

DATA DELIVERY PRINT

In order that you are able to optimally prepare your print data, we have compiled a summary of the basic requirements for you. If you prefer data formats other than print-ready PDFs (e.g. PDF/X-3 or PDF/X-1a) or if you have any questions about suitable profiles for special papers, please consult your account manager before finalising your order. We will be happy to provide you with appropriate ICC profiles and job options for InDesign.

File formats

Please send us print-ready PDF-X files according to ISO 15930-4 (PDF/X-1a) or ISO 15930-6 (PDF/X-3). Should you use open file formats, additional costs are payable for processing of the data.

Line widths/Font sizes

All line widths should have the following minimum sizes:

- in positive print at least 0.10 mm
- in negative printing at least 0.15 mm

The font sizes should also have the following minimum sizes:

- in positive print at least 4 pt or 1.50 mm
- in negative print at least 5 pt or 1.88 mm

Especially with serif typefaces and certain font styles, the minimum line widths should be checked.

Colours

Please ensure that your data is created in CMYK colour mode. Special colours should be created in Pantone or HKS. Your documents should only contain those colours that are explicitly required.

Black elements should be set to overprint and white elements should be set to omit.

If you want to have elements overprinted or omitted for design reasons, please advise us of these considerations. Additional information can be attached as a README file

Ink application

In conventional offset printing, the ink coverage should be at least 2-3% per colour separation for coated materials and at least 5% for uncoated materials. The maximum ink coverage when printed together is 300%.

For direct printing on CD/DVD/BD using the special offset printing method for large black elements/texts, an ink application of 400% is required.

Separation

The conversion from the RGB to the CMYK colour range is undertaken using the profiles for the corresponding type of paper.

The following standards are to be used:

- Coated papers:
Profile „PSO Coated v3 (FOGRA 51)“ with a total ink coverage of 300%
- Uncoated papers:
PSO Uncoated v3 (FOGRA 52)“ profile with a total ink coverage of 300%

The specified profiles can be downloaded free of charge from the website

www.eci.org. The images should be converted with the appropriate profile, depending on the type of paper selected

With uncoated yellowed materials it is possible to use the profile „PSO Uncoated (FOGRA 47)“ Please contact us should you need any information and we will be happy to advise you.

Printing grey images in CMYK

Should you need to print grey images in CMYK, special attention should be paid to the colour composition. The use of a long black (GCR) is appropriate here, so that a stable grey balance can be maintained in the printing process. Corresponding GCR profiles can be provided if required. Should a colour-neutral and stable printing of your motifs be particularly vital, we recommend the use of duplex or triplex printing.

Image formats/Image resolution

The colour mode should be CMYK for colour images, greyscale for b/w images, and bitmap for line elements. Colour images and greyscale images (EPS, DCS, TIFF) require at least 300 dpi image resolution, bitmap images at least 1200 dpi as standard.

Barcodes/QR codes

Barcodes and QR codes should consist of vectorised paths and be formatted in 100% black on a white background. The international standard for EAN barcodes defines a minimum width of 30 mm.

Coloured backgrounds are possible, but care must be taken that sufficient contrast between the barcode and the background is provided. We can assume no responsibility for the correct readability of the code.

Reconciliation templates/Colour binding proofs

Should you provide us with contract proofs for colour matching, these must show the current print data and a 1:1 size ratio.

In addition, proofs should fully conform to ISO standard 12647-7 and the prescribed elements such as the Ugra/Fogra media wedge, job ticket, measurement values, etc. must be provided. If the prescribed elements are missing on the customer's proof, this proof will not be accepted as binding. If the colour accuracy of the supplied proofs is questioned, a counter-measurement shall be carried out. Proofs for extensive print productions are sorted according to the reading order of the delivered final product.

Important

All files should be clearly named. Please ensure that all fonts, graphic and image files are included. For security reasons, only checked copies should be sent, not your originals.

Additional information can also be enclosed as a README file.

Data transmission

1. Filebox

Access for occasional transmissions to the Filebox via the following link:

<https://www.optimal-media.com/artwork/eng>

If you frequently send data to the Filebox, we will be happy to set up personalized access for you.

This gives you the following advantages:

- Data management after sending
- Processing status can be viewed
- Highest data security

To receive your personal access data please send an e-mail to:

artwork@optimal-media.com

2. FTP Server

You can reach the FTP client at the following address:

Server: [ftp.optimal-media.com](ftp://ftpdata.optimal-media.com) (217.6.8.126)

User: ftpdata

Password: ftpdata

For security reasons, you have only write access to this server. The file is stored in a secure area after transmission and is therefore not available to unauthorised users. After the transmission, please send the file name or the job ID together with your order to our customer service. This way the data for your production can be unambiguously assigned to the job. The supplied data is transferred 1:1 for production.

Your data is stored on the server for six weeks and then automatically deleted.

If you wish to make changes to your data, please send a message with your desired changes to your account manager.