

CUSTOMER GUIDE FOR A POSITIVE PRINTING EXPERIENCE

Press Success

SPRING/SUMMER 2009



12 Simple Preflight Tips

Plan better and limit costly mistakes

Common pitfalls to avoid

Our Preflight Checklist

Check and double-check!

Press-Ready PDF Guidelines



PeelGraphics

People. Passion. Printing.



Working Together...

Peel Graphics is a commercial printer with a passion for providing the best to our customers. We put together this Prepress guide to help you make the right choices along the way. This issue provides important tips and information to improve the quality of digital artwork submissions.

Digital files should be submitted in “press-ready” condition. When our Prepress Department is required to make modifications, additional charges may incur.

To begin, let's take a look at the applications we support. Prepress uses both Mac and PC computers, however Mac files are preferred. If your application is not listed please contact us before submission.

Adobe Acrobat	Adobe Illustrator
Adobe InDesign	Adobe Pagemaker
Adobe Photoshop	Corel Draw
Freehand	QuarkXPress



LINE-ART: Save black and white pixel based (Photoshop) line-art as a Bitmap Tiff or EPS. Minimum resolution for line art files is 600 to 1200 pixels per inch (ppi) at 100% of output size. If you scale an image up in your page layout the effective resolution for that image will go down, so place all images in your layout at 100% of the output size. Likewise, do not scale your images down in your layout more than 20%. Fine detail within an overly large line-art illustration may get lost if reduced in size too much, so attention must be taken to assure appropriate sizing of art. Reduce the size of your images in the program in which they were created to the appropriate size (i.e. you are using your company logo on the cover at a larger size than the insides, create two separate files, one larger version and one smaller version. Do this with all of the file types in this guide). This will save on file size and the amount of time it will take our Prepress Department to Print and RIP (raster image processor) your file, saving you money.

GRAYSCALE: Continuous tone images of a single colour should be in Grayscale Mode, not RGB or Index. The min/max resolution for Grayscale image files is 300 pixels/inch at 100% of output size. Any resolution over 300 pixels/inch. Like line-art images, if you scale an image up in your page layout program the effective resolution for that image will go down resulting in poor image quality. Images copied off of websites or downloaded from the internet are generally low resolution (72ppi or less) and RGB or Index colour. These images are created to be small for quick downloading and are only intended to be viewed on screen.



SPOT COLOUR: Images should be saved as EPS files as true Spot colour files, not CMYK, RGB or Index. Spot colour files are best saved as Monotones or Duotones in Photoshop, however, they can also be created using Grayscale images coloured in your layout program. The min/max resolution is 300 pixels/inch at 100% of output size.

CMYK: Continuous tone images of process colour should be in CMYK Mode, not RGB or Index. If your scanner only allows you to scan an image as RGB or Index colour the image needs to be converted to CMYK before being sent to our Prepress Department. The min/max resolution for CMYK image files is 300 pixels/inch at 100% of output size. Note: Many hi-resolution commercial photo collections store their images as JPEG to save on storage size. Be aware that many of these images are in fact only 72 ppi, but they may be quite large in pixel width and height. JPEG is a “lossy” file compression format, meaning that in order to make a smaller file size some of the image data is removed resulting in a slight loss of quality. Before purchasing or downloading any “Hi-Res” files make sure you know what type of file you are getting and the resolution.

12

Simple Preflight Tips...

TIP
#1

Build your layouts in Readers Spreads not Printers Spreads. Files should be created as single pages. Start your file with the Cover and end the file with the Back Cover. Setting up your files in printers spreads is not necessary. Prepress will impose your pages into the correct imposition for our presses. Illustrator should be avoided when preparing book work because it's not suitable for multi-page documents. Instead use a program built for this purpose. (QuarkXPress or Adobe InDesign)

TIP
#2

Check the final trim size. Make sure the final dimensions of the document are set to the finished trim size. Layout of your file in the finished flattened trim size is especially important if you are creating a pocket folder. Contact Prepress if you are not sure how to set up folders.

TIP
#3

Check bleeds. If your file contains elements that come to the edge of the document it must bleed off the page a minimum of 1/8 inch. Elements that do not fall within an 1/8 inch of the edge do not require bleeds.

