

Guidelines PDF delivery



**SENEFELDER
MISSET**

Production manual

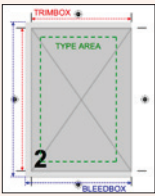
Data delivery

Our workflow systems support the data supply of print ready pdf files. Via our 24x7 user-friendly workflow management systems you can, depending on production deadlines, submit your production data, review and release to production. Our workflow management systems with integrated preflight service have Web upload and FTP data transfer capabilities including web approval tools. Contact your order manager about the possibilities in this respect.



PDF creation and checking

We can process your pages easily if you provide them as PDF1.3 according to the Ghent PDF Workgroup specifications. [Read more on page 3 ...](#)



What further conditions should the page layout comply with?

In addition to the GWG specifications pages should comply with order-specific characteristics. The Senefelder Misset guidelines give practical specifications for setting up the layout, dimensions, text and version change, document structure and file name. [Read more on page 4 ...](#)



Colour management

We conform to the colour profiles of the ECI to the extent that they are available for the various classes of paper. In practice it has been proven that very high quality can be achieved by using these profiles that are based on ISO standard 12647-2. [Read more on page 7 ...](#)

Senefelder Misset accepts pdf files under the following conditions:

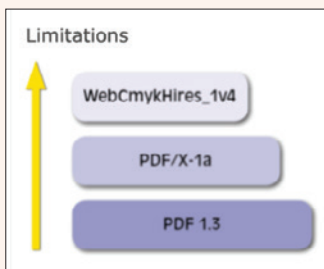
- Graphic content and file name meet the Roto Smeets guidelines.
- Text should be in fonts or letter contours and delicate line art should be created in vectors.
- PDF has been visually checked in Adobe Reader 9 or higher and with overprinting set active.
- PDF contains a trimbox equal to the trimmed size.
- The preflight application approves the PDF using the Ghent PDF Work Group profile specified in the printing order.

What are the Ghent PDF Workgroup specifications?

The Ghent PDF Workgroup (GWG) is an international platform for the development of process specifications for graphic workflows (www.gwg.org).

These specifications ensure reliable production from photographer to printer. This is done by setting practical requirements for various graphical features.

The current GWG specifications are based on PDF/X-1a, the ISO 15930 specification for graphic application of PDF 1.3



The specifications are subject to a distinction between various market segments, which are relevant for Senefelder Misset:

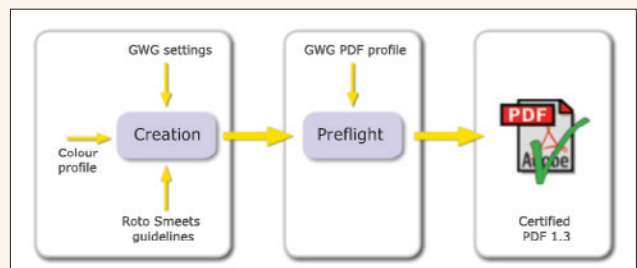
- WebCmykHires_1v4 web offset
- WebSpotHires_1v4 web offset

How can I apply them in the page layout?

The GWG specifications are available as settings for the best-known graphics applications. You can download them, install them and start producing them [here](#). Within an application (e.g. Adobe InDesign), the pages are formatted using all available features (including transparency and layers, for example). The GWG settings ensure that the output is written as PDF 1.3 and that most of the graphic characteristics fit the market segment in question.

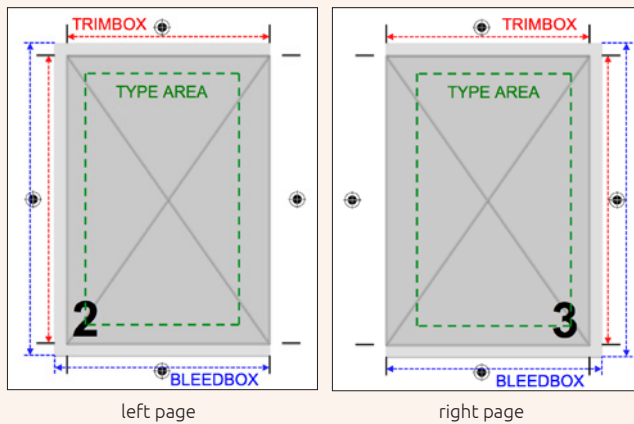
How do I know it works?

