

southernprint

A Walstead company

PrePress Specifications Guide Version 7



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For a more comprehensive guide of the pass4press specification, please visit the [pass4press](http://pass4press.com) website.

The supplied PDF is the Digital Master and its content always remains the responsibility of the customer. Southernprint cannot accept responsibility for errors due to out of specification files. The responsibilities of Southernprint are therefore limited to accurately assigning the correct page to the imposition, printing and binding the product. Southernprint may offer to open files and perform alterations for production expediency. This will only be done upon written authorisation and will be charged at the prevailing rate.

- **They are composite CMYK, PDF version 1.3**
The preferred PDF format is PDF/X-1a:2001. This format is a 1.3 PDF, which is suitable for printing and does not contain any transparency or layering data. Other formats, such as 1.4, 1.5 and 1.6 are available and contain more advanced features.
If your files require a higher level PDF format, for example 1.5 for layering, please contact your Southernprint representative.
- **Must have trim box.**
PDF's must contain a trim box. This information is set to the trim area of the final product. Acrobat Distiller 5.05 and later saves this information along with other third party PDF creation products.
- **All fonts must be embedded.**
All fonts need to be embedded and subsetted. Files should not contain TrueType or Multi Master fonts as these can have unpredictable results. Making sure that no duplicate fonts are present and the fonts that are being used only use the styles available for that font family.
- **Combined ink density not to exceed 310%.**
Four colour printing has a possible 400% in weight. This is not desirable in web offset printing. Southernprint requires the total ink weight (TAC) to not exceed 310%.
- **Do not contain any postscript colour management or ICC profiles.**
No ICC profiles to be attached to PDF's or images within the PDF.
- **Resolution for colour / mono images 300dpi, Bitmap 2400dpi.**
Colour and greyscale images should have a resolution of 300dpi. Bitmap images to have a resolution of 2400dpi.
- **Minimum of 3mm bleed.**
We require 3mm of bleed all round and that the PDF supplied has the trim box set. The trim box represents the final trimmed document size.

5 Proofing & Calibration

Supplying Proofs

Customers are advised to supply colour correct proofs at 100% final size from the supplied PDF, having first performed all checks perceived necessary for the finished products integrity. Southernprint will RIP PDFs without overwriting any embedded settings, overprint and trapping etc.

Please note that proofs (and data supplied on CD's) will be held at Southernprint for one month after production of the job, but after this time they will be destroyed unless the customer has specifically asked for them to be returned. Please inform your Southernprint account executive if you wish any material to be returned.

Upon request, Southernprint will provide low-resolution content proofs in a book form. This will be charged at the prevailing rate along with appropriate transport costs. Due to the additional time required for this approval process, extra time should be allowed in the production schedule to accommodate proofing. Jobs will not proceed to press until formal approval is received.

In the absence of colour proofs, Southernprint will run to the following standard densities on press:

- C 1.35 (+/-0.10)
- M 1.38 (+/-0.10)
- Y 1.00 (+/-0.10)
- K 1.75 (+/-0.10)

Colour Management

Proofing Device

It is important to choose the correct output device to produce your proofs. Southernprint recommends choosing one that has gained accreditation through an international body. Both FOGRA in Germany and UGRA in Switzerland offer these services, with most of the major proofing manufacturers having a device that has been put through one or other process.

Proofing Media

It is also important to use certified media for accurate colour reproduction. Most major device manufactures produce a certified media.

Colour profiles

A 'colour correct' proof relies on the use of the correct profile to simulate the intended printing condition.

Southernprint recommends using the FOGRA characterisation data and the ECI produced profiles.

Media Wedge

The appropriate FOGRA media wedge is needed for verification. This can be measured to verify colour accuracy of the proof.

ECI Offset Profiles

The information below outlines what profiles are to be used for different paper stocks (printing conditions). Ideally the correct profile should be used when preparing cmyk pre-press data. If the correct printing condition is not known at the pre-press stage, using the ISO coated v2 profile is a good choice as can be converted to many other profiles easily.

