wmfono

INSTRUCTIONS and SPECIFICATIONS FOR PREPARING MATERIALS FOR PRINTING

1. FILE DELIVERY METHODS

1.1. Materials in electronic form should be sent to the FTP server. The address and password for the server will be made available by an employee of the Wmfono Sales Department.

2. PREPARATION OF PRODUCTION FILES

2.1. Acceptable format of closed files:
- PDF composite (1.2, 1.3, 1.4)

2.2. Acceptable format of open files:
- EPS (outlined fonts)
- TIFF

2.3. Image resolution: 300 dpi. Using other or lower resolution is equivalent to accepting low quality.
2.4. The client must supply Input files in CMYK.
2.5. It is recommended that every conversion from RGB or Pantone to CMYK should be carried out by the customer as various file processing devices may interpret colours differently.
2.6. Additional Pantone® colours shall be prepared as separate spot colours.
2.7. Any additional information contained in a file (e.g. die lines, crease and fold lines, technical information for a given specification) must be placed in a separate layer, in the spot colour (contrasting with the prepared graphics), with the overprint attribute.
2.8. All fonts used in files MUST be attached to a file (embedded fonts) or converted into curves.
2.9. Graphic projects for various components included in one order must be saved in separate files.

3. TYPESETTING

3.1. The project shall be made in 1:1 scale.
3.2. The page dimensions shall be the same for all pages.
3.3. The image position on the page shall be centered.
3.4. The graphics shall have portrait orientation.
3.5. For multipage publications, every page of graphics should be prepared on a separate page, in one PDF file.
3.6. Format marks shall be centered and moved away at least 3 mm from the net format.
3.7. Every page should have at least 3 mm bleed on all sides.
3.8. Important text or graphic elements should be positioned not closer than 3 mm from the trim line.
3.9. Page graphic elements cannot contain postscript codes originating directly from the Corel Draw software.

3.10. MINIMUM TYPE SIZE

- single colour: 7 pts,
- multicoloured, monolinear: 8 pts,
- multicoloured, non-monolinear: 10 pts,
- reverse printing: 10 pts.

3.11. The smallest permissible line thickness:
- single colour: 0.2 pt.
- multicoloured or in reverse printing: 0.75 pt.

3.12. For lines with thicknesses less than 0.4 pt, 100% colour covering is recommended at single colour printing.
3.13. Black texts smaller or equal to 24 pts. cannot be underlayered with any other colours and should have a set overprint attribute. Black texts larger than 24 pts should be underlayered with CMY components to obtain the appropriate black depth.
3.14. To obtain a better black depth in uniform backgrounds, such areas should be prepared with CMYK (60.60.60.100).
3.15. The correct structure of grey with CMYK should contain twice as much of the K colour in relation to other colour separations. It is recommended to build grayness only from the K colour to avoid colour differences or a dominant feature.
3.16. To avoid inaccuracy in matching, WMfono reserves the right to perform colour trapping in CMYK (and in additional colours) or knockouts in the selective white uniform background.

