	Slovenská Grafia a.s. Pekná cesta 6, 834 03 Bratislava	Version: 6 Page: 1/11 Effective from: 1.4.2021
	<b>Conditions of the supply of artwork for printing</b>	

# Conditions of the supply of artwork for printing


## 1 TERMS AND USED ABBREVIATIONS

### 1.1 Terms

- **CMYK** – colour model composed of four process colours (subtractive colour mixing) from which the first three colours (CMY) derive from basic colours and the fourth colour black is added; this colour model is used for four-colour printing on our heat-set machines.
- **Digital file** – one PDF file which contains paginated bitmaps (JPEG) in low resolution (72-150 DPI) of all pages arranged and rotated (oriented) as in the final product, including inserts attached by stitching or gluing.
- **ECI (European Color Initiative)** – is association of independent experts dealing with issue of colour management.
- **Colour deviation  $\Delta E$  (deltaE)** – colour shade deviation expressed by distance of two points of CIELAB colour space ( $L1*a1*b1*$ ) and ( $L2*a2*b2*$ ). The measured values are in this relation:  $\Delta E^*ab = ((\Delta a^*)^2 + (\Delta b^*)^2 + (\Delta L^*)^2)^{1/2}$ .
- **Colour sample** – printout of the same product with the same colours.
- **HardProof = contracting proof** – priority has always certified proof from the customer. A certified proof must always contain either name of the ICC profile or the name of the file of the given ICC profile or reference according to the Fogra characteristics, further it must include a measurable scale including the measurement result and must be produced by ICC profile which corresponds to the given technology and paper. Only such proof is considered for certified and contracting in SG.
- **InSite** – Web portal for submission of files for printing. The customer immediately sees the errors in their PDF files. InSite helps in streamlining the preview administration, corrections and approval process.
- **Composite PDF** – file type where all objects (pages) are saved as colour, (not separated in individual „sheets“, suitable for processing in electronic assembly in the printing houses.
- **Scale model** – Printout of the supplied data files (including printing marks) arranged as in the final product including inserts attached by stitching, gluing or insertion, provided with the page number and secured against disintegration.
- **Proofs** – printouts of each page on colour laser or ink printer from the same data as the data submitted to the printing house. In no case the following is considered for proofs: correction printouts or printouts of different files or other image than the data. In case of doubt the following principle is always valid: what is the latest is correct.
- **PSO (Process Standard Offsetprint)** – standardization of offset printing. PSO is a method how to achieve vales stated in the ISO12647-2 standard from pre-press to print.
- **RGB** – colour model (R – red, G – green, B – blue) is additive colour mixing method used in monitors (mixing of emitted light), and unlike CMYK model it needs no external light.
- **SoftProof = Virtual proof (VP)** – Repeatable page or sheet view on a calibrated monitor in designated ICC profile with paper colour and the given printing technology simulation in compliance with the required lighting.
- **VirtualMatchprint (VM)** – Approval of colours by the customer through web interface InSite. The customer receives by purchase of the specified monitor and calibration probe a license from the printing house and all the support for free.

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## 1.2 Used abbreviations

CMYK	- designation for the individual inks:	C – cyan / M – magenta / Y – yellow / K – black
RGB	- designation for the resolution of image parts:	R – red / G – green / B – blue
SPOT	- direct colour (non-separation), it can be e.g. also Pantone colour and similar.	
CD	- Compact Disk	
PDF	- Portable Document Format	
PS	- Post Script	
PSH	- Print sheet	
TD	- Technological documentation	
VPS	- Virtual plotter	

## 2 DESCRIPTION

### 2.1 Document processing

#### 2.1.1 Program equipment

**2.1.1.1 For absolutely unsuitable we perceive creation of graphic artwork for printing in the following programs: MS Office (Word, Excel, PowerPoint etc.), OpenOffice and further office packages, but also CorelDraw. Use exclusively professional programs designated primarily for that purpose for the creation of your printed matter:**

- For editing photos and other bitmap: Adobe Photoshop,
- For creating of vector graphics: Adobe Illustrator,
- For imposition (arrangement of pages): Adobe InDesign, QuarkXPress,
- For PDF creation: Adobe Acrobat Distiller from version 4,
- To check PDF files: Acrobat Professional, PitStop.

