



## TECHNICAL CONDITIONS FOR GRAPHIC DATA

(ver. Sep 2024)

### 1. DTP STUDIO OPERATING SYSTEM:

- MacOS X 10.15.XX

### 2. GRAPHIC DESIGN SOFTWARE

- Adobe InDesignCS6
- Adobe PhotoshopCS6
- Adobe IllustratorCS6
- Adobe AcrobatPro
- Acrobat Distiller11

### 3. PRINTING STANDARD

- According ISO 12647-2

### 4. CONDITIONS OF PREPARING THE GRAPHIC FILES

- Colour Images in CMYK (not RGB or Lab)
- Accepted format for closed files: Postscript level 2 composite, PDF 1.2;1.3;1.4 composite, generated by Adobe Acrobat Distiller starting from ver 5.0. All file settings should be set up as: Press Quality.
- A resolution of colour images and in grayscale – minimum 300 dpi in actual size.
- Spot colours must be defined in file by the Pantone sample book only
- Scanned files (copydot) should be avoided. We take no responsibility for graphic and colour discrepancies that occur during the ripping process
- Any additional information in file (e.g.: die cutting, creasing or folding lines) should be created as a spot colour on separate layer with overprint attribute.
- In case of multi-page documents (booklets, brochures, etc.) the artwork must be supplied as multi-page PDF file in single-page layout, where the first page of PDF is the first page of booklet. Pages must be numbered.
- Overprint attribute must be switched off in all images except the ones in 100% Black .
- Files with trapping added will not be accepted.
- All fonts must be included in the file (embedded fonts) or converted to curves (vectors).
- To display print files correctly one's should enable the "print preview" feature in **Adobe Acrobat**. In order to enable it please follow the path:

***Edit->Preferences->Page Display->Use Print Preview->Always***

## 5. COLOUR SEPARATIONS - PROOFING

- For coated materials – profile Fogra 39.
- For uncoated materials - profile Euroscale Uncoated v2
  
- In case no ICC profile is used please keep maximum ink coverage (Total Ink Limit):
  - For coated materials – max. 320%,
  - For uncoated materials – max. 260%,

## 6. GRAPHIC LAYOUT

- Scale – 1:1.
- Page dimensions – the same for all document pages
- Position of the image on the page - centered
- Image orientation – vertical.
- A final size has to be indicated by crop marks or by the template. Crop marks centered, within 3mm distance from net format.
- For all types of printed parts there has to be an additional 3 mm on each outer edge (cutting bleed).
- Text or graphic elements must be minimum 3mm from cutting line.
- For perfect bound book please remember about the gluing area of 5mm on the 2nd and 3rd page of cover and 1st and last page of text.
- Following above it is not advised to place any graphic going through the 2nd page of cover and 1st page of text and accordingly trough last page of text and 3rd page of the cover (adjacent pages) due to poor esthetic.
- Graphic elements should not include:
  - Inserted profiles,
  - OPI comments,
  - Postscript codes coming directly from CorelDraw
- Minimum type size:
  - Single colour – 7 pt,
  - Multicolour block type – 8 pt,
  - Multicolour twoelements type – 10 pt,
  - Knocked-out type – 10 pt.
- The lowest acceptable line thickness:
  - Single colour – 0,2 pt,
  - Multicolour or knocked out – 0,75 pt.
- For the line less than 0,4pt with single colour printng 100% colour coverage is recommended.
- Black text should not be enhanced by other colours (difficulty with colour matching for such text).
- Black text less than 24pt on colour background must be overprinted (except from black text on metallic background that should be knocked out).
- In order to achieve deep black we recommend to make it in CMYK e.g: C 60, M 60, Y 60, K 100 for coated materials and C 50, M 40, Y 40 K 100 for uncoated ones.
- The correct gray created from CMYK should have double amount og K comparng to other colours (we recommend to make gray from K only in order to avoid colour differences among printed quantity)
- In order to avoid colour matching issues we reserve the right to add trapping. Standard trapping used is 0,035 mm in some cases max 0,07mm.
- Barcodes must ne 100% opaque (recommended black colour)
- Spot UV (also raised UV and glittering) elements should be moved from cutting or creasing lines (due to potential cracking).

- Spot UV (also raised UV and glittering) file must be prepared as 100% coverage, in curves (vectors).
- Spot UV – to achieve good quality, the line thickness should be not less than 0,5mm (knocked out 1mm).
- We do not recommend to make UV on uncoated materials.
- Raised UV – minimum line thickness 1,5mm, please note that in case of line thickness more than 10mm the reduction of raised effect towards the center may occur. The bigger area the less raised effect.
- Glitter UV – minimum line thickness 2mm.
- Hot stamping – minimum line thickness 0,3mm (knocked out 0,4mm).
- Files for hot stamping:
  - recommended to be prepared as overprint
  - to be supplied in curves (vectors)
  - in case of intention to achieve the fake 3D effect we accept hot stamping file in 1:1 scale with knocked out image behind foiled area, if displacement of foiled to knockout element is not less than 1mm
- Embossing – minimum line thickness 0,35mm
- Files for embossing:
  - recommended to be prepared as overprint
  - to be supplied in curves (vectors)
  - 100% colour
  - Thickness of embossed lines cannot be less than thickness of embossed material

## 7. PROOFS

- For colour matching we accept certificated proofs only.
- Each colour proof should contain: ICC profile applied, title and/or catalogue ref., page number, control strip Ugra/FOGRA, date.
- The proof should be made based on the final files supplied for printing.
- Lack of supplied proof means printing will be made based on ISO 12647:2.
- In case of press pass made by the client at the printing machine, printing sheet approved and signed by the client becoming a colour proof.
- Actual printing sheet or final product from the previous release made somewhere else will not be considered as a colour proof.
- In case of any finishing's applied after printing e.g. lamination, UV, the colour discrepancies comparing to the proof may occur.

## 8. GENERAL INFORMATION

- KPM reserve right to not accept the assets which are not in line with technical specification.
- KPM is not responsible and do not guarantee the correctness of transferring the digital artwork to the printing plates, if the assets are prepared not in line with technical specification and/or contain objects originating directly or indirectly from software such as CorelDraw, AutoCad, etc.
- Any additional work done during the Customer's assets processing in order to adjust them to the technical specification can be charged extra. Charge is communicated to the Customer and approved before the extra service is done.
- The date of supplying assets to KPM is considered to be the date of supplying correct assets which do not require additional processing, amendments or approvals.
- Every time Customer places an order with KPM, one's is obliged to provide the correct and clear product specification.

- Information about applying additional finishings such as dispersion varnish (waterbased varnish) should be included in the order/product specification. Lack of aforementioned information will result in not applying the varnish and eventually the print outs getting dirt occurred during production process.
- Colour specification of the product should be in line with the calibrated/certified colour proof supplied by the Customer. One's should take into account any deviations related to the characteristic of the offset (litho) printing process, paper quality and other factors which may influence the final colours of the printed sheets.
- Finished product is approved and considered to be in line with Customer's order if at least 99% of the product meets quality parameters of being within the tolerance allowed by the quality instruction.