

Thank you!

Thank you for taking the time to read these guidelines.

These specifications are for your artwork for printing matter for packaging only. Please refer to the CD label specifications for your label artwork.

These guidelines contain details of all the necessary standards and other information you need to ensure a trouble free processing of your data.

Our workflow requires all data to be processed in PDF-format. We therefore advise you to supply us with a high resolution PDF. The following pages provide further information on the generation of PDF's and details of the workflow used.

It is also possible to supply open-format data that we then convert to PDF using our standard settings and software. Please contact your customer service contact for our given rates or tariffs. The software packages we use at Profact are Adobe Creative Suite, QuarkXPress en Adobe Acrobat.

Profact uses MAC to process the files. When your artwork is made on a PC please always supply us with a PDF of your artwork.

We hope you enjoy reading this document and if you have any questions please do not hesitate to contact your dedicated customer services contact.

Profact International bv.

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Chapter 1. Specifications for creating your artwork files

The following paragraphs will provide you with information of how your data should be presented in order to ensure that Profact can process your files.

1.1 Software

Please only use professional software like Adobe InDesign, Adobe Illustrator or QuarkXPress for creating your artwork.

Microsoft software or Corel Draw will not give the same results and cannot be processed by Profact.

1.2 Job Folder

Our in-house process uses a standard job folder structure and we would be very grateful if you would adopt the same directory structure when arranging your data.

The standard Job folder is organized as follows:

Files:	HiRes PDF and/or QuarkXpress, InDesign files.
Art & Scans:	All images and graphics used in the layout.
Fonts:	All fonts used in the layout and the fonts used in the images/graphics.
Read me:	Additional information (color scheme, folding method, sidedness, etc.) in a "read me" file.

The Profact workflow can process PDF files only. Additional activities required to prepare the open files will cause delay and will lead to extra costs.

1.3 Standard templates

Please use our standard templates for your layout. Do not modify, do not delete or move anything and do not ungroup any groups. If you deliver a PDF it is absolutely essential that you use our template for your layout. Supply your artwork without template on the first page of your PDF and on the next page place your artwork on the template leaving the template in the artwork using a solid PMS color. In this way we know how you want your artwork to be positioned.

Please refer to our website www.profact-international.com for downloading your templates. Templates for specific packaging can be requested at your Customer Services contact.

Profact has several suppliers for packaging but the template of our main supplier consists of a specification sheet PDF and the necessary layout files attached to it. These layout files can be found under the paper clip on the left hand side of the specification sheet.

De layout files have the following layers:

Name:	Template number – please export with your PDF for easier allocation.
Cutter Guide:	Grid laid out as a special color (do not convert to CMYK as it will then be integrated in your artwork and will therefore appear on the final product)
Artwork/Default:	Please place your artwork here.
Marks:	Cropmarks and dimensions that make it easier for you to create your artwork.

1.4 Layout

The layout size used for the document must correspond to the final format of the actual product. An additional 3 mm bleed margin must be included on every side. Images and text cannot be placed too close to the edges of the artwork for risk of being cut off unless this is done intentionally. Please indicate this in the "read me" file.

Blank pages need to be removed from the document, unless these are intentional blank pages. Please indicate this in the "read me" file. Objects that are located outside the layout must also be removed.

1.5 Fonts and the usage of font management software

Incorrect use of fonts unfortunately repeatedly causes problems in the Profact workflow. The sources of these errors include, for example, version conflicts between True Type and PostScript fonts, incorrect special characters, or fonts that have only been partially embedded.

The first stage in ensuring that fonts are handled correctly is to make use of a font management program, such as Adobe Type Manager or Extensis Suitcase.

This is the only way to be certain that all fonts will be embedded correctly into the PostScript file. This is because in addition to managing the fonts, the font management program will provide a warning if defective, incomplete or repeated fonts are present.

Your layout project should only include those fonts that are absolutely necessary. Please avoid using Multiple Master fonts and always select unmodified font styles. EPS files must always use fully embedded fonts. In addition to the above black text is to be set to "overprint" and colored and white text to "knock-out". Profact does not check this!