**We do not recommend experimenting in this field!**

**2.1.1.2 If you print with us for the first time, we recommend making a test of processing of your digital data first.**

#### 2.1.2 Fonts

- Use only the correct fonts in the correct character set.
- Never use electronic (software) font changes (bold, italic, outline) if they are not contained in the given set.
- By bw texts the minimum size of sans-serif fonts is 4 points and when using serif fonts is 5 points.
- In case of a negative text it is then by 1 point more (5 and 6 points)! In coloured texts or negative texts in a coloured area the font must not be smaller than 7 points.

#### 2.1.3 Images and objects

- Insert already adjusted images in imposition programs.
- Image resolution should be in the range of 1.5-times to double of the required printing screen assumed that the image in the document is 1:1. Higher resolution is usually useless. Example: screen 150 LPI (= 60 lines/cm):  $150 \times 2 = 300$  DPI (image resolution).
- Optimum image resolution is thus 300 DPI, at line art 600–800 DPI. As a minimum resolution we tolerate 145 DPI for colour and bw screen images and 400 DPI for line art.
- If you insert image with compression (e.g. JPEG), set the highest quality.
- Always insert images in CMYK colour space or Grayscale. **If the image is in another colour space (RGB, Lab, Pantone, etc.), it will be automatically converted to CMYK according to our settings in SG which may affect the colour result of printing.**
- The minimum line thickness is 0.124 point, never use HAIR LINES.
- Never use so-called PATTERN or unidentifiable colours as object filling.

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- By using of transparent objects or shades in InDesign program always set „High Resolution of transparency“ style. Try to place shades under text frames. The texts have to be always above image windows, shades and above transparencies (front)!

## 2.1.4 Page layout pre-setting and binding specifics

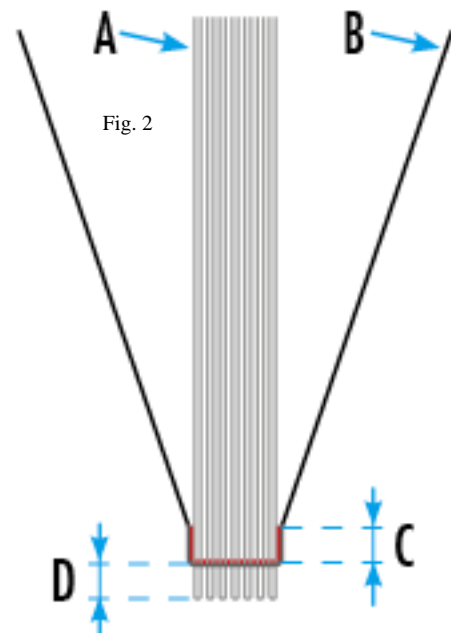
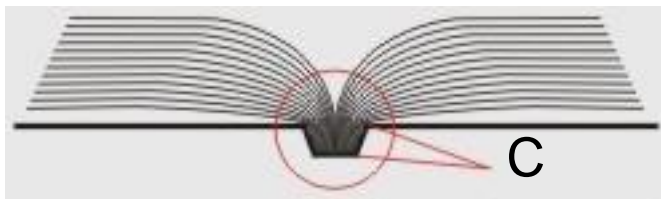
### 2.1.4.1 Layout (Fig. 1) →

- The page format in the imposition program must be adjusted as printed page net format after trim. These data must be marked as TRIM BOX in PDF.
- Distance of texts and objects from net page format (type area) must be always at least 3 mm.
- Bleed (overflow) must be set at least to 3 mm in saddle-stitching and at least 4 mm in perfect binding.
- **Fig. 1:** 1 = Bleed (overflow), 2 = Net format (after trimming), 3 = Gross format (including bleed), 4 = Trim marks, A = Media Box, B = Blend Box, C = Trim Box (net product format after cutting), D = Type area.



### 2.1.4.2 Data for saddle-stitching, perfect binding and for glued saddle-stitching in the machine

- At finishing processing by perfect binding it is necessary to take into account image continuation of 4 mm in the spine for all pages (see Fig. 2) →
- If the image goes over from the second cover page to the first block page (or from the last block page to the last but one page of the cover), it is necessary to add further 4 mm for side gluing.
- **Obr. č. 2** → A = Block, B = Cover, C = 4 mm for gluing, D = 4 mm for milling cutter.