Paper Types	ECI Profile
Paper Type 1 FOGRA39L	ISOcoated_v2_eci.icc (Identical to ISOcoated_v2_300_eci.icc, but with a greater TAC weight of 330%)
Paper Type 2 FOGRA39L	ISOcoated_v2_300_eci.icc
Paper Type 3 FOGRA45L	PSO_LWC_Improved_eci.icc Improved gloss coated
Paper Type 3 FOGRA46L	PSO_LWC_Standard_eci.icc Standard gloss coated
Paper Type 4 FOGRA47L	PSO_Uncoated_ISO12647_eci.icc Uncoated white offset
Paper Type 5 FOGRA30L	ISOUncoatedyellowish.icc Uncoated yellowish offset

The above information outlining ECI offset profiles is taken from the ECI offset profiles 2009 document.

This document along with all the ECI profiles can be downloaded from the [ECI](#) website.

Versioning

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Supplying Versioning Files

Southernprint uses versioning software for all partial plate changes (black plate change for different text versions for example). This technology extracts version information from the files by comparing objects and colour, and then merges the information into output versions as necessary.

Using the example shown on the right of Ronald's Restaurant.

In this example there are three versions, English, French and German. The version change is the black text 'Legendary London Food', this is a language change for each version. All other information is exactly the same. To achieve this result a full composite pdf of each version needs to be supplied.

Key points for supplying version jobs.

- Composite pdf of each version. (For example: cmyk/cmyk+spot)
- Structured naming convention, clearly identifying the version. See page 3.
- Versioning plan, clearly outlining the version information. (common content and version changes).
- Make sure that all versioning files have the correct overprint settings applied.
- Make sure that only version information changes. For example, if only a black change all common elements must be exactly the same.
- File geometry needs to be set.

If you have any questions regarding supplying your version job then please contact your customer service representative.

Southernprint advises the supplying of versioning test files for us to confirm these conform to our specification,

English Version



French Version



German Version



7 Receipt of Data

Introduction to Kodak InSite

Southernprint now makes Internet-based communication a convenient reality, streamlining the process of job submission, job-status tracking and remote proofing or approval. InSite is an Internet portal into our CTP environment and provides the customer with secure and controlled web access to their print jobs. It allows you to upload and download jobs and job data, proof online with geographically dispersed users, approve or reject pages and access secure job-status reporting over the Internet using a standard browser.

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, and quickly identify which pages require approval. Customers can collaborate on a job, measure colour density and approve or reject pages.

Customers can also use InSite to quickly and easily upload job data without the need for any additional software. Secure access ensures only authorized users have access to your own print jobs.

Contact your Southernprint account executive to get an account created on InSite and discuss whether you would like to use the system to approve pages, upload data or both.

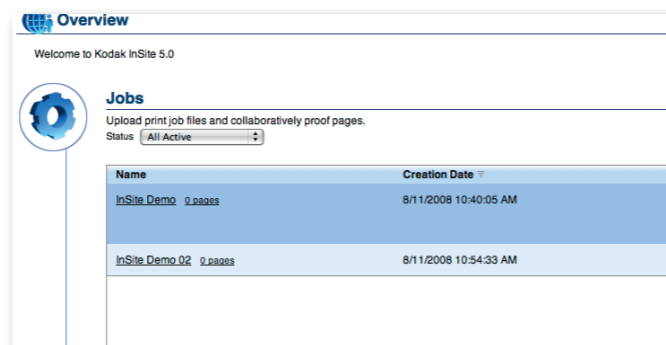
Please be aware that some minimum requirements, such as good Internet speed, compatible browser and security settings have to be met for the system to be used efficiently. There is a system diagnostic tool built into InSite that can verify if you meet the requirements and aid in determining any problems.

InSite uses Java to enable the dragging and dropping of your pages. Please make sure that your Java settings are correct, otherwise you may encounter problems whilst trying to upload your pages.

Uploading your pages via InSite

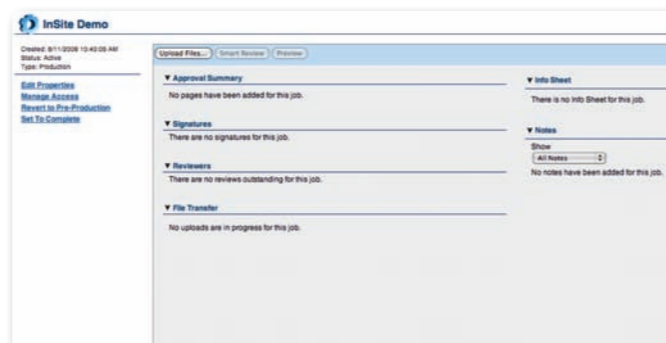
Step 1

Once an account has been created for you an email will be sent that includes a link to InSite, and your username and password.



