



# Guidelines for Data Delivery



**Der Verpackungsspezialist**  
Verpackungen · Displays · Faltschachteln · Sleeves

## **PDF workflow**

We prefer data to be supplied in printable PDF file format. Our workflow processes composite PDFs that you can create yourself with Post-Script and Acrobat Distiller.

**General** We only use PDF files created with Acrobat Distiller version 6.0 or higher. Our standard is PDF 1.4.

Write the PDF files in composite form and our Prinergy software will take care of the separations.

Give the file a short and informative name and use a logical file or directory structure.

Please use underscores\_ like\_ these to fill spaces between words and do not include any special characters such as !“„,\$\$%&/()=?+\*#äüö in file names.

Use a current printer driver.

You don't need to set a screen ruling. Just note it on the order.

If delivery of EPS files is required, please encode them in binary, not ASCII format.

When you create a PDF file, make sure that the colour settings conform to the actual FOGRA Notes. When printing on matte or gloss coated paper is required, use Euroscale Coated v2 or Euroscale Uncoated v2 for uncoated paper (natural paper).

If you work with OPI, replace the low resolution data with appropriate high resolution data.

**Fonts** All fonts used must be embedded in the PDF file. If possible, use type 1 fonts because other font formats often result in errors. Don't use any electronic font modifications such as bold, italics or shaded.

**Images** Images should be in TIFF, EPS or PSD format and not compressed. We require CMYK mode for the colour space. The resolution should be at least 300 dpi in the final size. Bitmap TIFFs should have a minimum resolution of 600 dpi and preferably 1200 dpi.

## **Guidelines for open data files**

Open data files are taken from Macintosh operating systems. Please observe the following instructions when creating them:

**Programs** Open program data from InDesign, Illustrator, QuarkXPress, Freehand or Photoshop is required. Always include the fonts with open data files.

**Colours** The number of colours to be printed and the correct colour designations have to be defined. Any special colours must be specified as full tone colours (HKS or Pantone).

- Finishing** Additional full tone colours with appropriate designations must be defined for finishing processes such as blind embossing, hot foil stamping or coating. Pay special attention to uncoated areas.
- Images** Images should be in TIFF, EPS or PSD format and not compressed. We require CMYK mode for the colour space. The resolution should be at least 300 dpi in the final size. Bitmap TIFFs should have a minimum resolution of 600 dpi and preferably 1200 dpi.
- Fonts** All fonts should be 6 point minimum in positive and negative texts. The character sets, character cases and the relevant PostScript character sets must be provided for all fonts used. The content of vectorised texts cannot be edited.
- Graphic elements** The spacing between graphic elements and text to the cut and crease should always be at least 5mm. There should be a minimum 5 mm trim-off up to the outer edge of the packaging.
- Codes** We always create EAN codes with the Barcode software.

## **Control media, programs and data transfers**

- Colour-binding masters** We create our digital proofs in accordance with the FOGRA masters Offset, and taking the printing characteristics of our printing presses and a simulation of the substrate into account. To facilitate the coordination and evaluation of scale colours under standard illumination, please integrate the Fogra media wedge on the print data.
- Control media** Control media for delivered data should be the full colour digital proofs of the files. These are binding for text, layout and colour distribution control. Always incorporate the Fogra/Ugra media wedge v2/v3 on any colour binding digital proofs which you deliver.
- Programs** Acrobat Pro  
Photoshop CS5  
Illustrator CS5  
InDesign CS5  
Freehand MX  
QuarkXPress 8.0  
Kodak Prinergy 5.1
- Data transfer** Data transfers are effected as agreed with our internal sales team via data storage medium (CD-ROM or DVD) or e-mail.

Contact us if you have any questions about creating PDF files suitable for exposure or on any other aspect of pre-press or printing.

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