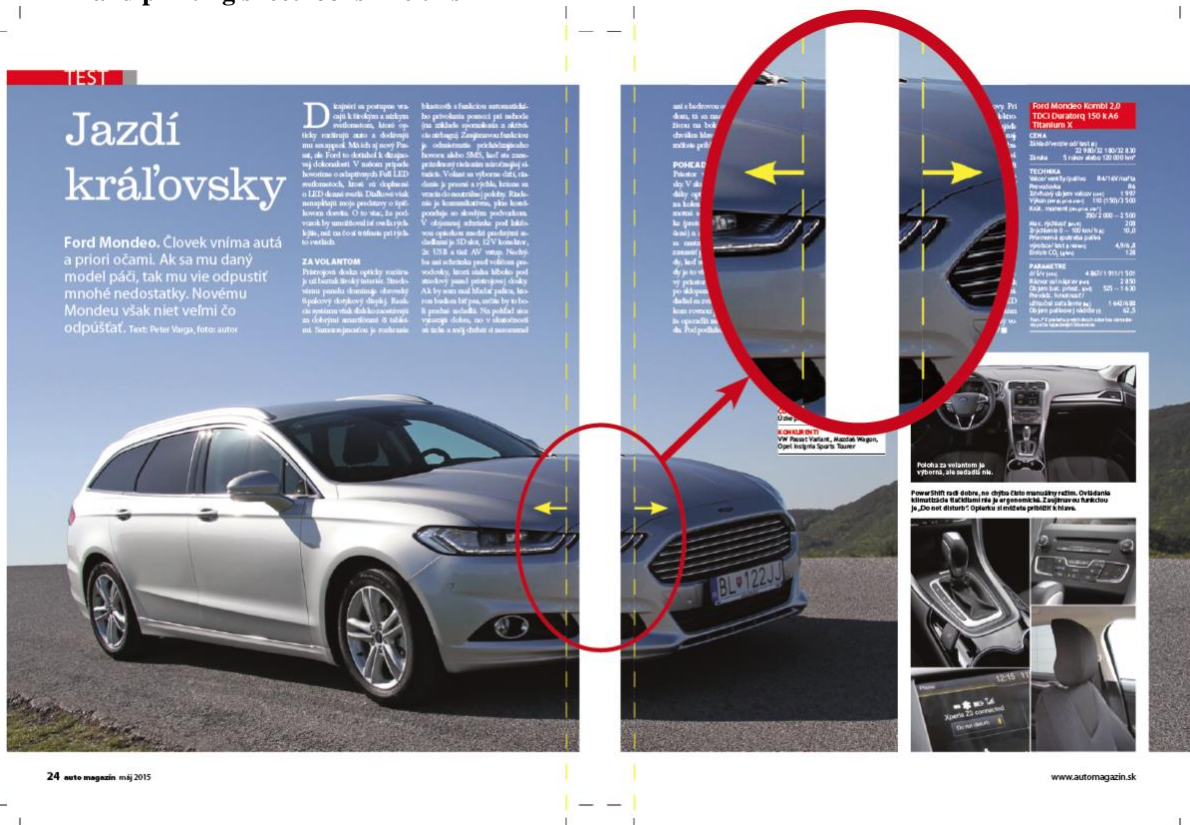
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- and printing sheet looks like this



- At finishing processing by saddle-stitching of a larger amount of pages it is necessary to take into account shrinkage of type area of the finished product caused by paper increase in the spine. We perform **spine reduction in our printing house for you!**
- For printed matters that are glued in the spine directly in the printing press, it is always the case that the width of the glued pages is shortened by the width of the spine gluing, which is 1-2 mm for our printing presses.
- Only the width by first, last and middle page does not change. In case of using of text or image which goes from one page to another, in may come to loss of information of 1-3 mm which must be taken into account in advance.