Step 2

Once you have logged into InSite you will be presented with a list of jobs available to you. Select the job that you wish to upload files to.



Step 3

From the InSite Summary page Select **Upload Files**. InSite may ask you to accept a certificate from Kodak, click **Trust**.

Receipt of Data

Automating InSite

Southernprint can automate your jobs using InSite. This can be something as simple as automatic file handling and pre-flighting to full job automation. If you are interested in this service then please contact your Southernprint representative.

The key to automation is a structured and consistent file naming convention.

Other forms of Transmission

Vio Tracksend and FTP

For details on sending files via VIO or FTP, please contact your Southernprint representative for details.

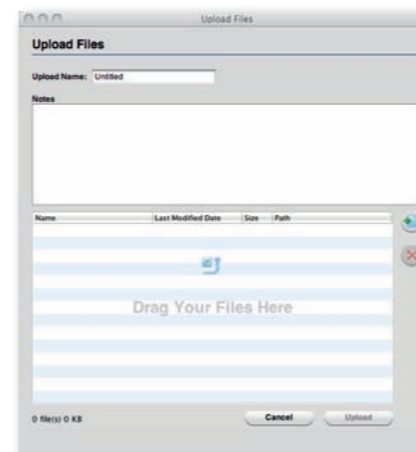
Other Methods

- CD / DVD
- e-mail - ctp@southernprint.co.uk

Replacement Pages

It is the Customer's responsibility to inform their Account Executive of all file amendments and to provide a list of replacement pages in writing (email).

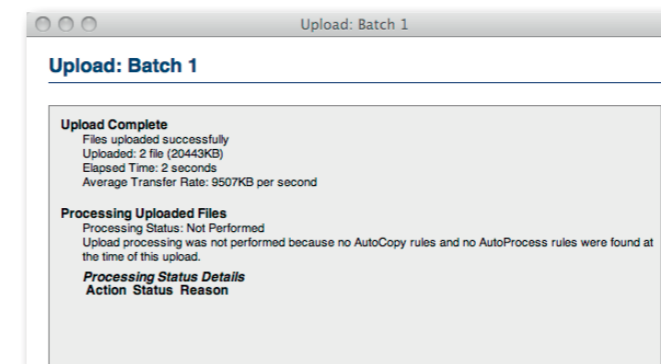
To help prevent errors, replacement pages should be clearly identified by a [NEW] suffix to the file name. There will be an additional charge if pages are re-supplied for reasons other than pure transmission corruption. No action will be taken until written instructions are received from the customer and the job will be put on hold until such time.



Step 4

Type the name of your upload in the **Upload Name** box. If you do not, then your upload will default to Untitled, Untitled_02 etc. You can add notes to your upload via the **Notes** box. In the **Files to Upload** box you can either drag your pages in or click the **Add Files** button and select your files from your network. Finally click **Upload** to start the upload.

If you click close before your upload has finished then your upload may terminate.



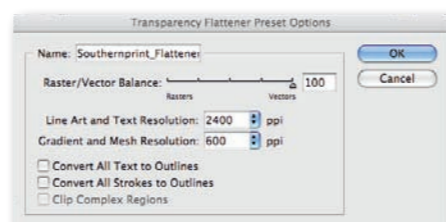
Step 5

Once your upload has completed you will be presented with an upload summary.

InDesign CS3 Export to PDF

Southernprint recommended settings for creating a PDF directly from InDesign are shown below in a step by step guide. These settings are also available from pass4press and available to download from the Southernprint website.

Once a PDF Export Preset has been defined the preset can then be selected when you export your publication to PDF.



Due to InDesign's capability to apply effects (drop shadows etc) it is important to flatten the file before output. Creating your own flattener preset as above will ensure that the correct flattening is applied. This preset is later used when exporting a pdf.