TIP
#4

Remove unused text or graphics from the pasteboard of your document. Blocks of text or images that are left on the pasteboard are the most common cause of missing font and image messages.

TIP
#5

All rules must be at least .25 points. Hairline rules are not acceptable and do not print well. Hairline rules are device dependent, meaning the higher the resolution of the output device the finer the rule. Hairline rules are often missing or broken at platesetter resolutions.

TIP
#6

Don't use Registration colour, use Black. Remove all unused colours from colour pallets in your layout and image files. Use consistent names for spot colours (PMS 185 CV or PMS 185 CVU, not both)

TIP
#7

Label all disks clearly. Peel Graphics accepts all forms of CD and DVD. If you would like to email or FTP your files please contact the Prepress Dept.

TIP
#8

Use Rich Blacks In some situations, large areas of solid Black may require the addition of support colours. In these cases where possible, add 40% Cyan, 30% Magenta and 30% Yellow to the mix of 100% Black. This should be sufficient in assuring a Deep (Rich) Black. If there are questions regarding the use of support colours please contact us. Using a higher percent may cause offsetting problems on press.

TIP
#9

Include all Fonts used in your files. If you are not sure how to collect your fonts to a disk, call our Prepress Department. Missing fonts are the #1 problem encountered. If you are using Illustrator or Photoshop images in your file make sure all fonts used in those files are included as well. Send both the screen fonts as well as the postscript fonts.

TIP
#10

Include all images. Missing images is the #2 problem encountered. Make sure all images are included with your file including embedded images in your image files (example: Photoshop images placed in an Illustrator file). NOTE: Never copy and paste images out of one application into another. Always link to the image files in your layout file never embed the images. This creates a smaller more efficient file and will allow Prepress to edit the image if necessary.

TIP
#11

Ensure that all images fill their boxes completely. Taking the time to check this can save time and money.

TIP
#12

Provide colour separated lasers. Doing this before sending your files to us will also benefit you by catching any improper colour separations. Registration colours will show on all separations, or Spot colours that may look similar but have different names will show on different separations). If your lasers were output at less than 100% please note this on the lasers.

Digital problems that cost!

Avoid these common pitfalls.

Over the years we have noticed some common problems with supplied digital files. These problems all lead to production delays and additional costs for our customers. Most of these issues can be avoided by following these helpful hints when preparing your digital file for submission. **Remember: check and double-check!**

Problem	Why this is an issue...	Solution
MISSING FONTS	When fonts are not included our output device generally substitutes an available font in its place making the type look and flow differently than intended. When using bold or italics, it is important to supply the proper fonts rather than modifying them in your page layout software.	Please include all screen and printer fonts with your digital files.
INCORRECT TRAPPING	Trapping is the creation of overlaps between adjoining colours in order to prevent paper space to show if registration on press is not exact. Since everyone has different ideas about what trapping is appropriate, we prefer to set our own.	Avoid the use of pre-trapped art. This may create unwanted items within the final piece.
INCORRECT COLOUR SPECIFICATIONS	Your design software typically provides the ability to have the colour separated into one or more of the 4-colour process CMYK (Cyan, Magenta, Yellow and Black) plates or to output the colour as a separate plate for printing with spot-colour ink. If a colour is defined without specifying it as a process separation, the colour will output as a separate plate and the product will require at least a 5-colour press, or a separate pass on a 4-colour press.	Please separate all colours into 4-colour process CMYK when possible. If spot colours are required, provide exact Pantone numbers (PMS) or values in the colour palette.
INCORRECT SCANNING MODE	Most scanners produce image files in RGB (Red, Green, Blue) mode. These files must be converted to CMYK mode for process-colour printing or Grayscale mode for black-and-white printing.	Convert RGB mode files to CMYK or Grayscale before placing in your layout.
INCORRECT RESOLUTION	Avoid scaling your graphics/images when possible to prevent blurry effects.	Place images as near to 100% of original size. No more than 200%.
INCORRECT PAGE SETTING	Most page layout programs provide many options for controlling the output, including size, orientation, margins, media size, polarity (negative or positive), direction etc. The document size should be the final trim size plus any bleed allowances. If this is not possible, then please centre the output within the available page size.	Ensure the document size is set to the final trim size where possible.
GRAPHICS NOT LINKED -or- ARE EMBEDDED	There are two ways to put a graphic image into a page layout when designing your document. They can be placed as an embedded object or placed as a linked object. When images are embedded, the final document can be extremely large making further manipulation to the image difficult. We prefer to receive the images as separate files (not embedded) linked within the document.	Please establish links to graphic images in your document. Avoid embedding objects.
MISSING GRAPHICS	Worse than embedded graphics are linked graphics that are missing because they were not included in the materials submitted. Although they may appear on screen in your document, even if they are missing, they will output with low-resolution resulting in a fuzzy effect.	Please include all graphics along with your submitted file.
INADEQUATE BLEEDS	If a graphic or image extends to the edge of your page, it must be set to bleed (overlap the trim margin). If bleed is inadequate or missing you could end up with a white edge when the final product is trimmed.	Set up documents with 1/8" bleeds beyond the final trim size.
PROOF MISSING FROM CUSTOMER	Composite and separated laser print-out "proofs" should accompany digital files. If the file is not in a PDF format, please include a PDF proof with embedded fonts. Lo-res PDF's are acceptable for proofing as long as they at least contain a sub-set of the fonts used.	Please provide proofs with files for our reference.