## 2.1.5 UV varnishing, language changes and other settings

### 2.1.5.1 UV spot varnishing


- **PDF for spot granulated UV varnish (granule-glossy effect):** What should be **granule effect** in the result, it must be black in the PDF for varnish form (positive), other page parts have to be white.
- **PDF for spot mat-glossy effect UV varnish:** What should be glos effect in the result, it must be white in the PDF for varnish form (negative), other page parts have to be black.
- **PDF for spot varnishing from flexographic form:** What should be **glossy** in the result, it must be black in the PDF for varnish form (positive), other page parts have to be white.

### 2.1.5.2 Language changes

- For creation of multiple-language versions we prefer supply of 4-colour PDF files for each language version which contain CMYK as well as text in black sheet, but also individual PDF files with image common for all language versions (CMYK basis) and black texts in independent PDF files.
- PDF files as a basis for the individual language versions must be unambiguously named without possibility o mistaking and in absolute accordance with names of the language versions in the print order!

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- It is necessary to ensure that all language versions have the same size parameters and placement of pages and trim boxes, layout of text, image and other elements.
- **Rules for PDF preparation where only black colour is changed:**
  - o In the language versions there cannot be negative texts
  - o In the language versions there cannot be coloured texts
  - o All coloured elements must be the same in all language versions (size, placement, resolution ...)
  - o Format of the page and setting of TrimBox in PDF must be the same for each language version
  - o Coloured texts will always be in all language versions, regardless of the language version
  - o Coloured pictures and graphics will always be in all language versions, regardless of the language version
  - o PDF with page/pages must be clearly and unmistakably labelled with the language version (e.g., EN, DE and the like)

### 2.1.5.3 Overprint, knockout and colours


- If you use program Acrobat version 6 and higher, we recommend having the function Output Preview switched on which depicts correctly real setting of overprint and knockout functions in your documents.
- Standard script (Script printed on white paper without underprint with graphics or image) in black colour must not be in CMYK or RGB, must contain only 100 % black and the OVERPRINT function has to be set (allowed).
- Use the OVERPRINT function with consideration. It is together with KNOCK-OUT the most frequent reason of errors in printing and by correct application of this function you save a lot of problems and money.
- If you use outline script on the page, you must not apply overprint on the whole document, but only manually on selected texts and objects.
- Texts placed in spot colours must not have overprint applied, but have to have knockout.
- The sum of all inks must not exceed 300% (UCR is not a standard method in Slovenská Grafia).
- **Recommended composition of black colour for emphasising of black areas or bigger scripts (above 18 points):** 50% C a 100% K or 30% M, 30% C and 100% K.
- **Spot colour:** If you use spot colours (more than 4 CMYK colours), use only colours from PANTONE colour sample book. This can be under no circumstances marked as separation colour, only as direct colour. CAUTION, we point out that the Pantone sample book is not printed by classic offset technology, but with dry application of the ink on a paper substrate, which also does not need to match the printed material in reality.
- **If you order printing in CMYK colours and there are other colours in the document (e.g. Pantone or other), all spot colours will be automatically converted to CMYK according to our settings which may influence the colour result of the printing.**

### 2.1.6 Colour Management and ICC profile

- The basic requirement for success is to have the whole Colour Management (CM) process under control – calibrated monitors, scanners, work in the colour spaces and use of correct colour principles and colour conversion options (perceptual, relative/absolute colorimetric...).
- Slovenská Grafia, a.s., uses only ICC profile (offset printing) in accordance with the recommendation of the ECI (European Color Initiative) consortium and always current ICC profiles can be downloaded on the web: <http://www.eci.org> in the Download section. Their use is governed by ISO 12647-2 for commercial offset printing, in SG technology of sheet-fed and web offset (heat-set) printing and according to the selected paper type.
- Images resp. graphically processed pages can be adjusted until the time of conversion to the given profile. Apply ICC profile to the final version of the image resp. graphically processed page.
- **Print PDF must not contain embedded ICC profile.** Incorrectly in PDF embedded ICC profile will be automatically removed in pre-press **which may affect the colour result of printing.**
- If the supplied data were created on other ICC profile for processing by other printing technology or for another paper type, this has to be indicated in writing in the print order for the subsequent data conversion to the correct ICC profile. If also another ICC profile than of the ECI consortium has been used, the file with this ICC profile has to be sent to SG together with the data for the subsequent data conversion.