1.6 Image formats and image resolutions

If possible, graphics should not have any hairlines. Please do not set areas and outlines to "overprint". Please delete invisible objects and layers before saving.

The color mode for image data must be CMYK. You can also use solid / PMS colors provided they are named and applied correctly.

For CMYK and grey-scale images the resolution must be between 300 and 400 dpi. Line art should be between 1200 and 1800 dpi. Please make use of a tool such as DCS merger if the use of DCS images is required.

Please use EPS or Tiff to save images and graphics files.

1.7 Barcode specifications

Profact cannot place the barcode in your artwork. However we can arrange this for you externally to a fixed rate.

Barcodes must be saved in EPS format and converted to paths. Please note also that the barcode must only use a single color 100% black. Do not supply your barcode in cmyk.

Any other color combination will cause delay because of extra questions.

Please note that only the readability of the barcode will be checked by the prepress department not the content.

1.8 Color mode and color definition

The colors used in your files must always be created using the CMYK color space with the exception of solid colors. Solid colors must be given valid, unique names in your file using the pantone color number. For example: PMS 368.

Files with different color spaces will not be accepted. In case that the file uses RGB, Profact can convert your file to CMYK using our designated settings, standards and software. The converted file will only be used for production after your approval. Profact does not accept responsibility for loss of quality in the final product.

The total ink application should not exceed 330%, where the percentage dot area must be set to at least 2% and not more than 98%.

Please use the ISO 12647-2:2007 CMYK profile for all objects supplied (ISO coated v2 CMYK or Fogra 39L CMYK).

1.9 Spot laquer finishing

When you want your product to have a special finishing such as partial/spot finish you will have to indicate this in your files.

Objects and/or areas that require partial coating must be laid out using solid colors with 100% ink coverage on a separate page and set to overprint. Please take care of a unique naming such as: "spot finish + title".

1.10 Foil blocking & embossing/debossing

When you want objects and/or areas that require embossing/debossing you need to indicate this in your file on a separate page using solid colors with 100% ink coverage and set to overprint.

For hot foil embossing, the elements to be embossed must not be present in the composite file, that is, the artwork must not lie underneath the embossed area, as this can lead to register problems.

The embossing must cover the artwork without leaving white gaps. If possible convert all graphic elements into vector files.

All objects for embossing and debossing have to be created as vector files and cannot contain any pixel. For multi step embossing please create a single layer for every step.

1.11 Imposition

Bound booklets have to be placed imposition using a 2 pages imposition scheme. The four cover pages (outer section) need to be separate from the inner section.

When you are not able to supply your artwork as an imposed PDF please lay out the pages individually with a 3 mm overfill on all sides. Please take care of a clear page numbering. Profact can convert this file to an imposed PDF according to a fixed rate.

On the next page you will find an imposition scheme for a 12 page booklet:

Outer pages

Front:

12	1
----	---

Back:

2	11
---	----

Inner pages:

Front:

10	3
----	---

Back:

4	9
---	---

Front:

8	5
---	---

Back:

6	7
---	---

1.12 Page creep

Please take into account the effects of page creep, which occurs during production of multi-page booklets. This term refers to the fact that the inner pages are pushed outwards when the booklet is folded, meaning that the content of images must be indented by 0,25 mm per side in order to avoid these being trimmed.

For example, with a 60 page booklet there will be up 3,75 mm page creep at the four innermost pages.

Chapter 2 Specifications for generating your PDF

2.1 Profact PDF workflow

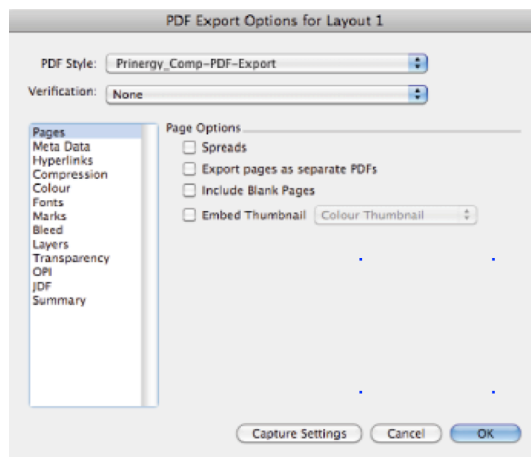
Profact and the printing offices we work with only accept files in PDF which means that we always need to supply the printing offices with a PDF of your files.