We strongly recommend using professional preflight software (like Markzware's, Flightcheck or Enfocus Pitstop) to check your files before you send them to us!



Simple Preflight Checklist

Remember: check and double-check!

PAGE LAYOUT

- Page size, setup and numbers are correct.
- No blank pages, unused colours, pasteboard elements and/or overflow elements are left.
- No elements have been told not to print.
- Bleeds extend beyond the page by 1/8 inch minimum (if required).

PLACED/INSERTED IMAGES

- No pictures are listed as missing or appear on unused master pages.
- All RGB images are converted to CMYK.
- Images haven't been enlarged (unless saved at a higher resolution).
- Grayscale and colour images are at a correct resolution.
- Line-art is proper resolution (at least 1,200 dpi).
- Clipping paths have been used to create transparent backgrounds.
- Clipping has been done in Adobe Photoshop.
- Vector art does not have complicated paths; minimum points on path.
- There are no images embedded in other images and no nested EPS files.
- Small line weights do not have colour tints.
- Fine rules are at least 0.5 point width; never use "hairline" in the application.
- TIFF images are placed in a picture box with fill of white to avoid clipping problems.
- Close-cropped images are saved as EPS files.

MATERIALS SUPPLIED

- Native files, images and fonts are supplied; or press-ready PDF's are supplied.
- Placed images are in the same folder as the files that use them.
- All unnecessary files are removed.
- Report from "collect for output" or "preflight" is supplied.
- A full-size hard-copy proof is provided (if reduced indicate final size). Also provided separated proofs (if possible).

TEXT AND FONTS

- Only Postscript (Type 1) fonts are used.
- No TrueType or Multiple Master Fonts are used (unless Prepress approves).
- Electronic styling has been properly applied.
- No shadow or outline styles have been applied in your page layout program.
- Small type does not have colour tints.
- Fonts outlined if providing an Illustrator file and fonts are not supplied.

COLOUR

- Number of colours has been verified with paper separations.
- No colours are defined using more than 300% total ink.
- Spot colours are named correctly.
- Overprinting and knockout elements are correct.
- No actual artwork in the job uses the colour "registration".
- All spot colours were converted to process for a 4-colour print job.





Build Press-Ready PDF's

Submission of a properly prepared PDF not only speeds up production but it will also prevent delays from common problems i.e. missing or corrupt fonts or images. Please follow the guidelines below for preparing "Native files" (original file) for use in a PDF and preparing print-ready PDF's using Quark XPress, Adobe InDesign and Illustrator.