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## 2.2 Creation, format and content of PDF files

### 2.2.1 Creation of PDF files

- a) **PDF has to be created always through PostScript by using of AdobeDistiller.** Convert print to a file using PostScript driver with the appropriate PPD and then create a PDF file using Adobe Distiller application.
- b) **DIRECT EXPORT from application to PDF.**
  - In order to create a correct and secure PDF file, we strongly advise you not to create PDF by direct export, although this option is supported by applications for the creation of graphics and pagination. **Please create a PostScript file from the application and create a PDF using AdobeDistiller.**
  - However, if you don't have another option and insist on direct export with full knowledge that the PDF created in this way may not be fully compatible with our RIP, then please set the PDF creation according to ISO standard for the transfer of graphical content: PDF/X-1a:2001, Acrobat 4 (PDF 1.3) compatibility and don't forget to set flattening to [High Resolution]. Check the PDF created in this way with professional preflight tools in AdobeAcrobat Profesional applications, PitStop plugins, Callas and similar before submitting it to the printer. At visual inspection, don't forget in AdobeAcrobat - „Preferences / Page View” to make sure you have the „Use Overprint Preview: [Always]” item switched on. Only in such a way, you may reveal badly selected overprint or flattening. The result of creating a PDF as described in this section is at your sole responsibility and the compliance with the PDF parameters may be checked.


### 2.2.2 Format of PDF files

- **The basic format of the data entered for printing is a PDF file in PDF/X-1a:2001, Acrobat 4 (PDF 1.3) compatibility**
- The PDF file must always be composite (not separated).
- Slovenská Grafia fully guarantees the consistency of the resulting printed matter with entry PDF documents only if the supplied files suit the above stated PDF/X-1a:2001

### 2.2.3 Content of PDF files

- Distance of trim marks (shift) from the net page format must not be less than 3 mm.
- Do not set any register or other marks or scales.
- Set bleed (overflow) on all document pages of at least to 3 mm in saddle-stitching and at least 4 mm in perfect binding.
- Paper size (MEDIA BOX) has to be set bigger than the gross page format (net format + bleed) and the page has to be placed always in the middle.
- PDF has to contain always information on net format – TRIM BOX.
- TRIM BOX and MEDIA BOX must be the same at all pages.
- The page has to be turned in PDF in the same way as in the final product.
- All document objects must be processed in CMYK colour space (or CMYK + direct colours) which has to however contain exactly those separations which will be printed.
- In the case of spot direct colours use they have to be exactly named according to Pantone.
- PDF file must contain all used scripts (All Fonts Embedded setting).
- Optimum image resolution is 300 dpi for bitmap images and 800 dpi for lineart.
- Total of all CMYK tone values (Total Ink Limit) should not exceed 300 %.
- Black texts cannot be formed of multiple scale colours but only as 100 % black, it is recommended to apply the overprint function on them which ensures that no space in the base area under the text will be taken out.
- For bitmap images as well as vector graphics do not assign (or turn off) ICC profiles. Our RIP ignores them. By assignment of incorrect ICC profile it may come to unwanted colour changes in the document.
- PDF must not contain objects with transparency! Live transparencies must not enter print PDF documents. Transparency must be converted to bitmap equivalent which can be adjusted by printing in PDF document. So-called transparency flattener (flattening) according to certain parameters must be performed. (In program InDesign in the menu Edit / Transparency flattener presets / High resolution. This style uses the highest resolution of bitmap merged objects in order to preserve the quality of shades, transitions and the text touched by it. Merging style „High

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resolution” must be entered also by printing in postscript file). For this reason, PDF version 1.3 compatibility is recommended.