Acrobat Distiller Settings

Southernprint recommended settings for creating a PDF directly from InDesign are shown below in a step by step guide. These settings are also available from pass4press and available to download from the Southernprint website.

Once a PDF Export Preset has been defined the preset can then be selected when you export your publication to PDF.

Quark Express 7 (To come)

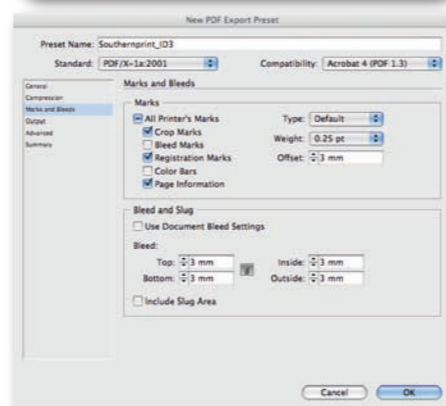
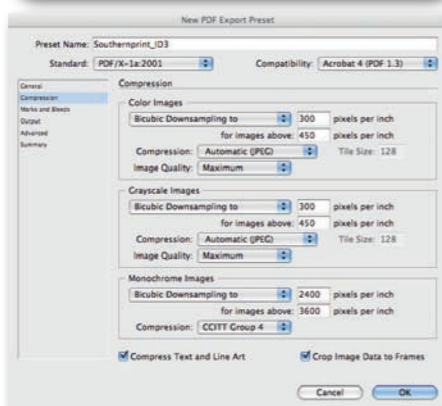
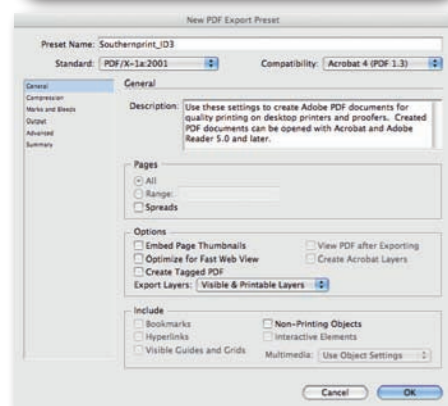
Southernprint recommends printing a postscript file from Quark, a pdf can then be created using Acrobat Distiller.

A detailed explanation of how to set up Quark to print postscript files is available via the pass4press website and will be added to the Southernprint Ctp Specification Guide at a later date.

General - Select the PDF standard and compatibility making sure that all other settings are un-ticked.

If you click close before your upload has finished then your upload may terminate.

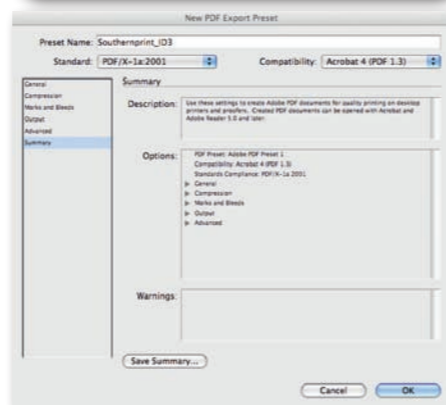
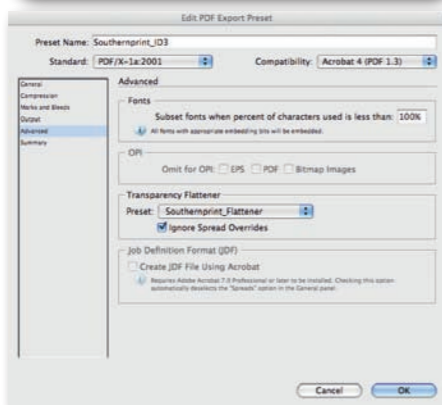
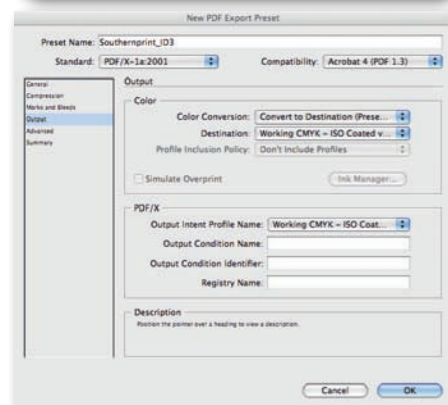
Marks & Bleed - Set printer's marks and offset. Set the bleed to 3mm all round.



