




# Conditions of submission of databases for variable data processing

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|                                                                                   | <b>Conditions of submission of databases for variable data processing</b> |                                                     |

## 1 TERMS AND USED ABBREVIATIONS

### 1.1 Terms

- **Variable data** – data changing during printing – these may be addresses, bar or 2D codes, numbering of products and similar.
- **Personification** – furnishing of printed copy or package with unique information, usually with address.
- **Database** – set of data arranged in tabular form in certain structure (table). For the needs of SG 1 line expresses 1 record (1 record = e.g. 1 address contact) and columns express a field for the given record (e.g.: name, ZIP, city and similar).

### 1.2 Used abbreviations

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OD     | - Organisational directive                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| ISM    | - Integrated System Manager                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| PDF    | - Portable Document Format                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| CSV    | - Text file where values are separated by a comma (comma-separated values)                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| TXT    | - Text file                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| XLS    | - File format for table processor Microsoft Excel                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| XLSX   | - File format for data saving from the table editor according to Office Open XML specification                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| CES    | - Character Encoding Scheme                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| UTF-8  | - Basic charset of UNICODE (ISO 10646-1:2000), alias: UTF8, unicode-1-1-utf8                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| UTF-16 | - Charset for UNICODE, alias: UTF_16, utf16 – using for Russian alphabet                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| CP1250 | - (Windows Eastern European – WinĚĚ, WinCS) – old coding – alias: cp1250, cp5346                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| CRLF   | - Character for the new line beginning (carriage return / line feed)                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| PSC    | - ZIP code (German PLZ, in some countries as a postcode) is used in postal contact as a substantial part of the address. It is a number identification of regional district of the post office or a smaller district or P. O. Box, which should make the automatic identification of the place of delivery easier. In the Slovak Republic and the Czech Republic it is a five-digit number which is stated in the address under the name of the post office separated by 2 spaces, at which the space is left between the third and fourth digit. |

## 2 PRELIMINARY PROVISIONS

It serves the purpose of the definition of data file formats and the variable (personalized) data contained in them.


## 3 DESCRIPTION

### 3.1 Personalised variable data (address databases)

#### 3.1.1 File formats

- **CSV** – a file which contains table data in a text form. The individual cells of the table are separated from each other by a comma or semicolon. The lines of the table are separated by enter (a special CRLF character).
- **TXT** – a text file where the individual cells of the table are separated from each other by a character.
- **XLS** – file format for table processor Microsoft Excel
- **XLSX** – file format for data saving from the table editor. It is a format of the Office Open XML specification.

An Excel file contains only 1 data sheet. In case of multiple spreadsheets it is necessary to state a reason of multiple spreadsheets in accompanying documentation (e.g. partition according to language versions or due to necessity of saving of more records than 1 spreadsheet allows and similar).

|                                                                                   |                                                                           |                                                     |
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### 3.1.2 Encoding (Character Encoding Scheme – CES)

If you want to supply a database in another charset as below stated, it is necessary to send a database sample for a conversion test first. **BEWARE!** If we do not confirm database processing in this encoding or if you do not warn us of another encoding, some characters may be replaced or fully missing in the result.

- **UTF-8** – basic charset of UNICODE (according to ISO 10646-1:2000), alias: UTF8, unicode-1-1-utf8 – using for all European Roman character texts
- **UTF-16** – charset for UNICODE, alias: UTF\_16, utf16 – using for Russian alphabet
- **CP1250** (Windows Eastern European – WinEE, WinCS) – obsolete encoding – using only for Czech or Slovak texts, alias: cp1250, cp5346

### 3.1.3 Separators of data items

A separator of data items is a character which separates database items (columns) within one line. **BEWARE!** A character which serves as a separator of data items must not be used in the text of some of the database items!

- ; – semicolon
- , – comma
- ^t – tabulator
- | – pipe

### 3.1.4 Separators of records

- **CR/LF** – character for a beginning of a new line (carriage return / line feed)

### 3.1.5 Heading

- First line in the database – in the individual columns there must be the name of the given column stated (e.g.: Name, Street, ZIP, Municipality and similar).

### 3.1.6 Records – database field – columns and lines

- All records must have the same number of items (fields = columns).
- In the cells there are only values, not formulas or references to other cells.
- All lines as well as columns must be visible, no filter or hiding may be used.
- For each database item an independent field (column) is used.
- Each line contains just one record. All items in one column (apart from those in the first line) must have the same format.
- The records may not contain characters which cannot be printed (i.e. in the range 0-31 in the table of ASCII characters).
- **ZIP** – this field must be always filled. The field may contain for the Slovak and Czech databases only 5 numbers without a space and if zeros are at the beginning, they have to be stated in the given item. For the postal operators from other countries ZIP must be formatted according to the rules of the given country.
- In case of using of text format for numbers or dates the same rules are valid as by a text file.