- The document must not contain embedded PostScript fragments, JavaScript, objects of type Form, bookmark, article, link, video, sound, etc.
- It is forbidden to use so-called pattern as filling in objects as well as fonts.
- Each page has to be oriented (rotated) in the PDF document as it should be oriented in the final product, while observing the typographic rule that the user turns pages in the product from the right to the left if the spine is on the left and if it is not a calendar-type binding with spine on the top where the pages are turned from the bottom to the top. Landscape page position according to typographic rules is that by looking at a "landscape" page we tilt the product with the top right corner down except for the last page of the cover, where we tilt the product with the top left corner down. If you ask to turn some pages in other way than according to the above stated rules, rotate these pages directly in the PDF file, attach a scale model and specify the requirement in the order!
- ROTATED PAGE (otherwise oriented) – if the graphical intention is a page rotated by e.g. 180°, then it must be rotated already in the imposition program. Do not turn the page in the PDF first. RIP always takes the coordinates that are contained in the originally created PDF file.
- PERFORATION - must be entered in PDF as another separate colour (SPOT, not CMYK). If also marking of perforation using a line should be PRINTED in the place of perforation, this line must be created additionally also within CMYK colours and furthermore, lines for the perforation form must be submitted as another separate colour (SPOT, not CMYK).
- In case of leaflets with 2 or 4 pages always attach a digital or analogue scale model with a clear page order and orientation.

## 2.3 Other important information and a vocabulary of terms

### 2.3.1 Format changes

- On heat-set offset web presses, the effect of thermal shocks causes the paper to shrink transversely to the direction of the paper path. It can be 2 to 3mm in DIN A4 format and it depends on paper quality and paper type. Over time, paper re-absorbs humidity and only slightly reduces this difference. Therefore, it is important to keep in mind that the folding and trimming of the product to the net format always depends on the crop marks contained in the data. The heat shock occurs in the oven, where the paper has a surface temperature of about 115-120°C on the exit from the oven. The technological temperature of the air in the oven during drying is about 140 -170°C.
- Sometimes it also comes to a combination of the horizontal and vertical format of printing sheets in a single product, and in that case we always do a reduction so that the transitions of the pages visually connect with each other as much as possible.
- If you want to avoid this phenomenon, you should consult it with the printing company in advance to avoid misunderstandings in determining the expected format after printing with heat-set technology, depending on paper quality and paper type. It is necessary to specify the parameters of the size of the net format in the data and to provide subsequently data with bleeds of at least 5 mm, and in this bleed there must be no descriptions, scales, registration marks or crop marks.

## 2.4 Final provisions


### 2.4.1 Marking of files

- Never use diacritical marks (accents and the like) and no-letter signs except underscore ( \_ ) or hyphen ( - ) for marking of files. Use underscore to separate individual items.
- Never use name of advertisement or name of editorial article as a name of a PDF file!
- First three letters mark the title (e.g. by LIZA it will be LIZ). Further two numbers mark the number of issue, followed by underscore and a three-digit page number, dot and suffix according to the pdf file type (or ps in case of PostScript). By number marking of issue number and page number by 9 (including) prefix zero before the number (e.g. 5 as 05).
- Example for marking of PDF files of the magazine „LIZA“, issue 6, page 18: LIZ06\_018.pdf. In case of corrected pages (new pages) add „n“ at the end: LIZ06\_001n.pdf or „new“.
- Maximum length of file name is 12 letters + .pdf (xxxxxxxxxxxx.pdf)!

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- Page number marking in the file name **MUST** always match the page number in the PDF file as well as in the system description if it is a substantial part of PDF!
- In case of language versions we state the language version initially, then the number of pages and three letters of title name (e.g.: sk\_018\_xyz.pdf).

#### 2.4.2 Data entry

- Pre-press Department contacts:
- NON STOP phone: +421 (0)903 559 266
- NON STOP e-mail: g3@grafia.sk
- Data entry to the printing house:
  - o FTPS (we assign access): pdf.grafia.sk
  - o Media: CD, DVD, USB key
  - o InSite (we assign access): https://insite.grafia.sk

In case you have protection against entry to the internet, please ask the IT administrator for an exception to IP addresses 213.81.159.6 and 7, port TCP 80, SSL 443.
- If you require sending of ripped data back for a review (it must be stated in order), we download data after ripping back to FTP server in PDF-Render format which is a PDF file which contains rendered (ripped) page as image (bitmap 150 dpi) in CMYK colour space. The customers can open these files very easily in Acrobat which is nowadays installed to very computer as a standard.
- In the event that the customer is a printing company, data will be sent to the customer from the delivered PDFs after RIP for approval - proofs, in the form of bitmap PDFs or in the form of a link to the InSite web portal.
- DATA ARCHIVING - We do not store your data in the system for more than 90 days. Therefore, if you request a reprint, you must enter new data.
- **After data entry the customer is obliged to send a message that it sent data for printing by e-mail: g3@grafia.sk or SMS to the phone number: +421 903 559 266. Also the customer is obliged to send a written message in case of any changes in already entered data or in case of data approval after author's corrections (AC).**
- **At the same time after sending the message for a change of the submitted data, the customer is obliged to wait for confirmation of the receipt of data by e-mail. In the opposite case, he runs the risk that its request will not be processed. Slovenská Grafia is in such a case not responsible for any possible additional costs incurred by the customer.**