Output - Set the destination and output intent profile name relevant for your publication.

Advanced - Select the Southernprint Flattener (shown above).

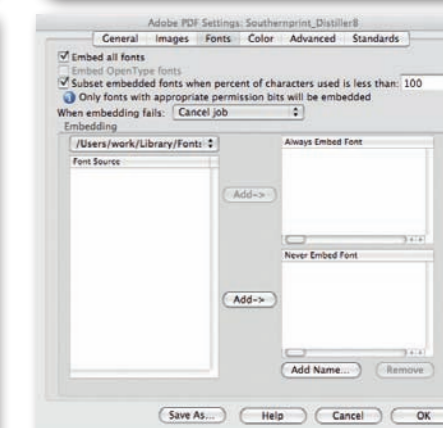
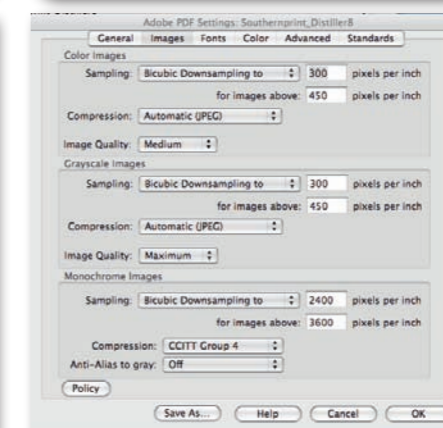
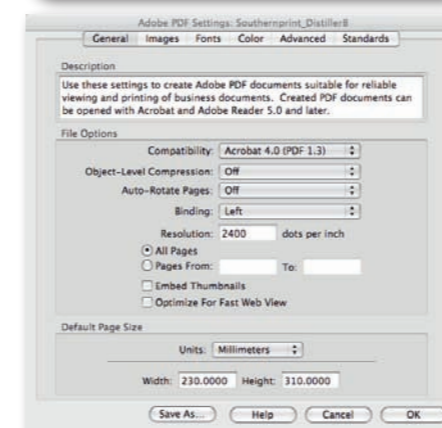
Summary - Select ok to save your pdf export preset.



General - You can change the default page size to match your publication plus 20mm.

Images - This window handles the resolution of your publication.

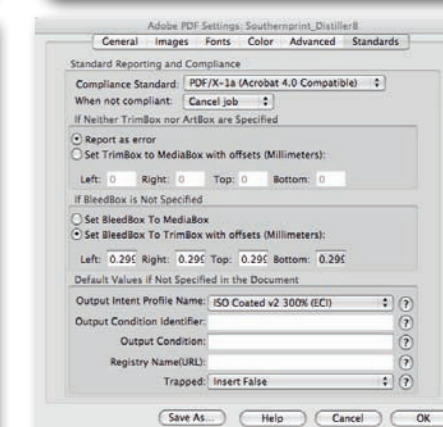
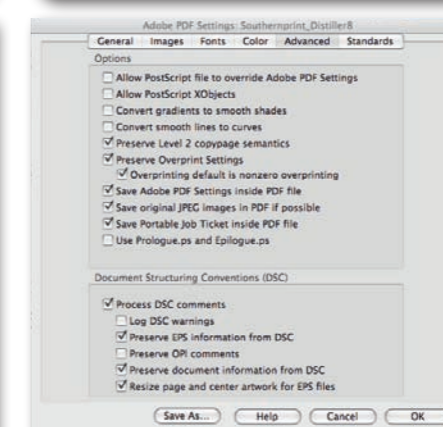
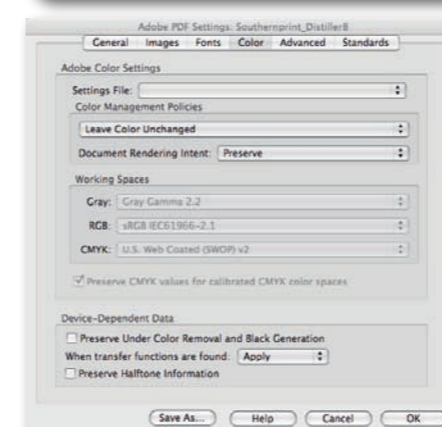
Fonts - Fonts must be embedded. Subsetting fonts means that only characters used in the document will be embedded.