In the next paragraphs you will find the settings that you need in order to make sure that we can process your files without any problems and will result in the best end results. It is essential that the layout data is free of errors.

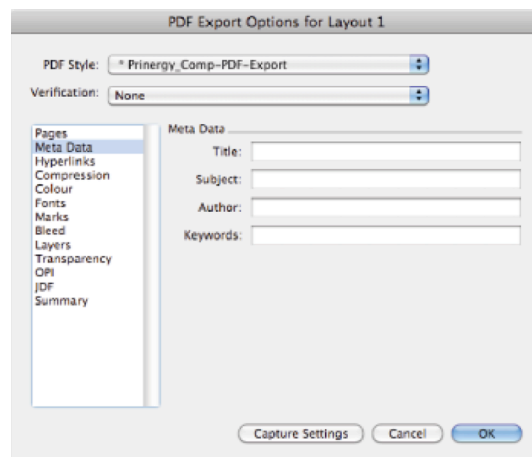
2.2 Quark Xpress PDF export

Please find below settings for Quark Xpress PDF export.

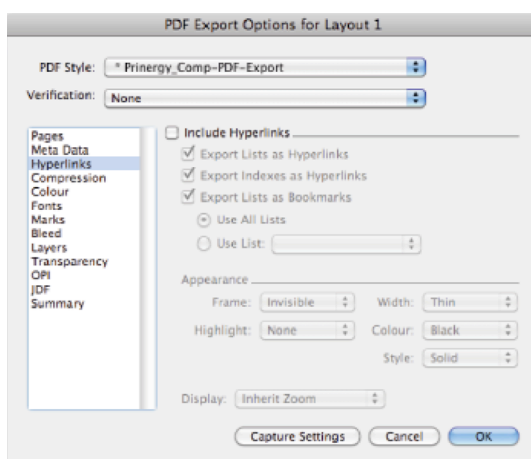
1. Page



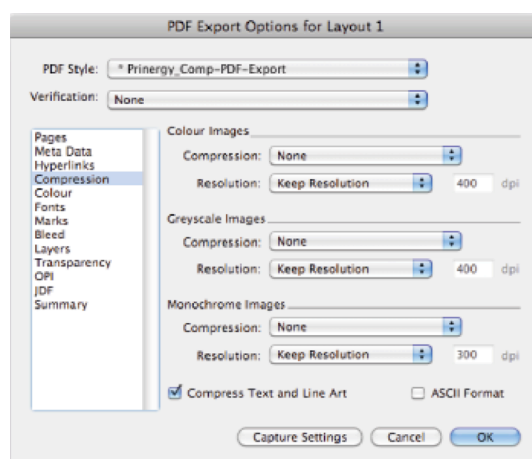
2. Meta Data



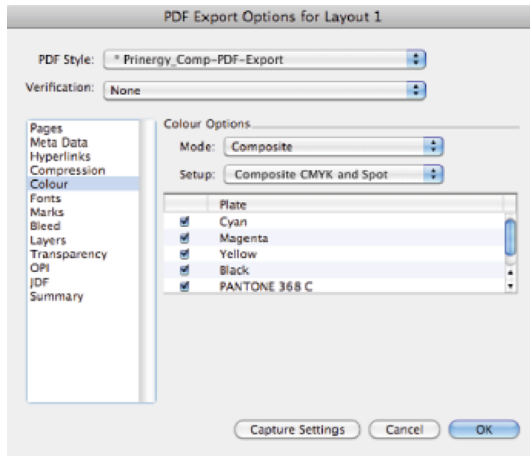
3. Hyperlinks



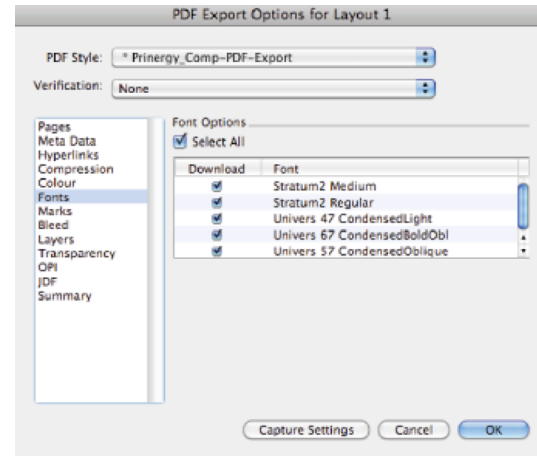
4. Compression



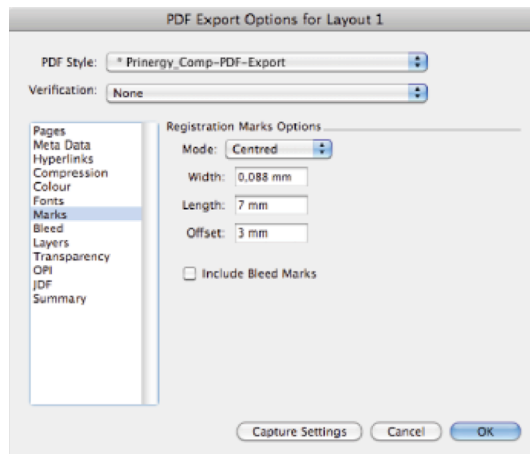
5. Colour



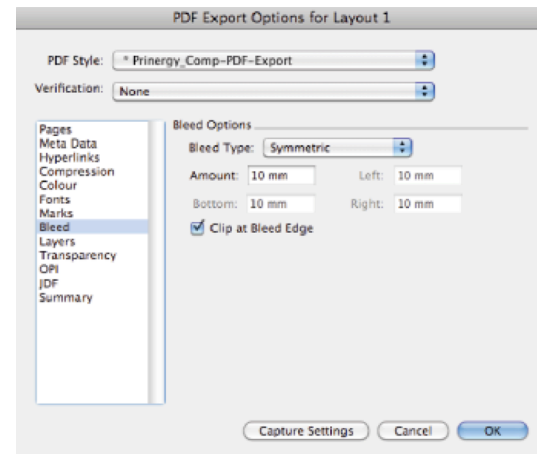
6. Fonts



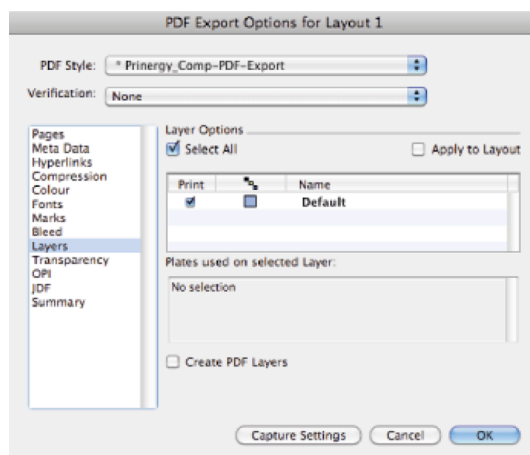