### 3.1.7 Bar and 2D codes


A substantial part of personalised variable data may be also a bar or 2D code. Number or text expression of the code must be the content of an individual field (column) in the database. In case of need of using of another code than here stated it is necessary to contact us and to try such code on first.

- **bar:** EAN-8, EAN-8+2, EAN-8+5, EAN-13, EAN-13+2, EAN-13+5, UPC-A, UPC-E
- **2D codes:** DataMatrix, QR-Codebit

### 3.1.8 Images and logos

An image or logo is submitted separately in a data format and is used uniformly for the whole database. Due to the InkJet printing technology in low resolution using of any other image than according to these parameters is not possible:

- **BMP** – black and white bit map (1 bit per pixel), resolution 128 x 128 px

|                                                                                   |                                                                           |                                                     |
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### 3.1.9 Multiple pieces to 1 address

There are two possibilities to deliver multiple pieces to one address:

- **Variant 1:** each piece will be packed separately and each piece will go as an independent item to the given address – in this case the address must be given so many times in the database, how many pieces the recipient should receive,
- **Variant 2:** multiple pieces will be jointly packed and sent to 1 address – in this case the database has to contain a field (column), in which at each item the number of pieces will be stated.

## 3.2 Non-personalised (non-address) variable data

### 3.2.1 Non-address variable data

Non-address variable data may be:

- **Numbering of products** – ascending or descending numbering. We set the numerical series as well as the size and type of script according to your parameters. It is not necessary to create and submit a database. Such number serves e.g. as winning number or for the monitoring of distribution. *Example:* 001, 002, 003, 004...
- **Unique codes** – these can be numbers, text characters or their combination. In this case it is necessary to create and submit an already generated database of these unique codes. We set the size and type of script according to your parameters. *Example:* HX7R-TW9J-87BR, 3O4Z-Q11M-5DF3...
- **Bar and 2D codes** – number or text expression of code must be the content of an individual field (column) in the database you will submit to us. We will create the size of the code according to your requirement considering the parameters for using of the individual codes. For good reading of codes it must be taken into account that under the code and 5 mm around the code there should be no ink used but a white space selected.

## 3.3 Processing of databases in SG according to the distributor

### 3.3.1 Bundling in accordance with postal conditions

In SG, a.s., data are as a standard processed in accordance with the postal conditions for these countries:

- **SLOVAK REPUBLIC, CZECH REPUBLIC, AUSTRIA, UKRAINE**

**Only for these distributors we are able to correctly and perfectly fulfil your requirements for the processing of variable data prepared according to these conditions.**

### 3.3.2 Other distributor

**If you supply data for other than an above stated distributor, you have to ensure the following requirements for your distributor:**

- The data have to be already sorted in the database,
- The last address in the package must contain a field (column), in which there is the code stated for the finishing of the package (e.g. #),
- You have to submit generated package labels or an independent database for their printing (if it is necessary).

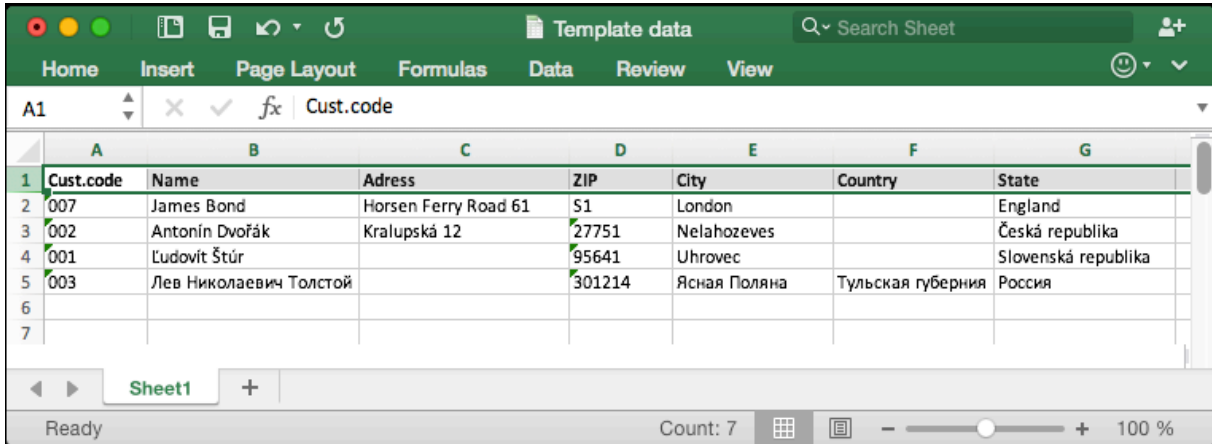
### 3.3.3 Graphic design (layout)

If it is not otherwise stated in the order and no sample or requirement for concrete parameters is submitted, we process layout for the database printing according to these parameters:

- ARIAL Regular, 12 points (10 points in case of many chars in a limited field), each field on a separate line except for Given name + Surname which we place in 1 line.