The standard colour trapping applied in WMfono is 0.25 pt, in some cases even up to 0.5 pt. For a selective uniform background, the knockout in relation to the respective graphic is 1 pt.
3.17. Bar codes must have 100% covering (with scanner-readable colour, K colour is recommended).
3.18. Graphics should not be cut under hotstamped elements (films are put on graphics to avoid matching mistakes). The exception is white film, where it is recommended to cut out graphics due to the high transparency of white hotstamping.
3.19. Graphic elements to be obtained by means of hotstamping should not be duplicated with the printed elements included in the project.
3.20. The project for hotstamping must be prepared in a vector format with 100% covering with one colour separation (K is recommended).
3.21. For the coated side of the raw material, the hotstamping reproduction ability is 0.6 pt in a line.
The reproduction ability in reverse printing is 1 pt.
All elements below that value will not be reproduced correctly.
3.22. For the coated side of the raw material, the hotstamping reproduction ability is 1.2 pt in a line. The reproduction ability in reverse printing is 2 pts. All elements below that value will not be reproduced correctly.
3.23. For projects that include embossed convex elements, all elements with the width less than half of the thickness of the embossed raw material will not be reproduced or will be reproduced incorrectly.
3.24. The project for embossing shall be prepared in a vector form with a set 100% covering with one colour separation (K is recommended).
3.25. For projects with refinements, the material for printing and the refinement itself shall include registration marks in a vector form located in analogous places in the page area (outside the printing area).
3.26. If a selective UV varnish is used, it is recommended that the varnish should not enter the trim line or crease line area.
3.27. The file for the selective UV varnishing must be prepared in a vector form with a set 100% covering with one colour separation (K is recommended).
3.28. The minimum line width that guarantees correct reproduction of the elements of UV varnish is 1.4 pts (2.8 pts in reverse printing).
3.29. Non-coated raw materials are not suitable for UV varnishing.
3.30. For convex (3D) UV varnished elements, the minimum line width at the 3D varnish is 4.3 pts. ; if the line thickness in elements to be varnished is more than 28 pts., a bend of the varnish from the edge towards the centre can occur.
3.31. For projects that include brocading, the minimum line width that guarantees correct reproduction is 5.7 pts.

4. COLOUR PROFILES
4.1. Projects cannot include colour profiles.
4.2. If the submitted project includes a profile, the profile will be removed, which may cause a change in colours; WMfono will not be responsible for that change.
4.3. The maximum total ink limit for coated papers is 320%.
4.4. The maximum total ink limit for uncoated papers is 280%.

7. COLOUR PROOFS
7.1. It is recommended to use a certified proof for every multicoloured page (except for black uniform backgrounds).
7.2. Every colour pattern delivered to WMfono must include an Ugra/FOGRA control wedge along with a measurement,
7.3. The lack of a measurement certifying the proof will prevent the use of that proof as a reference for the accepted printing work.
7.4. If there is no certified proof for works where the quality of colour reproduction is a key issue, a certified proof performed in WMfono can be used at the Customer's expense.
7.5. The proof should be performed from the final files delivered to WMfono after a substantive approval of the preview file from a given material.
7.6. If the Customer fails to deliver a certified proof and he does not require a proof performed in WMfono along with its approval, then the printing will be carried out up to the values determined for a given base paper.
7.7. If the print is approved by the Customer in the WMfono's office, the standard material for the printing machine operator will be the proof sheet signed and approved by the Customer.
7.8. Printed materials from previous editions do not constitute a proof and they may only serve as a reference for the printing machine operator.
7.9. If any additional refinements of printed areas are applied, then WMfono will not be liable for eventual colour differences with regard to the made proofs. It should be kept in mind that glossy film and UV varnish impart a colour dominant feature towards Yellow whereas matt film and UV varnish - towards Magenta.

8. GENERAL INFORMATION

8.1. WMfono may refuse accepting files that are not prepared according to the specification.
8.2. WMfono is not liable for the correctness of transferring of files inconsistent with the above recommendations onto print forms.
8.3. All additional works performed on the Customer's materials to achieve their conformity with the respective specification can be performed as an additional service by WMfono upon the Customer's consent, which will be charged in accordance with our price list.
8.4. Whenever placing an order, the Customer is obliged to place or attach the required product specification.
8.5. The colours of the final product should be in conformity with the calibrated proof delivered by the Customer while considering possible discrepancies related to the offset printing process, paper quality, and other factors affecting the colours of the copy.

9. OPERATING SYSTEM USED BY THE DTP STUDIO

9.1 MacOS X 10.6.8 up to 10.8.5

10. GRAPHIC SOFTWARE USED BY THE DTP STUDIO

10.1 Adobe Creative Suite

-Adobe Illustrator CS5.1
-Adobe InDesign CS5.5
-Adobe Photoshop CS5.1
-Adobe AcrobatPro 8
-Acrobat Distiller 10