7. Marks



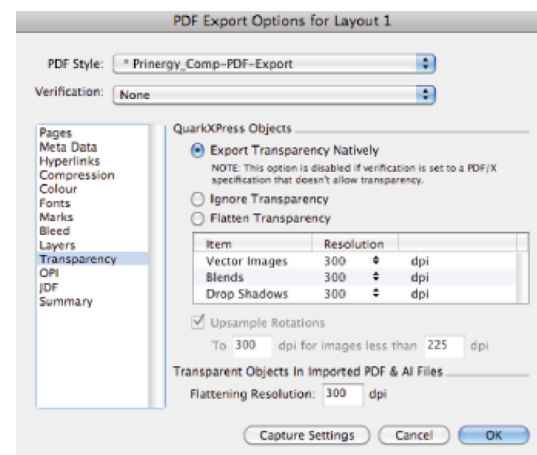
8. Bleed



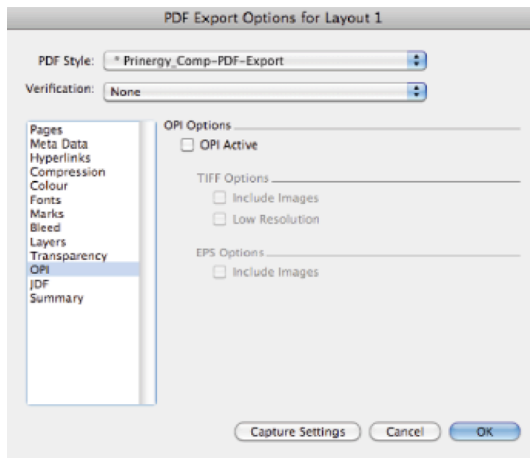
9. Layers



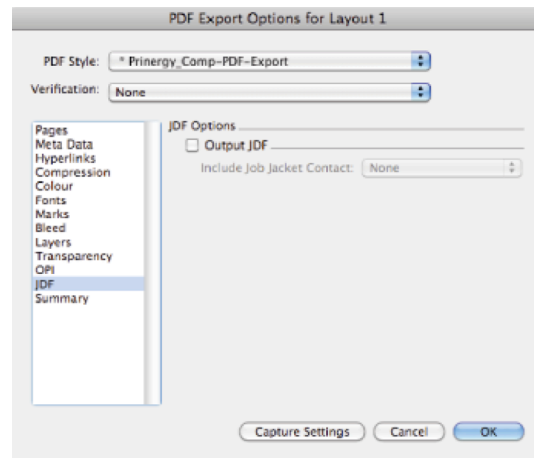
10. Transparency



11. OPI



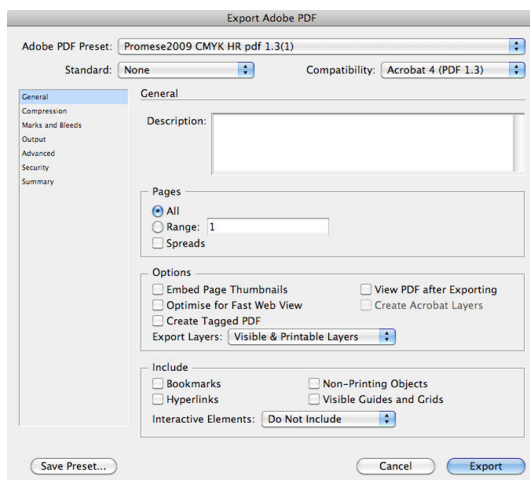
12. JDF



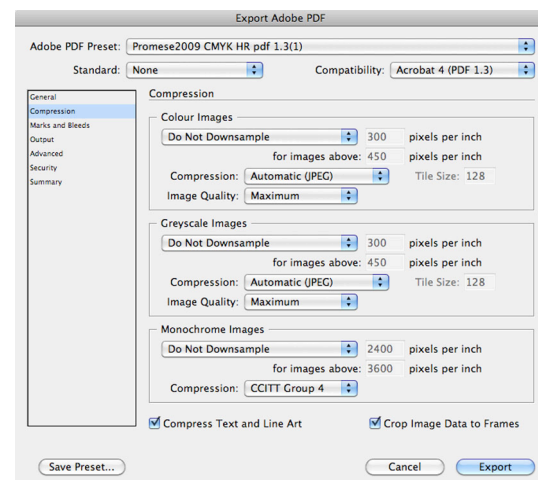
2.3 Adobe Indesign PDF Export

Please find below settings for Adobe Indesign PDF Export.