#### 2.4.3 Data review in SG, a.s. – automatic corrections

In accordance with these Conditions for the supply of artwork for printing there is a multiple data control performed in SG, a.s. at their processing. **In our Kodak Prinergy workflow we have set an automated so-called FIX (→) for some defects which PDF-files contain and this FIX corrects them for us without contacting customers and manual intervention in PDF.**

**These are the following defects and their automatic repair:**

- Colour of some element is in another colour profile → automatic conversion to CMYK
- Embedded ICC profile → ICC profile is removed
- White text is not selected → knockout applied
- The document contains notes, JavaScript, media → they are removed
- Image resolution is higher than 450 dpi → bicubic resampling to 300 dpi
- Black tests under 18 points do not have overprint preset → overprint is preset
- Hair lines are contained → line thickness is adjusted to 0.124 points


#### 2.4.4 Final provisions

- The submitted graphic artwork must meet also other criteria defined by valid standards ISO 12646, ISO 12647-2, ISO 12647-7, ISO 15930-4, ISO 3664.

##### **Important note:**

**Data checking runs in the Slovenská Grafia a.s. by automated processes in the application Preflight in the workflow Kodak Prinergy v.7, which means that in the final stage of the processing of the supplied PDF data for printing such check does not have to lead always to the discovery of all the defects if the data are processed contrary to these Conditions of the supply of artwork for printing and thus the customer is not necessarily informed of possible**

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defects in the PDF or of automated corrections of some defects stated in the point 3.4.3 of these Conditions.

- The customer is fully aware of the fact that by violating these terms or delaying the submission of the job, he assumes full responsibility for any possible faulty product in the production directly related to this violation, or he may be charged additional costs, which are related to a repair of incorrectly entered data and the printing itself, which may also cause a delay in the agreed despatching date.

### 3 ANNEXES

Settings for FTPS connection.

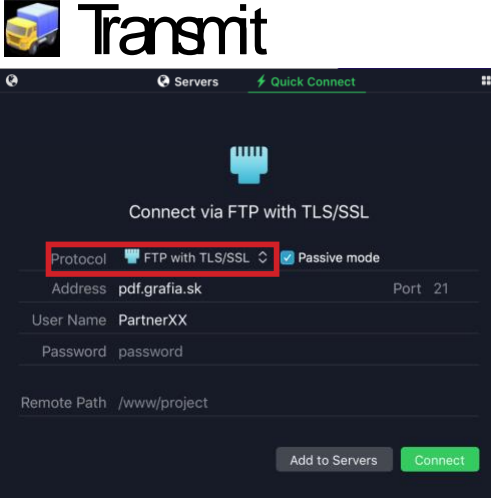
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servere: pdf.grafia.sk  
 pdf2.grafia.sk

Turn on the **TLS/SSL** protocol for your client...



Connect via FTP with TLS/SSL

Protocol: **FTP with TLS/SSL**  Passive mode

Address: pdf.grafia.sk Port: 21

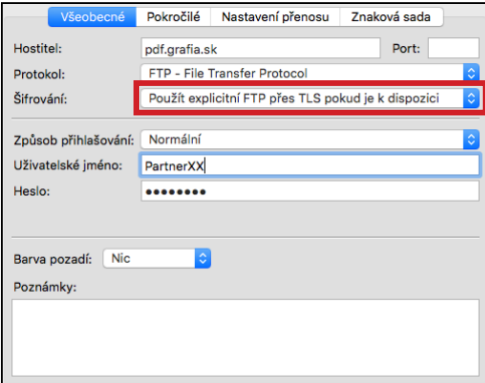
User Name: PartnerXX

Password: password

Remote Path: /www/project

Add to Servers Connect

## FileZilla:



Všeobecné Pokročilé Nastavení přenosu Znaková sada

Hostitel: pdf.grafia.sk Port:

