

The following documents contain important technical information concerning the graphic design of the individual printing components. Printing templates which have been sent to us will be used for the printing process immediately without making further corrections. The delivery of data which do not correspond to the specifications may delay the completion of the whole order, and may also cause additional correction costs. If you keep to these production guidelines, you will have the best possible results and our cooperation will be facilitated in a considerable way.

We accept data from the following layout-, and image processing and graphic softwares:

- Adobe®PhotoShop,
- Adobe®Indesign,
- Adobe®Illustrator,
- Macromedia®Freehand and
- Quark Xpress 6.5
- or pdfs as Adobe®Acrobat PDF that are already ready for press.

We are using the latest Mac OSX versions CS3 and CS4, as well as Acrobat 9.

## **What we always need is:**

- a montage of data in one of the layout programmes according to the present specifications
- all used typefaces provided that they have not been embedded or changed into character paths before
- all used images with a resolution of :
  - line drawings: 1200 dpi
  - greyscale images and colour pictures: 300 dpi
- maximum paint application:
  - **350%** for covers, DPacs, booklets, CD-inlays
  - **400%** for CD labels printed in offset technique
- colour profile: ISOcoated\_v\_eci.icc

If pictures are delivered as RGB data, there will be colour deviation from the original image in the CMYK colour space due to the necessary conversion. Please make sure that the images are always safed in the CMYK mode.

TIFF: safe TIFF image files without compression (eg. LWZ)

EPS: binary encoding

JPEG: Bplease make sure that the image is always safed in maximum quality and in the CMYK mode

**Please note that images created with PhotoShop must be fitted by an appropriate layout programme. When positioning the image data in the layout programme, please pay attention that the bleed be added. Printed area + bleed = required printing surface = PDF size Please fit the data without additional white space, without Crop Marks, register marks or cutting marks. You are always welcome to ask us for templates in the different layout programmes .We will be happy to send them to you request.**

### **Line widths**

All line widths should not remain under a certain minimum size:

- positive printing at least 0,10 mm
- negative printing at least 0,15 mm

### **Type size**

The type size should not remain under a certain minimum size, as well:

- positive printing min. 4 pt
- negative printing min. 5 pt

Please make sure that you keep to the minimum size of line widths when using serif typeface or certain other typefaces. Please only make use of types that are postscript compatible. The printing of a CD label with the screen printing method, for example, can only be carried out by using the 40s grid. The use of this, rather coarse, grid leads to the fact that small type sizes, which consist of more than one scale colour, may no longer be readable. Therefore, we recommend you set up the printing of the CD body in full tone choosing from the spot colours Pantone Solid Coated or HKS. However, it is possible to print the CD body using CMYK offset printing with a 70s grid. This is advisable for 4c-image motives! We only produce printed matters CTP (computer to plate) and do no longer create films. That is why it is indispensable that you keep to the specifications and PDF sizes of the certain press works. If you have any further questions don't hesitate to contact our graphics design department.

If the data is delivered in a compressed form, or if the data which has to be exposed, still needs to be changed, or is incomplete, the additional efforts will be charged according to the valid hourly rates. Normally, we receive documents which correspond to the specifications. After receiving the data we check their printability and the compliance with the specifications of the certain press works before creating printable documents or forwarding the PDFs to the respective pressing plant. If, during this process, there appear to be any further problems that have to be solved to get the desired result, there will be a feedback. You will be given the opportunity to find a solution to the problems and provide us with new data. Another option would be to have us remove the problems (as far as possible). The expenditure of time will additionally be charged, though. Unfortunately, the multiple delivery of data is linked to additional effort and cost, as well, so that your printing and the delivery date may be delayed.

Generally, the printing is done in offset printing and is subject to the common colour tolerance according to the european ISO norm. To be able to grant a certain colour fidelity, it is indispensable that digital proofs be delivered with a valid FOGRA medium wedge. It is also possible that we create these digital proofs.

For safety reasons it is advisable to only send copies of the data media inspite of the original!

### **Contact**

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FTP Server: <ftp://hwcftp.dyndns.org> - Please ask for the account!