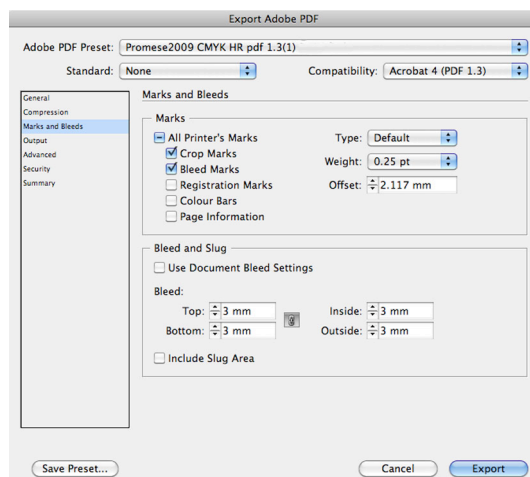
1. General



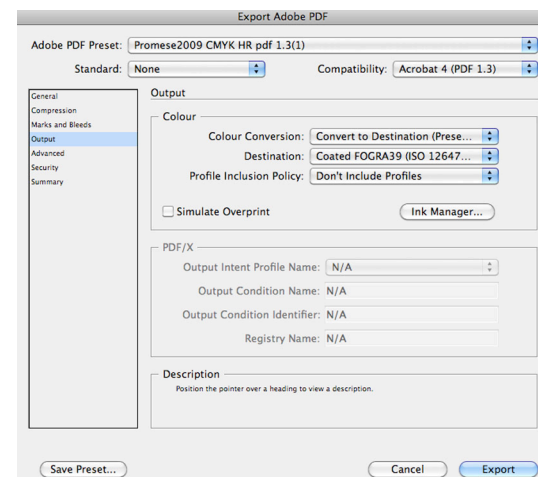
2. Compression



3. Marks and bleeds



4. Output



5. Advanced

6. Security

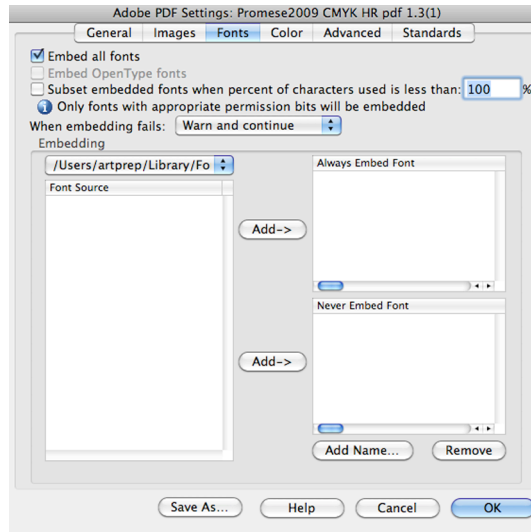
7. Summary

2.4 Adobe Distiller Job options

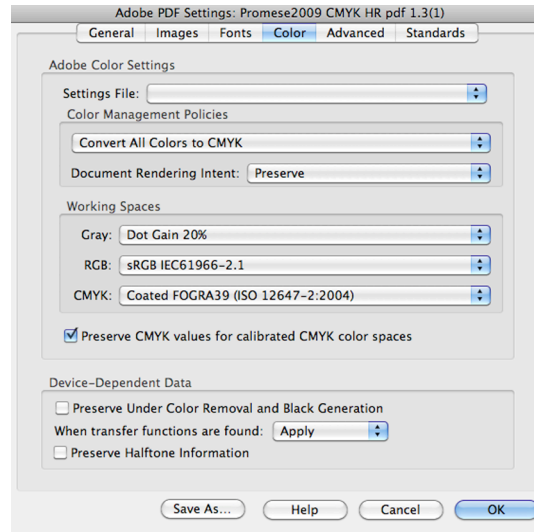
1. General

2. Images

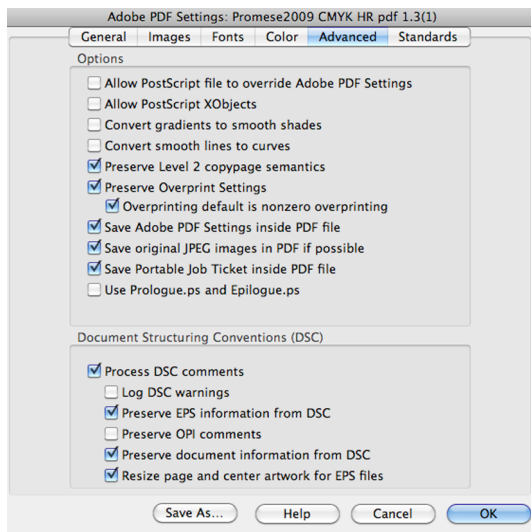
3. Fonts



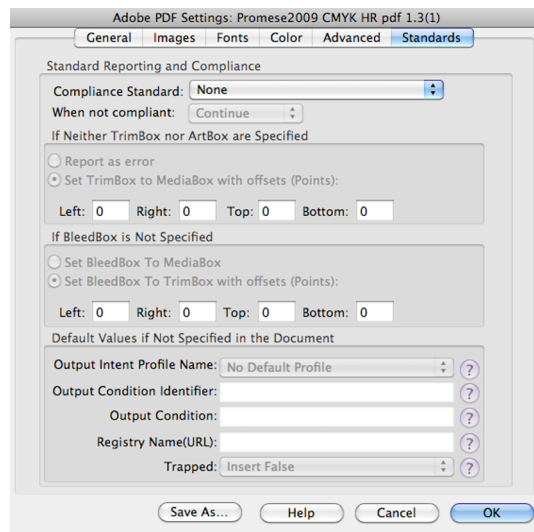
4. Color



5. Advanced



6. Standards



Chapter 3 Errors in PDF-files and their possible effects

3.1 Errors in PDF-files and their possible effects.

Scan resolution too low

Images have a loss of quality (they look blurred or pixilated when printed)

Questionable colour mode/ spot colours used in the layout but not specified in the product specification.

Delays in production due to inquiries / Spot colour elements may be converted to CMYK / Spot colour elements could disappear completely in the CMYK print.

Fonts/images are not embedded

File will be blocked in Preflight/PDF does not run through the RIP and causes delays in production/Fonts: automatic font substitution inserts a default font. Images: low resolution preview will be printed.

Dimensions deviate from the template

File will be blocked in Preflight.

Missing bleed margin

File will be blocked in Preflight / Risk of white borders due to mechanical production tolerances.

Embossing files not converted into vector files

Embossing tool cannot be created
Inaccureate foil edges.

3.2 Errors in open format files and their possible effects

Missing fonts	Files will be blocked in Preflight because no output PDF can be generated. A default font substitution, e.g. Courier, will be made by the RIP.
Missing images	Files will be blocked in Preflight / 72 dpi preview will be printed instead of high-resolution image.
Low resolution images supplied	Printed images will appear pixilated or blurred.
Images in RGB mode	Colour differences compared to the original due to color conversion to CMYK
Unclear colour definition in the layout	Delays in production due to inquiries/ Spot colours may be automatically converted to CMYK if spot colors are not mentioned in the production specification/ Sport colours may disappear in the CMYK print.
