Pre Press Spec

acorn
WEB OFFSET LIMITED

GENERAL INFORMATION

Our aim is to provide a high level of service andensure that your work is printed to the highest standard.

Pre-Press specifications can appear complicated to the 'untrained' and sadly if not followed correctly can result in printed work not being of the quality required. We would rather deal with your questions pre-press rather than post-press.

Should you have any questions or areas of doubt in mind regarding pre-press issues then contact our department on the numbers below.

CONTACT DETAILS

Switchboard

Tel: (01924) 220633

Pre-Press

Tel: (01924) 228339
Mob: 07548 224752
Email: acorn.repro@acornweb.co.uk

Pre-Press Manager (Shaun Butcher)
Tel: (01924) 228339
Mob: 07488 256621

Apogee Portal

Customer Service Executive for log in details and a user guide

FTP

Customer Service Executive for username and password

Acceptable Media

CD/DVD or USB stick

THE PRINTING PROCESS

Why use PDF files?

PDF files (portable document files) streamline the printing process, providing more consistent and reliable results.

In particular, they allow for fewer delays from missing components or unstable files.

- PDF files contain all fonts, graphics and page layout information necessary to display and print the file exactly as it is laid out.

- PDF supports a variety of compression methods, allowing for much smaller files that are easier to transmit and faster to print.

For more information on the use of PDF in the print and publishing sector visit: www.adobe.com/acrofamily.

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IMPORTANT PRODUCTION GUIDELINES

PDF File Creation

Adobe Acrobat Distiller is the recommended software for creating PDF files for use in a commercial printing environment.

PDF files created using proprietary workflow systems can also be accepted subject to prior testing of files.

For successful output of jobs the following guidelines should be adhered to:

- PDF version 1.3. or higher.
- Files must be composite.
- **Files must be CMYK**, unless it's has pantone colours as a spot.
- Files must contain crop marks and must be centred in document.
- All files must be set up allowing for a minimum of 3mm bleed where required.
- No live matter should be placed within 5mm from trimmed edge.

Font Usage

- Pseudo italics and pseudo bold fonts must not be used (keystroke bold/italic).
- Multiple Master and Truetype fonts should be avoided as they can cause unpredictable final output.
- **All fonts must be embedded**.

Graphic Elements

- All resolution guidelines (as per settings) must be adhered to and in particular imagery should be 250 - 300dpi in the final PDF.
- Combined colour ink density **should not exceed 300%**.
- **All imagery is in CMYK ie. no RGB or LAB images**.
- 4 colour process work must have all Pantone colours and RGB/LAB images converted to CMYK prior to creating PDF as consistent colour conversion on the RIPs cannot be guaranteed.
- To ensure that all pages are reproduced correctly the web Coated ICC profiles must added to PDFs when generated. See Pass4press (www.pass4press.com).

Fine Lines & Text

Fine lettering, thin rules and small type matter should ideally be reproduced in one colour only. The registration of such elements in more than one colour cannot be guaranteed and the slightest movement when printing may cause colour fringing.

Reversals

Small size type especially Serif Typefaces should be avoided.

Large Tint & Solid Areas

- Large tint areas should ideally consist of no more than two of the colours from the four-colour set with a minimum difference of 15% dot value between the colours.
- Where a large area of solid black is to be reproduced it is advisable to add a 40% cyan tint, this will add density to the black and ensure a better-finished product.
- For fine linework or lettering that reverses out of the solid black it is advisable to spread the cyan back slightly to allow for register tolerances.

Black Solid Panels Over 4 Colour Halftones

Where there is the requirement to have a black panel with reversed out text over a four colour Halftone. It is advisable to create this with a 40% cyan tint underneath (as above). This will ensure that the black panel does not overprint the rest of the four-colour set, which may cause colour fringing with the reversed out type.

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Size & Specification

It is important that the finished document files accurately reflect the number of pages in the original quote as machine capacity and material will be allocated based on your quote. Subsequent changes may be costly.

Live Matter

It is advisable that important information be kept at least 5mm from the edge of the page to enable finishing tolerances to be maintained.

Flight Checking

It is strongly recommended that a flightchecking application is used to check the integrity of the PDF prior to delivery.

Acorn Web recommends Enfocus Pitstop (www.enfocus.com).

Content of digital files must be verified before sending. The file content remains the responsibility of the sender. Acorn Web cannot be held responsible for any delays in production due to supply of incompatible PDF files. Any supplied proofs must be generated from the PDF file and not the native application.

Please visit www.pass4press.com for exact spec and detailed information on how to create compliant files and pre-flight them.

Apogee Portal Remote Proofing

Acorn Web now makes internet-based communication a convenient reality, streamling the process of job submission and remote proofing and approval. Apogee Portal is an internet portal into the production environment and provides the customer with secure and controlled web access to their print jobs.

When a customer logs on using their unique username and password, they see the status of their jobs, view a thumbnail of all pages in each job. Customers can measure colour density, view separations and view page cropping. Customers can also use Portal to quickly and easily upload job data without the need for any additional software.

Please be aware some minimum requirements, such as good Internet connection speed, compatible web browser for Mac use Firefox and for PC use Internet Explorer.

Automatic Page Placement

Naming Convention
When naming your files as single pages it is very important that they are named as per the example below, as this allows all your pages to assign automatically to the run list.

001_Mag July 002_Mag July 003_Mag July And so on.

If you supply a multi-page PDF, then it should be named as the example below, the system will automatically assign the page then it will populate the rest of the run list in order.

001_Mag July

If you want to change a page, just name the file slightly differently as below, this page will automatically replace the old page in the run list.

001_Mag July new

Go to upload, browse to where your PDF, or PDF's are click upload and then the pages automatically assign. Hence you do not have to press submit and saving you time.

Once you are happy with the pages go back online to approve them.

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Ink Weight

Acorn runs its web & sheet fed presses to the following ink densities*

	Coated Stock	Uncoated Stock
Black	1.70-180	1.25-1.30
Cyan	1.35-1:40	1.0-1.20
Magenta	1.35-140	1.0-1.20
Yellow	1.05-1.1	0.8-0.9

Hinge Allowance

• When preparing the Artwork for a publication that is Perfect Bound and has a double page spread that runs over from the inside front cover to the first text page the hinge of the publication must be taken into consideration.
• When the hinge is set at 5mm the inside front cover needs to be moved 5mm to the left and the first text page 5mm to the right. This when bound will then run over correctly. Please set the bleed to the page edge so in effect we have a 2 x 5mm repeat on the spread when viewed before binding.

Allowance for Perfect Bound Text Sections

When preparing the Artwork for a publication that is Perfect Bound and has a double page spread that runs over from the text pages please allow any photographic or illustrative images torun as a normal double page spread, however please allow for any headline the runs over. It is normal to allow 4-6mm extra character spacing down the spine for headlines. Please do not run body copy across the spread due to the nip that is required with perfect bound publications.

If you are unsure about the above please ask a Customer Services Executive to send you a PDF guide.

Hard Copy Proofing

On request Acorn Web can provide hard-copy backed up imposition proofs for approval of content only or provide a matchprint colour correct proof. These will be charged along with appropriate transport costs. Due to the additional time required for this approval process, there may also be an adverse impact on the production schedule. **Jobs will not proceed to press until formal approval is received**.