Colour - All colour conversion is recommended to be done at file creation stage and not converted whilst creating the PDF.

Advanced - All advanced settings are based on the Ghent workgroup specifications.

Standards - Choose the output intent appropriate for your publication.



Bleed - Any image that extends beyond the trim edge of the page.

CMYK - An abbreviation for cyan, magenta, yellow and Key (black): the four colours that make up the subtractive CMYK colour space. Also known as Process colours. Developed for printing, which works with reflected light, each colour is the opposite of its RGB equivalent in the visible spectrum: cyan is opposed to red, magenta to green, yellow to blue. CMY inks control the amount of RGB light that is reflected from white paper: black is added as the CMY colours alone cannot create a solid black.

Colour Bar - A control strip printed on a press sheet for visual and densitometric checking of ink density and dot gain. It consists of small blocks of colour, graded halftone tints and overprints.

Colour management - A process used to ensure colour consistency across different input and output devices so that printed results match originals.

Compression - The reduction in size of a digital file, which can be lossy or loss-less. Lossy formats (such as JPEG) permanently discard data – when the file is expanded the remaining data is used to rebuild the missing data, which may produce a noticeable quality drop with detailed content or if over compressed.

Contrast - The tonal gradations between the highlights, middletones and shadows in an image and also the relationship between the lightest and the darkest areas of an image.

Crop marks - Marks along the margins of a page, used to indicate the portion of the page to be reproduced.

CTP - Computer-to-plate: a system which exposes plates directly from data supplied from a computer file.

Delta-E - In the printing industry Delta E denotes the tolerance of proofs in relation to an ideal 100 per cent accuracy baseline. Delta E is calculated by using a colour measuring device such as a colorimeter to examine solid reference patches printed on a proof alongside the actual image.

Densitometer - A reflection instrument used to measure the density, dot gain and consistency of colour throughout a printing run. Density Refers to the quantity of ink laid down on the paper.

Dot gain - See TVI.

ISO - International Standards Organization.

Downsampling - The reduction in resolution of an image to match a printing device's resolution, whilst retaining sizing and positioning information.

DPI/PPI - Dots per inch/pixels per inch. Measurements used to determine the resolution of printing images and text. This is determined from the original pixel dimensions.

EPS - Encapsulated PostScript. The EPS file format can contain both vector and bitmap graphics and is widely supported by most graphic applications. EPS files are often used as an intermediate way of transferring graphic elements from one application to another.

Font - A set of consistent size, shape or style of printer characters, including alphabetic and numeric characters and other signs and symbols.

Gutter margin - In binding, the blank space where two pages meet; the inside margin at the binding edge; also called Back Margin or Bind Margin.

Imposition - The plan for the assembly of pages in a press form so that they will be in the right sequence after the printed sheet is folded.

JPEG - Joint Photographic Experts Group – the international standards body that has defined compression standards. A JPEG trades image quality for file size. See pic4press Version 3 for details (www.pass4press.com).

Margins - The white space around the printed matter on a page.

OPI - Open Pre-press Interface. A system in which low-resolution images are automatically replaced with high-resolution images on output. OPI comments are not acceptable within pass4press compliant PDF files.

Output Intent - The PDF/X standard requires that all CYMK data be identified for a target printing condition using an Output Intent. For printing conditions included in the ICC registry, this may be conveyed by a pointer to the printing characterisation data (Output Condition Identifier). For other conditions a full output profile is required as the value of the DestOutputProfile key. If you are not sure which colour space you should use, talk to your printer or publisher. In the absence of any information, you could use one of ECI's ISO profiles. See the pic4press version 3 brochure or ECI's website for more information: www.eci.org.

Soft Proof - Refers to proofing from a monitor. For colour accuracy the monitor or screen must be calibrated and colour managed.

Overprint - The printing of one colour over another without knocking out the colour beneath, meaning colours merge.