Complete certainty about the correct workability can be obtained by checking the pdf with a preflight application, e.g. Acrobat and Enfocus PitStop Preflight, loaded with the relevant GWG settings.



Data layout

- one page per file.
- all pages of an order should have the same trim size, type area, bleed and registration marks settings.
- type area minimum margin: top, side and bottom 5 mm, spine 8 mm.
- bleeding-off order: centred page, bleed 5 mm, centred registration marks offset 5 mm.
- non-bleeding-off and untrimmed order: page centred; 5 mm white margin at top, side and bottom with respect to the printing size; a minimum of 8 pt offset; centred registration marks.
- the specifications for type area, bleed and registration marks also apply to advertisements of all sizes.



Covers

- all parts (also fold outs or 'flaps') should be delivered as single page files.
- for patent binding, the spine should be included in the front cover file, outside of the trimmed size. The width of the trim guide should however include the spine.

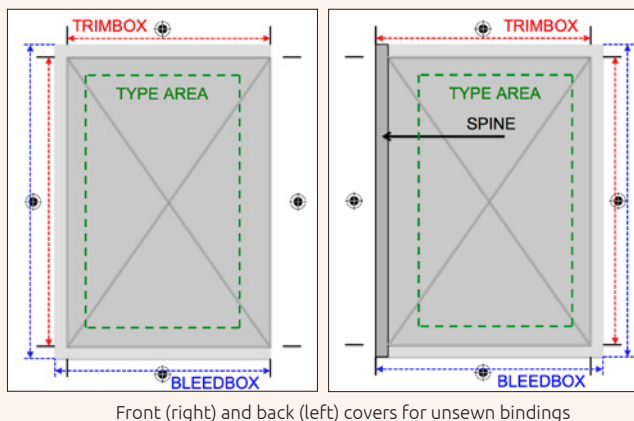
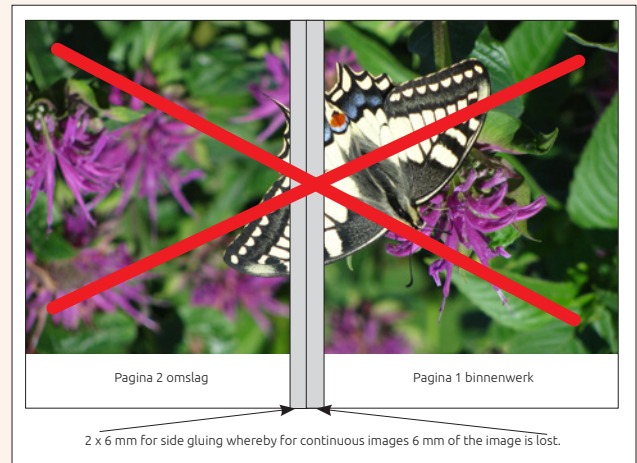


Image loss perfect binding products

- For perfect binding products it should be taken into account that there is loss of image in the middle between cover page 2 and the first page of the inside.
- If there are continuous images and/or text these should be taken into consideration. See the following illustrative examples
For more information contact your order manager.



2 x 6 mm for side gluing, including the crease. This means that for continuous images, 6 mm of the image is lost.

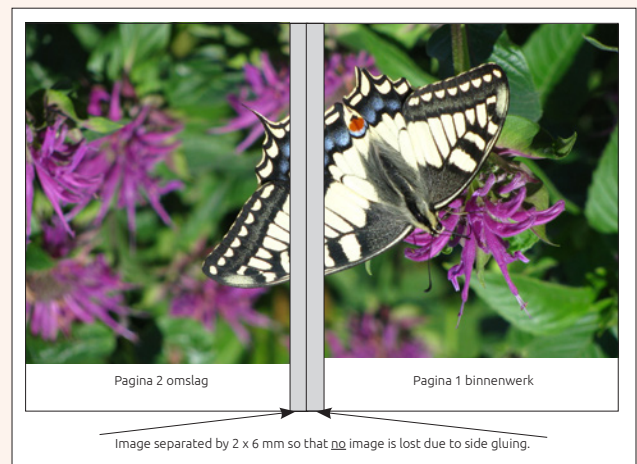


Image separated by 2 x 6 mm so that no image is lost due to side gluing.