PREPARING NATIVE FILES:

- Document size should be the final trim size with bleeds extending a minimum 1/8" beyond trims where possible.
- If it's not possible to use a document size set to the final trim size then the trim area needs to be centered within the current page area.
- RGB images need to be converted to CMYK using Photoshop or other image-editing program. The working spaces for image conversion can be "Adobe RGB (1998)" and "U.S. Web Coated (SWOP) v2". This will yield a total ink value of no more than 300%. The exception to this will be B&W images as they can either be Grayscale or Bitmap Line art. If an image needs to be a spot colour then colourize the Grayscale/Bitmap image within the page layout application.
- All placed images should be 300 ppi when placed at 100% enlargement (no scaling).
- Avoid enlarging images more than 150% as this will reduce the effective resolution and increase the effect of pixelization. (Enlarge an image of 300 ppi to 300 % and you now have an image of 100 ppi. = too low a resolution)
- Spot colours should only be present if you plan on printing with spot colours.
- Make sure spot colours created in Adobe Illustrator/Photoshop use the same names when used in other applications such as Quark XPress or InDesign to prevent multiple versions of the same colour.
- Use consistent colour breaks for colours used within different source documents.
- Large areas of 100% (Solid) Black should be supported with 40% Cyan, 30% Magenta and 30% Yellow when printing with process colours.
- Preflight using software such as Markzware's FLIGHTCHECK or InDesign's native preflight. This will help in locating low-resolution images, RGB images, number of colours used, etc.
- Be aware that if changes or corrections are required they will need to be done to the original Native file then resubmitted in PDF form.

PREPARING PRINT-READY PDF's:

Please follow the above steps prior to creating a Print Ready PDF. Most page layout applications have the ability to export or save a PDF suitable for Print.

On the next page are the steps to create a Print Ready PDF using Quark Xpress, Adobe InDesign and Adobe Illustrator. You may already have a system in place for the creation of Print Ready PDF files so you may continue to do so. If you require assistance in creating a PDF suitable for Print please contact our Prepress Department.

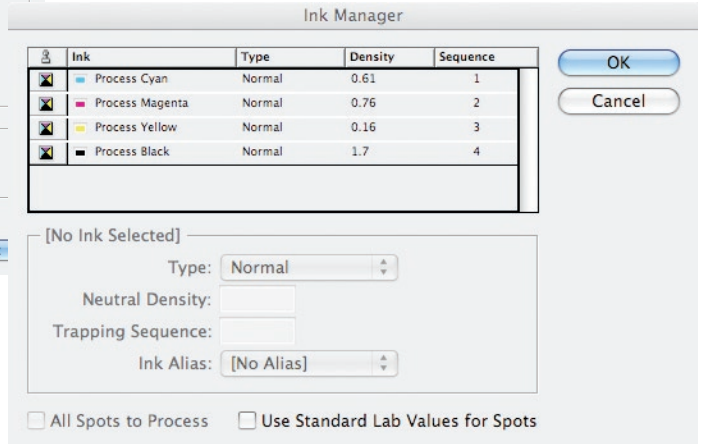
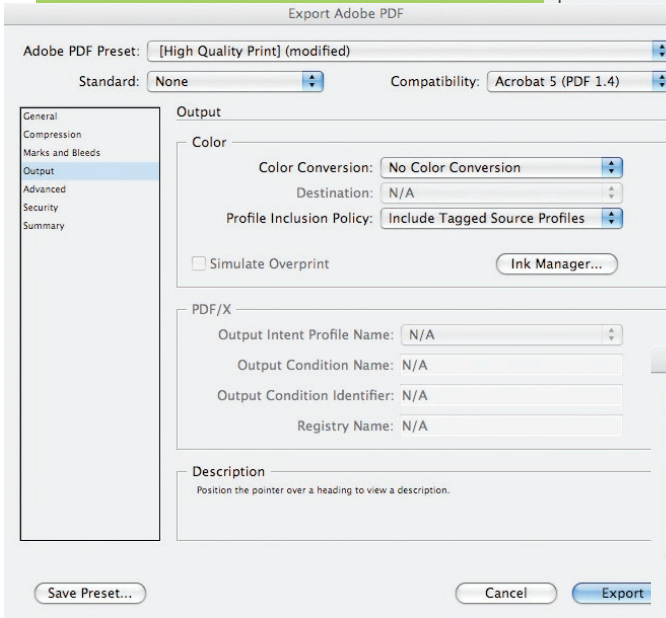
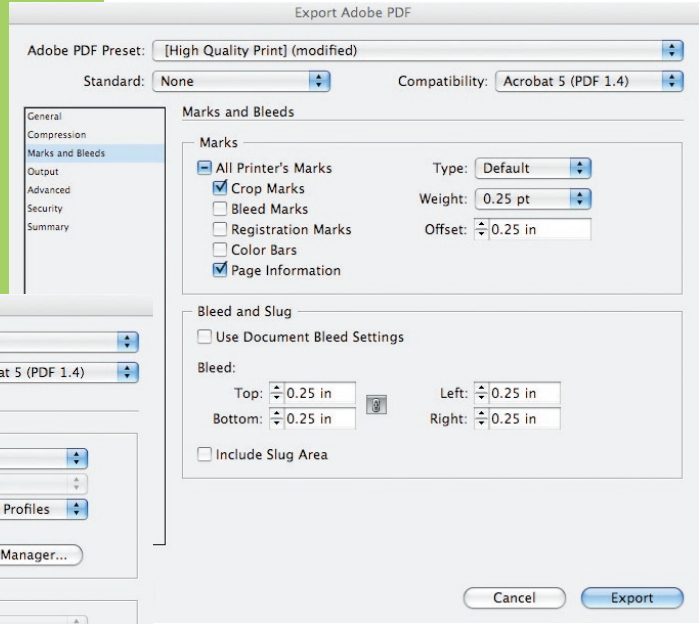
In general the following pre-defined settings work well with a couple of changes: "Press Quality"; "Print Quality" or "High Quality".