Protokol: FTP - File Transfer Protocol

Šifrování: **Použít explicitní FTP přes TLS pokud je k dispozici**

Způsob přihlašování: Normální

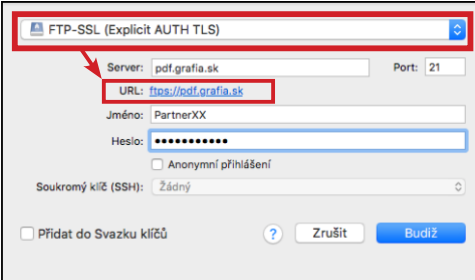
Uživatelské jméno: PartnerXX

Heslo:

Barva pozadí: Nic

Poznámky:

## Cyberduck:



**FTP-SSL (Explicit AUTH TLS)**

Server: pdf.grafia.sk Port: 21

URL: **ftps://pdf.grafia.sk**

Jméno: PartnerXX

Heslo:

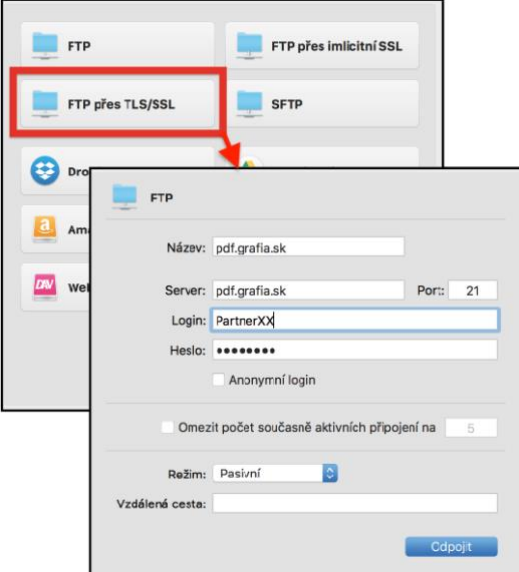
Anonymní přihlášení

Soukromý klíč (SSH): Žádný

Přidat do S vazku klíčů

Zrušit Budiž

## CommanderOne:



FTP FTP přes implicitní SSL

**FTP přes TLS/SSL** SFTP

FTP

Název: pdf.grafia.sk

Server: pdf.grafia.sk Port: 21

Login: PartnerXX

Heslo:

Anonymní login

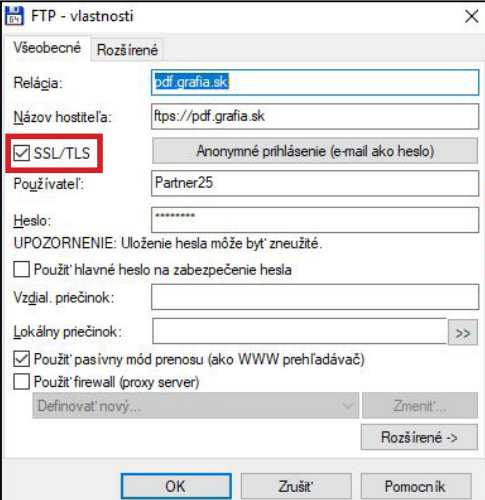
Omezit počet současně aktivních připojení na 5

Režim: Pasivní

Vzdálená cesta:

Odpojit

## Total Commander:



FTP - vlastnosti

Všeobecné Rozšířené

Relace: pdf.grafia.sk

Název hostitele: ftps://pdf.grafia.sk

**SSL/TLS** Anonymní přihlášení (e-mail jako heslo)

Použivatel: Partner25

Heslo:

UPOZORNENIE: Uloženie hesla môže byť zneužitě.

Použít hlavní heslo na zabezpečení hesla

Vzdjal. přičinok:

Lokální přičinok:

Použít pasivní mód přenosu (ako WWW prehľadávač)

Použít firewall (proxy server)

Definovat nový... Zmenit... Rozšířené ->

OK Zrušit Pomocník

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