Minimum dimensions line work

- Line thickness in single colour for offset: 0.10 mm.
- Line thickness in multiple colours: 0.20 mm.
- Positive text in single colour: 6 pt.
- Positive text in multiple colours: 9 pt.
- Negative text: sans serif, 9 pt bold, serif 12 pt.
- Colour overlap ('trapping'): 0.05 mm (0.144 pt).

Maximum colour value fonts

- The maximum CMYK colour value is 240%.
- Black fonts in colour print preferably assemble from CMYK = 50-0-0-100%.

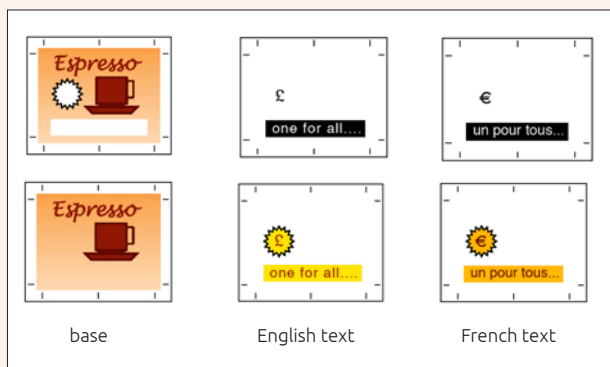
Text changes Web

The varying pages are supplied as complete full colour files, such as for a single edition.

Text changes Sheetfed Offset

Pages are preferably provided as base + text.

- Base contains all the non-changing items.
- Text contains changing text and vector line work.
- The data lay-out of base and text should be exactly equal (trimmed size, bleed and crop marks)..
- Changing negative text boxes as shown below:
 - base: is white underneath the changing text boxes
 - text: text boxes overlapping adjacent objects in base by 0.10 mm.



* please read the naming advice for language changes in this chapter

File names for print-ready data

A consistent naming of files is important for the automated processing of your files.

The file names should be agreed in consultation with the printing house.

- Permitted characters are letters, numbers, hyphens (-) and underscores (_). Spaces or special characters (,?/*\({}|>=#: ") are not permitted,
- The page number should preferably come in front.
- The number of digits is equal to the highest page number of the print order.

Sample preferred page naming convention

- Default naming convention:
001_order identity.pdf
- Correction pages:
001_order identity_C1.pdf (1st corr.)
001_order identity_C2.pdf (2st corr.)
- Order with changes:
001_FRA_order identity.pdf
001_ENG_order identity.pdf
- Correction pages:
001_FRA_order identity_C1.pdf (1st corr.)
001_FRA_order identity_C2.pdf (2st corr.)

Do not use any special characters such as " ,?/*\({}|>=#: " in your file names.

Please contact your ordermanager if it's not possible to meet this conditions.

Naming advice language switches

For proper processing of language switches the file names must have a clear indication language.

- single edition:
001_order identity.pdf
- order with switches:
001_FRA_order identity.pdf
001_ENG_order identity.pdf

Please use the following abbreviations.

Table of country and language codes					
BEL	Belgium	FRA	France	POL	Poland
DEN	Denmark	ITA	Italy	POR	Portugal
DUI	Germany	NED	Netherlands	SPA	Spain
ENG	England	NO	Norway	ZWE	Sweden
FIN	Finland	OOS	Austria	ZWI	Switzerland

For offset Senefelder Misset conforms to the available ECI profiles, which are based on ISO 12647.

You can download this from our website.

Therefore, use these profiles for colour proofing and colour conversion from RGB to CMYK (recommended relative colorimetric rendering).

A paper tint simulation is included in the colour profiles. Within one class of paper, however, in particular regarding LWC paper, significant differences may occur in paper tints, and these can also give different nuances in different proof systems.

Below is an overview of the different paper grades and the application of colour. You can download the different profiles from our website.

