

Simply digital!

Print Document Specification for the Production of Large Digital Print Images

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1. General

As per the price list, the print documents are to be provided free house in the form of data on CD ROM plus two colour-proof opaque copies (1x Production, 1x Plakativ GmbH). EIP work, i.e. electronic image processing of print documents, digital image processing, and scans, compositions, author's corrections, etc., will be charged at € 95.00/hour.

2. Programs. Macintosh or PC.

QuarkXPress, Adobe Photoshop, Macromedia Freehand, Adobe Illustrator and Adobe In Design each in their current versions.

Please transmit to us open data from the above indicated applications with all pertinent components. Of course, we also process print-optimised PDF. However, in this case, it is absolutely indispensable that you consult with us to avoid any extra costs falling due.

All of the required typefaces (printer and screen fonts) must be enclosed with the documents. Please use only PostScript fonts as far as possible; vectorise TrueType. All fonts and images also included in EPS must be separately provided.

3. Layout or document format

- The layout or document format is equivalent to a scale of 1:10, as far as possible. Scale of 1:1 only for a print format of less than 1m²; lay out everything else accordingly proportional to the final format.
- A cutting allowance of 3mm with 1:10 is necessary. This value applies exclusively for standard series production. Please consult with us for two-sided productions or straps to be added.
- Do not use trim or pass marks, and other print information.
- Please remove pages not required, page elements, as well as files not used.
- Please avoid double pages in layout programs.
- Do not use any artificial font styles (shades, outlines, etc.).
- For vector-oriented applications, please generally convert any fonts into paths/curves.
- Please do not use any filler specimens not capable of PostScript.
- Please provide large-format runs and vignettings generally as pixel files.

4. Image resolutions

Web printing (PVC web, net, adhesive films, etc.)

Scale:	1:10	1:20
Printing area up to 5 m ² minimum:	360dpi	720dpi
Printing area from 5 m ² to 40 m ² :	180-360dpi	360-720dpi
Printing area from 40 m ² :	180dpi	360dpi

Scale:	1:50	1:100
Printing area up to 5 m ² minimum:	1800dpi	3600dpi
Printing area from 5 m ² to 40 m ² :	900-1800dpi	1800-3600dpi
Printing area from 40 m ² :	900dpi	1800dpi

5. Scans

When scanning documents, please take care that they are provided with the corresponding resolution directly proportional to the final format.

Warning! Interpolation, i.e. subsequent projections of scanned image data will lead to a substantial impairment of the image quality (blurs, saw tooth effect).

6. Colour definitions

- Provide all colours in CMYK mode; convert decorative or special colours into CMYK.
- Pantone, RAL and HKS decorative colours can only be approximately reproduced.
- Approximation values for Pantone data will be determined by us following consultation.
- Lay out black areas, graphics, logos, texts etc. as 4c black (cyan: 70%, magenta: 50%, yellow: 50%, black: 100%).
- Slight deviations are possible.

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7. Storage mode

- Pixel-oriented data, such as EPS or TIFF must be compressed (EPS with JPG coding max. quality, TIFF with LZW compression).
- Please do not use image formats such as pict, gif, wmf as well as colour spaces like indexed colours and LAB.
- Experience has shown that Corel Draw files are problematic for printout. An exception is documents exclusively comprising vector data. It is absolutely required to lay out these files in a scale of 1:10, vectorise all fonts and subsequently back up the file additionally as .ai or, respectively, as EPS.
- Please avoid embedded colour profiles.

8. Proofs, true-colour documents

To check the layout, a true-position printout or, respectively, an enclosed control PDF is absolutely required.

In order to ensure true-colour reproductions, IRIS or CROMALIN proofs of the supplied data are to be provided as standard elements of print documents. If the proofs were prepared from other data than those supplied, or if the data were changed following the preparation of the proofs, the proofs are no longer binding. When providing other proofs than IRIS or CROMALIN proofs in the form of digital or other colour prints, EIP charges shall be levied for any necessary colour adjustments. If no proofs are supplied for colour checks, we shall not be held liable for any colour deviations of the printed product.

9. Print adaptation/print sample

On request, we are happy to carry out print adaptations.

For this, as part of the order, we shall deliver a one-off print sample up to 5 sqm in size for print objects from 70 sqm in size, showing the entire motif on original material, by means of which colour corrections can be made.

If you require a print sample for print objects smaller than 70 sqm, further print samples or a print sample larger than 5 sqm, we shall charge a lump sum of € 315.00/item plus shipping costs for samples up to 10 sqm.

10. Data transmission

- Please identify your data carriers (CD/DVD/etc.) unambiguously by indicating the job/customer name; and it is absolutely necessary to advise us of a contact person for any queries.
- Please use exclusively alphanumeric characters and avoid any special characters/umlauts when identifying your data. In order to facilitate the allocation of your data, please use file endings when naming your files.
- This applies for your data carriers and for transmissions using the following methods: By e-mail Data transmission by e-mail only as ZIP or STUFIT. Exclusively for graphics and texts with a volume of data not exceeding 2 MB on agreement with your PLAKATIV customer advisor. **Data transmission via FTP access upon request.**

11. Data shipment by courier

Please supply the complete print documents, data carriers and proofs to the production centre indicated by your PLAKATIV customer advisor.

Please identify the shipment unambiguously by stating the image motif and the final format.

In parallel, please send the second true-colour opaque copy to the PLAKATIV customer advisor named to you who will act as your contact in case of any queries with respect to the production and the production process: