposure of the finished files

Moderate chain dots, elliptical point. The use of other dot types (e.g. high resolution dots, frequency modulated dots) is only possible after agreement.

We expose with a resolution of 2400 dpi at 175 lpi (70 grid) by default.

Paragon does not archive customer artwork or data mediums. Customer artwork / data mediums are deleted 90 days after mail date if nothing further has been agreed. The customer's own data mediums are only returned on request.

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Data delivery for layout programming

Requirements for layout programming (individualisation)

Deliver as PDF file with formatted texts as individual file or integrated in the artwork.

Fixed personalisations (letters, headlines etc.) must be defined as special colour "Perso_fix" (please use a green shade) and must always be marked as "overprint".

Variable personalisations must be defined as special colour "Perso_variable" and must as well be marked as "overprint".

Fonts must be embedded completely in the PDF (no subgroups!).

Deliver a perso briefing specifying the exact allocation between the layout variables and the data set entries.

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Delivery address data

Extend

Postage optimisation covers the processing of one version with one address pool of the countries Germany, Austria and Switzerland. Other countries on enquiry.

Requirements

The delivery of the address data has to be made with a record layout. If there are several address pools then a consistent record layout is required.

The data has to be transferred in a consistent codification as per ISO/IEC-standard. Most preferred is the ISO/IEC-standard 8859-X. Obligatory is the use of a single-byte-font and its exact appellation.

Deliver a fix record layout with delimiters at the end of each sentence (CRLF, 0D0A). Ideal formats are *.dat and *.txt. Alternative *.csv or *.tab. Please use correct delimiters.

Data transfer

Due to safety reasons the client transfers the personal data via SFTP (Secure File Transfer Protocol) or any other secure transfer such as download portals.

SFTP

secure.data-exchange.services
(access can be provided by adress@paragon-cc.de)

IMPORTANT!

Please use clear appellations for the data. Secure the data with a password or even better with a PGP-key.

Consider in any case the data protection!

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Data delivery for variable data

Artwork delivery

Data must be provided by SFTP. Access can be provided by Paragon. All other types of transmission must be agreed in advance.

File identification

The name must be unique and identical to the link in the address data.

Image resolution

Image data has to be delivered at max. Output with a resolution of 300 dpi (+/- 20%)

For resolutions that are lower than the standard, we assume that no better data is available and we will use these.

If image data is delivered over 360 dpi, the data will be reduced to 300 dpi at output. Since this process has long computing times, this may cause delays.

Colour space

Basically it is possible to deliver images in CMYK and RGB.

CMYK data must be created in ISO Coated v2. If no profile is tagged, we assume ISO Coated v2.

RGB data must be created in sRGB. If no profile is tagged, we assume sRGB.

If other profiles are tagged, they are discarded and the above is used.

Special colours may only be defined by agreement – these will be converted to CMYK in production.

File formats

Image material **without** release: JPG, TIFF, EPS, PDF

Image material **with** release:

TIFF – Option "Save transparency" must be active

EPS – clipping path must be defined

EPS – directly from Illustrator without white background

If the delivery is planned in other file formats, data must be tested beforehand.

Miscellaneous

Variable image data may not contain any comments, technical colours or hints.

The image data supplied must match the corresponding address data 100%. If it cannot be ensured by the customer, we can on request square image material and address data by checking routines (payable) or missing graphics are ignored and not output.

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