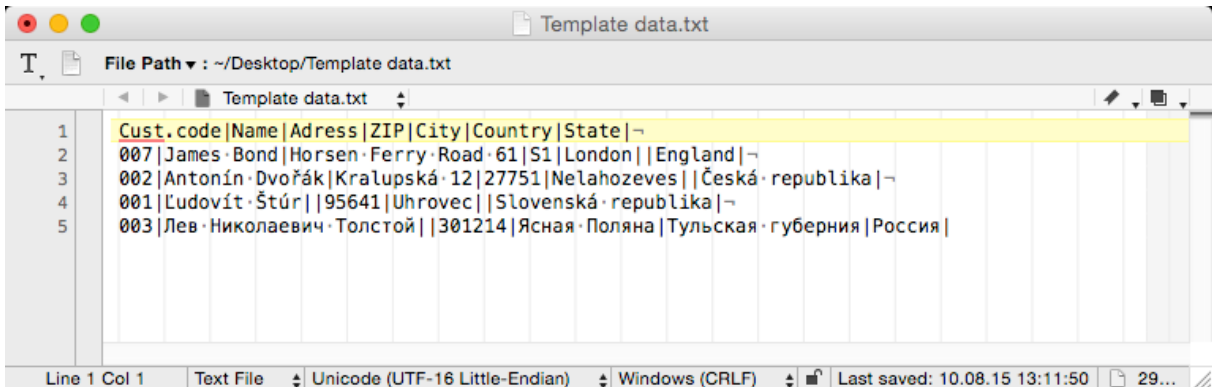
### 3.4 Visual display of the database processing

#### 3.4.1 Database sample in Excel:



|   | A         | B                      | C                    | D      | E            | F                 | G                   |
|---|-----------|------------------------|----------------------|--------|--------------|-------------------|---------------------|
| 1 | Cust.code | Name                   | Adress               | ZIP    | City         | Country           | State               |
| 2 | 007       | James Bond             | Horsen Ferry Road 61 | S1     | London       |                   | England             |
| 3 | 002       | Antonín Dvořák         | Kralupská 12         | 27751  | Nelahozeves  |                   | Česká republika     |
| 4 | 001       | Ludovít Štúr           |                      | 95641  | Uhrovec      |                   | Slovenská republika |
| 5 | 003       | Лев Николаевич Толстой |                      | 301214 | Ясная Поляна | Тульская губерния | Россия              |
| 6 |           |                        |                      |        |              |                   |                     |
| 7 |           |                        |                      |        |              |                   |                     |

#### 3.4.2 The same data in a text file (| - pipe is used as a separator):



```

Cust.code|Name|Adress|ZIP|City|Country|State|~
007|James Bond|Horsen Ferry Road 61|S1|London|England|~
002|Antonín Dvořák|Kralupská 12|27751|Nelahozeves|Česká republika|~
001|Ludovít Štúr|95641|Uhrovec|Slovenská republika|~
003|Лев Николаевич Толстой|301214|Ясная Поляна|Тульская губерния|Россия|
  
```


#### 3.4.3 The same data – label layout design and graphic display:

|                                                                                                       |                                                                                  |
|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| Customer code: <<Cust.code>><br><<Name>><br><<Adress>><br><<ZIP>><<City>><br><<Country>><br><<State>> | Customer code: 007<br>James Bond<br>Horsen Ferry Road 61<br>S1 London<br>England |
|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|

### 3.5 Final provisions

#### 3.5.1 Marking of files

- Marking of files with databases has to be unambiguous and immediately identifiable which order is concerned, which number of issue and similar.
- The name of the database file has to be identically stated also in the order and possibly also in the submitted documentation.
- For each language version there has to be a separate database supplied. From the name (marking) of the database it must be explicit which order and which language version is concerned.

|                                                                                   |                                                                           |                                                     |
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### 3.5.2 Data entry

- Contact data:
  - o Specialist for the variable data preparation: **+421 (0)911 083 598**
  - o E-mail for the variable data preparation: **data@grafia.sk**
  - o Name of the FTP server: **pdf.grafia.sk**
    - *You will get access data on request*
- If you require sending samples of processed data for pre author's corrections of the layout, it is necessary that this requirement is explicitly stated in the order.
- **After sending of database the customer is obliged to send a message that it submitted a database for processing to the e-mail: data@grafia.sk or as an SMS to the phone number: +421 (0)903 559 266. Also the customer is obliged to send a written message in case of any changes in already entered data or in case of layout approval after author's corrections (AC).**

### 3.5.3 Final provisions

- **The customer is fully aware that by violation of these conditions or by the delay of the submission it takes full responsibility for a possible defective work in the production which directly relates to this violation, or additional costs may be charged to it which relate to the repair of the incorrectly submitted data or with the return of the order from the distributor and the agreed dispatching date and time may be delayed.**