

# General Guidelines for Digital Data Delivery

This guideline describes the optimal (digital) prepress conditions

## I. Data format and data transfer

The ideal program for document preparation is Illustrator CS.

If this software can not be used the following alternative programs are:

- *In Design CS*
- *Photoshop CS*
- *Freehand MX*
- *X-Press 6.5*
- *PDF/X-3*

For referencing purposes, a PDF file should always be send along with the data, however it should be noted that the punch contour in the document foreground is defined as its own color.

## II. Data delivery

Data delivery can be accomplished through the following methods: FTP Server (password necessary), ISDN (00435572-53890) or CD.

## III. Procedure after the data is received

In the event that a customer does not provide the article number, the contractor will assign a 7 digit article number and version letter! With each additional change, the version's letter will be amended to the next letter of the alphabet.

## IV. Article and version number

Falls vom Kunden keine Artikelnummer vorgesehen ist, wird vom Auftragnehmer eine siebenstellige Art. Nr. + Versionsbuchstabe vergeben! Bei jeder Änderung wird der Versionsbuchstabe dem Alphabet nach weiter gezählt.

## V. Fonts and images

So that accurate, high quality work can be assured, all fonts used in the document should be embedded. All included images should have a minimum resolution of 300 dpi.

## VI. Text

Text should be at least 5 points in size and positioned no closer than 2mm to trim marks or crease lines.

## VII. Color separation

All colors used in a document should only appear once!

It is recommended that any photos or graphic elements embedded in the document be attached in the native file (original program) with the same color separation as will then be used in the package design. Furthermore any line drawing, embossed printing, heat embossing or finish free areas should also have their own spot color and be distinctly visible and clearly defined.

### VIII. Color free and finish free areas

Any color free or finish free area required by the customer should be distinctly visible with its own spot color indicated in the document.

### IX. Trapping and bleeding

Trapping is optimized by our Workflow (True Flow) using preprogrammed, offset printing parameters. For bleeding and adhesive parts the colors are ideally 2 mm beyond the trim size of the document. The bleed for laminated microwave packaging should amount to 5 mm on all sides.

### X. Color Management

When editing images, dot gain is an important factor to keep in mind! These lie within the Fogra standards for 4-color scale:

in the 40% field	12 - 16%
in the 80% field	8 - 12%

We can offer you two methods to prepare a binding color key:

- a digital color proof (spot colors are not color contract proof)
- a press proof on the machine

### XI. Archiving data

All data is archived by the agent for 5 years. If no order occurs within this time period then the document is deleted and sent back to the customer/ agent.

### XII. Changes

Required changes or additional adjustments of data are disclosed to customers and charges invoiced.