Components are supplied that are not included	Production delays due to inquiries / Components not mentioned are not included in the production planning.
Booklet pages with incorrect imposition	Incorrect page order in the final product.
Incorrect make-up	Incorrect make-up in the final product.
Too little or missing margins/bleed	Data will be blocked in Preflight/ Risk of white gaps due to mechanical production tolerances.

Chapter 4 File transfer options

It is absolutely essential that you inform your Customer Services representative before initiating the transfer of your files

You can use one of the following delivery methods:

CDR/DVDR

Please make sure that your cd/dvd is labeled with your customer name, title and that it is the artwork cd/dvd. We advise you to add a table of contents. You can send your data to the attention of your customer services contact.

E-Mail

Profact prefers to receive your files by cdr/dvdr or by FTP. Only small files can be sent by mail. Profact cannot receive ZIP files as they are automatically blocked because of our CDSA protection policy.

FTP – Server

If you do not have a personal log-in code for your personal file on the FTP-Server please contact your Customer Services contact who can help you obtain a personal log-in code.

Please make sure that your files are always accompanied by a sample by means of a hardcopy or a preview PDF to make sure that there is no mistake as to how you would like to have your artwork positioned or how the correct page order should be.

If you want to compress your files before transferring it to the FTP server please use either Stuffit or Zipit.

Please do not use PCs to compress your files. In most cases the font-files get damaged.

Chapter 5 Contacts

We appreciate it if you would use our standards in your organization. Please do not hesitate to contact us in case you have any questions.

You can reach us during office hours from 08:30 to 17:00 hours.

General telephone number

00 31 (+76) 5333 100

Address:

Profact International bv.
To the attention of: "*customer services contact name*"
PO Box 3174, 4800 DD Breda
Zoete Inval 8, 4815 HK Breda
The Netherlands