PDF - Adobe® Portable Document Format is the open de facto standard for electronic document distribution worldwide. Adobe PDF is a universal file format that preserves all the fonts, formatting, graphics, and colour of any source document, regardless of the application and platform used to create it.

PostScript - A language defined by Adobe Systems, Inc. for describing how to create an image on a page. The description is independent of the resolution of the device that will actually create the image.

Press dot gain - The amount by which a halftone dot increases between the printing plate, blanket and printed sheets. This occurs when ink is absorbed by paper and is an inevitable part of the printing process – therefore it must be compensated for when scanning and be represented on the proof.

RGB - (Red, Green, Blue) The additive primary colours which are used in video monitors, as opposed to the subtractive primaries (yellow, magenta, cyan, and black), which are used in four-colour printing.

RIP - Raster Image Processor. A software program or computer that interprets digital data (for instance, PostScript) and determines what value each individual pixel of a final output page bitmap should have. The interpretation of vector data into rasterised information.

Spectrophotometer - A device that captures colours as spectral data, thereby providing maximum accuracy in measuring and specifying colours.

Spot colour - Colour printed with customised ink outside the four process colours of cyan, magenta, yellow and black, such as metallics or fluorescents. Spot colours are not currently acceptable within PDF/Xs.

Stochastic Screening - An alternative to conventional screening that separates an image into randomly-placed microdots rather than a grid of geometrically aligned halftone cells.

TIFF - Tagged Image File Format. The traditional rasterised bitmap file format for high-quality, print-usage image files, photographic in nature, which can theoretically be any resolution or colour space. TIFFs are typically used in print at 300dpi at 100 per cent of their placed size. TIFFs can lose quality if enlarged.

TAC - Total Area Coverage refers to the maximum amount of ink – expressed in the cumulative sum of dot percentages – of all the colours being printed in one area. For example, CMYK has a maximum of 400 per cent ink – 100 per cent of each colour. In Offset printing it is not desirable to print 400 per cent of ink in one area as this can cause problems ranging from inconsistent results to ink drying problems. The recommended amount of TAC is dependant on many variables including paper type and printing process; pass4press recommends 310 per cent maximum for the printing of magazines on heatset web offset printing on good quality coated paper, but stresses that in all cases one should verify with the printer or publisher for the recommended TAC.

Tonal Value Increase (TVI) - The expression dot gain is being increasingly replaced by the term Tonal Value Increase or TVI. This is thought to represent a better description of proofing systems that do not create halftones – ie, most proofing systems. TVI expresses the per cent increase in the apparent darkness of an image in the midtone range during the production run. For example, with a 15 per cent dot gain, a 55 per cent halftone will increase to 70 percent. This increase is compensated for in reproduction by making the image lighter in separations (definition courtesy of www.heidelberg.com)

Trap - An area of overlapping ink where two different colours of ink meet, used to prevent an unwanted white edge between the colours.

Trapping - The process used to provide tolerance during the printing process to compensate for slight mis-registration of the process colours. Typically a lighter background will be 'choked' into a darker foreground object and a lighter foreground object will be 'spread' into the darker background. In both instances the darker element retains its exact edge position and the lighter object edge is enlarged slightly to overlap. Black is always set to overprint in order to not leave an area knocked out of the background.

Trim marks - Marks placed on original copy to indicate trim size; also called corner marks.

UCR/GCR - Under-Colour Removal/Grey Component Replacement. UCR replaces the grey component of only neutral colours with an equivalent grey value from only the black separation. GCR can be defined to replace the grey component of a range of colours, which may not be neutral, with an equivalent grey value from only the black separation. The original grey components would have comprised roughly equal percentage values of cyan, magenta and yellow. By using the equivalent grey from just the black separation the overall ink total (TAC) used can be reduced and variability in colours can be reduced.

13 Contacts

Pre-Press Contacts

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Links

- www.wyndeham.co.uk Wyndeham Group website
- www.insite.southernprint.co.uk Southernprint InSite Pre-Press Portal
- www.pass4press.com Pass4press website
- www.eci.org European Color Initiative
- www.gwg.org Ghent PDF Workflow
- www.fogra.org Fogra Graphic Technology Research Association
- www.graphics.kodak.com Kodak website

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