Table Sheet offset

Paper category	Profile	Fogra	Paper type
Coated	ISO Coated V2 300 (ECI)	39	PT 1/2
Uncoated	PSO Uncoated ISO12647(ECI)	47	PT 4

Table Web offset

Paper category	Profile	Fogra	Paper type
WFC (<i>woodfree coated</i>)	ISO Coated V2 300 (ECI)	39	PT1/2
LWC (<i>light weight coated</i>)	PSO LWC Improved (ECI)	45	PT 3
SC (<i>super calandered</i>)	SC Paper(ECI)	40	SC
MFC (<i>machine finished coated</i>)	PSO MFC Paper (ECI)	41	MFC
INP (<i>improved newsprint</i>)	PSO_INP_Paper_eci.icc	-	PT 4
WFU (<i>woodfree uncoated</i>)	weboffset_RS0210_WFU.icc	-	PT 4

For critical colour reproduction the use of a correct colour profile is required both for the colour conversion from RGB to CMYK and hardcopy proofing and soft proofing. The profile varies according to the printing process (sheet fed offset, web offset, gravure) and paper type. If this information is not available, ISOcoated_v2_300_eci.icc can be used as the colour profile, but it must be borne in mind that colour variations may occur when using anything other than coated paper.

CMYK image composition

The maximum colour value of a CMYK image according to the colour profiles are:

- 330% for sheet fed offset on WFC.
- 320% for sheet fed offset on Uncoated.
- 300% for web offset on WFC and LWC.
- 280% for web offset on MFC.
- 270% for web offset on SC.
- 260% for web offset on Newsprint.
- Detached image: tone value on the edge for offset at least 3%.
- Register sensitive images should comprise the minimum process colours, e.g. herringbone suits in black only.

Black dominates

% Black (K)	10	20	30	40	50	60	70-100
max % C, M, Y	0	2	5	10	20	45	*)
*) any percentage may be used							

Colour dominates

% C, M, Y	10	20	30	40	50	60	70-100
max % Black (K)	0	2	5	10	20	45	*)
*) any percentage may be used							

Description of various paper classes

WFC: wood-free mc available in gloss (satin), silk (silk) or matt finish. This paper consists of cellulose, obtained from chemical pulp. A coating is applied on both sides and double calendered. This coating layer consists mainly of china clay and binding agent. As a result the printing quality is improved. It is therefore the most attractive white paper type that exists. Also this paper yellows at a slower rate. In the lighter weights below 90 grams translucency, also called opacity, plays a major role, especially for jobs with a heavy ink coverage.

LWC: wood-containing and light wood-mc

These papers consist mainly of mechanical pulp, usually with of a limited proportion of chemical pulp. If the proportion of pulp is under a certain percentage, which means a large addition of chemical pulp, then we speak of light wood-containing paper, also called super white. This paper is available in a gloss and matt finish.

In this paper group fall:

- light wood containing satin/silk/mat;
- practical wood free satin/silk/mat;
- wood containing satin/silk/mat extra white;
- wood containing mc recycled extra white.

MFC: machine finished coated/film coated

This paper group contains wood-containing lightly coated mfc with bulky properties It feels heavier/thicker than it actually is. This is an LWC with a light coating layer. The paper is less shiny, but cheaper. The coating is applied inline on the paper machine.

SC: super calendered

This is a coated paper of wood-containing (mechanical pulp) quality, super-calendered resulting in a smooth and glossy paper. The disadvantages are weakness and reduced runnability (speed that the paper runs through the press). Higher grades of glossy paper contain increased percentages of chemical pulp, resulting in a higher level of brightness.

This group includes in ascending order of brightness and costs:

- SC-B
- SC-A
- SC-Cat
- SC-Cat +

INP: improved newsprint (ISO 65 and higher)

This is an uncoated paper, made mainly of mechanical pulp, usually with a percentage of recycled pulp and sometimes chemical pulp. This paper group includes improved newsprint paper and wood containing offset recycled extra white. It is a simple type of paper in a wood containing composition or recycled. The difference with standard newsprint is that improved newsprint has a higher whiteness and a less open surface (resulting in less ink absorption into the fibres of the paper).

WFU: wood free uncoated: This group includes wood free offset paper

In almost all paper types cellulose and wood form the basic raw materials. The ratio between them determines whether it is a wood-free or wood-containing paper type. When using a little wood and a lot of cellulose we speak of wood-free and vice versa, of wood-containing paper. Wood-free papers are a little less rough and slightly whiter than wood-containing grades.