



Guidelines: Data Supply For Printing Tools

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The following instructions have been made to current standards.
However for the actual accuracy of information and transfer into theory and practice
Wetzel can not assume liability.

For additional information or any further question do not hesitate to contact us

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File and data structure

Accepted file and data formats

We accept the following formats:

Artpro

EPS without compression

PSD as format including layers

Tiff as format

The image resolution should have min. 300dpi in original scale size.
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PDF 1.5 ex Artpro (repro completely ready for engraving), Illustrator, Packedge (see also: „Parameters to be respected“.)

In addition:

Illustrator

Indesign

Freehand

QuarkXpress

Links

Please double check verification of all file links.

Links pinpoint the used external files in the document. Therefore all used files/links must be available. Do not change subsequently names or format of any used files.

Due to risk of mix up please do not send old or invalid files! Just send the important files / data for the print image.

Layer structure

Before sending data files please delete needless and not used layers and separations to avoid any confusion. A clear and logic structure of different layers is requested and helpful for any work with all DTP programs.

See list below with the maximum layer amount needed for a packaging design:

Background layer all printing elements necessary for the design

Text layer one layer for each text variant, e.g. different languages

Technical layer contains all needed elements for further processing such as eyemark, technical control fields etc.

Keyline/ cutter guide layer	acts as a dummy for the actual linework design
Info layer	general information about the order, file creator

Colour spaces / profiles

CMYK

RGB
ECI-RGB
SRGB

Preferably create coloured elements, graphics and images suitable to specific CMYK colour space.
Within the colour construction of image data a short black is preferred (skeletal black).

When RGB data are sent the ICC profile of the generating system must be attached.

UCR/ GCR

It is extremely important to avoid UCR (Under Colour Removal) and GCR (Grey Component Replacement) in any images for rotogravure process.

In general: please send the profiles of used colour spaces.

Colour names

Please show and name well-defined spot colours as real spot colours.
E.g. Pantone 485/ HKS XXX/ Ral XXX

Fonts

It is strongly recommended to send all used fonts for the printed product saved in a separate folder.

Besides, the legal situation with the passing on of certain fonts is to be considered.

To be able to carry out text corrections after delivery of the data still efficiently the editing of the data should be guaranteed.

This is why two records should be delivered in general:

1. data to the subsequent treatment in the prepress, where all text is vectorised

Please ensure on vectorising that the fonts are not assigned with attributes or styles. That may cause problems. Please use always the correct/actual font (e.g. italic). Using of replacement characters (neutrally dyed text-figure elements) should be avoided in any case, as they may re-appear in text colour again by later treatment due to grouping / linkings.

2. data containing complete text fonts still editable.

Please save these files in different folders clearly marked.

Bar codes

The use of bar codes is subject to existing specification of ISO standards
e.g. ISO/IEC 15420

Please respect special customer specifications!

The procedure may need a specific reduction, this must be checked and done at the engraver.

- Manipulations within the code in single elements (bar or space) are not allowed.
- The quiet zone is to be created following the ISO standard.
- The quite zone is correct, if code and background colour of which the code is spared out build the same separation; if this is not the case the quite zone should be increased with 0.5mm minimum on both sides.
- Underneath the quite zone should be avoided any screening .
- Don' t use ghosted background images for the quite zone – that can limit readability of the bar code
- Codes on metalized colours (backgrounds) and negative codes are not allowed.
- For good readability the bar code should be placed in printing direction.
- Code sizes below 90% (in printing direction) and 100% (in axial direction) should be avoided.

Include binding documents

Contract Proofs (GTP)

- Together with data transfer a signed proof should be sent. This proof must contain the keyline / cutting outline for binding design position. This proof should show the topically last data status.
- We will take each proof (from customer or agency) as a colour target which has been made within a standard or any individual colour space.
- A proof of this kind or any other sample, which should be used as a colour target must be clearly signed as such.
- If a suitable profile is created, this is to be provided.

Data which are not made for the requested process have to be readjusted to the correct colour space and be reworked.

Check PDF`s (no repro files)

- Artwork files should include a Composite PDF binding for text and position.
 - In addition a PDF with printable separations is requested.
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In general

- The delivered repro data must be made after default and specifications of the customer and final manufacturer.
- Pay attention to details of existing cylinders in case of common use.
- In general the bleed must be 3mm all around.
- Position, size and colour(s) of the eyemark must be done following to customer's technical specification.
- Essential for the work is a well defined structure and easy understandable naming of delivered data.

With any lacks of clarity please get in contact with Wetzel.

Parameters to be respected

Scaling and resolution of images

Real resolution	used images	minimum 300dpi
Real resolution	used Bitmaps	minimum 1200dpi

Font sizes

Please respect special customer specifications!

For the Flexo and Rotogravure printing tools the following font sizes are advised:

Positive fonts sans serifes	minimum 5 Point	(1,875mm)
Positive fonts with serifes	minimum 6 Point	(2,250mm)
Positive fonts with ornaments	minimum 7 Point	(2,625mm)
Negative fonts sans serifes	minimum 6 Point	(2,250mm)
Negative fonts with serifes	minimum 7 Point	(2,625mm)
Negative fonts with ornaments	minimum 8 Point	(3,000mm)

Depending on engraving process (Laser, Etching) smaller values are possible.

Please don't hesitate to ask your cylinder supplier.

Minimum element / line thickness

Please respect special customer specifications!

Rotogravure	positive	0,12mm
	negative	0,14mm
Flexo	positive	0,12mm
	negative	0,14mm
Offset	positive	0,10mm
	negative	0,10mm

Depending on engraving process (Laser, Etching) smaller values are possible.

Please don't hesitate to ask your cylinder supplier.

Trapping

Trappings	Linework/halftone:	2/10mm -3/10mm	depending on design
	At edges of the single unit	2/10mm -3/10mm	depending on design
	White trapping > CT	3/10mm	
	White trapping > print-free area	5/10mm	

Please respect special customer specifications!

Ink coverage

The ***complete ink coverage*** is the added percental part of CMYK in neutral image areas, it's also called ink coverage.

Please respect special customer specifications depending on printing procedure and printer.

The indication ***ink coverage*** informs how much each colour covers the substrate.

This information is declared in percent.

This information must be included in delivered data.

Creating PDF

PDF out of Illustrator:

Preparation:

- Embed images
- Vectorize all text
- Specify spot colours as full tone spot colour (not out of process colours)
- Show all created layers and objects
- "Document-screen-effect"- definition: 300ppi

Option: chose "Save as..."

In general:

- chose Adobe PDF - Acrobat 6 (PDF 1.5)

- switch off all editing menus in Illustrator

Compressing:

- No new calculation of images

Output:

- no colour conversion

Fonts:

Subset-Fonts if thesmaller than: 1% adjust

Security:

- no codification and no password

Normalized PDF:

- use Esko Link and ask customers to use the original images (links correct);
to ensure no new images asked for when opening the PDF

PDFs out of Artpro ready for engraving

Please respect with the PDF production to the recommendation of our house.
Download with further instructions is available on Wetzel homepage

Contact

Wetzel GmbH

Solvaystrasse 31

D-79639 Grenzach-Wyhlen

Tel +49 (0)7624 / 301-0

Fax +49 (0)7624 / 301-233

Email, Data Acceptance Packaging@wetzel.co

Please upload files onto our Wetzel Net.

If required you will get an individual account and a person for any help.