Trim marks should be on with an offset value equal to or greater than the amount of bleed (1/8" - 1/4").

Use a lossless ZIP compression not JPEG to prevent a reduction in image quality.

Minimize the use of downsampling unless absolutely necessary.

We strongly recommend checking PDF's "after" being created to ensure they contain the required bleeds, trim marks and don't contain any unwanted elements or colours.



When using InDesign in the Ink Manager check "All Spots to Process" if you do not require Spot Colours in your job.

*Note: QuarkXPress will not convert Spot colours to Process if they originate in a placed EPS (Illustrator, etc.) Please convert these to process colours within their native application prior to placing in Quark.

Illustrator files also need to have all Spots converted to Process prior to saving a PDF.



REMEMBER

Spot Colours

Ensure all spot colours created with Adobe Illustrator / Photoshop use the same name as QuarkXPress colours to avoid duplication.

Registration Marks

Use your application's default registration marks. If additional crop marks are required then set the stroke to "registration" in the colour palette in your application. Registration marks need to be moved away from the work a distance equal to the amount of bleed or a minimum 1/8".

Support Colours

For process printing large areas of 100% black - the black should be supported for a "rich black" with values of 40C/30M/30Y/10K.

File Size

Files smaller than 5MB may be emailed directly to prepress: prepress@peelgraphics.com

Larger files may be transferred to our FTP site. Please contact our Prepress Department for your private log-in and instructions.

Please "stuff" or "zip" your files/fonts before transferring. Files may also be supplied on disk.

Note: Microsoft Products are **not recommended** for print production

**For more information
please contact Prepress
at ext. 235**

Frequently Asked



What is a "proof"?

Our proofs can be made in PDF format, Laser and Epson output to suit your needs. A proof is a way of ensuring that your work is accurate and that everything is positioned to your requirements.

Please review proofs carefully to ensure fonts and images are not missing. Epson proofs are colour-matched to our press however Pantones are not accurately represented. Please refer to a Pantone Guide for exact colour.

When can I expect a proof?

Our standard turn around on most jobs is 24 hours from receipt of files. Larger complex projects may require additional time. Let us know when you need your proof and we will be sure to schedule accordingly.

Why do I need to look at a proof if I already provided you with everything?

Your approval on a final proof whether it is digital or hi-res is assurance that you have looked over every aspect of our work and approve that it is accurate. It benefits everyone if errors are caught in the proofing process rather than on press or after the job is completed and delivered which can be costly.

Do I still need to approve a proof if I bring my work in on a disk?

Yes please. This step is to ensure you will be 100% satisfied with your job.



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