Digital materials should be delivered by means of:
- the FTP protocol to the designated server: ftp.drukarniaperfekt.pl or ftp2.drukarniaperfekt.pl.
  If the materials must be kept separate, the server access data: the login (user name) and password shall be provided upon your request by the Customer Service Department,
- on the most popular digital data media formatted for PC or Mac (CD-ROM or DVD).

The printing house avoids downloading files from the Customer's server and sending them by e-mail.

Digital materials shall be accompanied by:
- a list of all pages/parts detailing the advertisements or pages that contain advertising,
- mock-up - black and white or color printouts with indication of page numbers.

the printing house recommends the following naming conventions:
- **cover** - Roman numbering with the word/acronym such as: cover_I, cov_IV,
- **flyleaf** - Arabic numerals with the word/acronym such as: flyleaf_1, also for items with the integral flyleaf (i.e. being part of the block),
- **block** - Arabic numerals with the word/acronym such as: pg_I-32, pg_I-120, blocks also include for example advertisements, illustrations included in page numbering,
- additional items included in brochures, books which, are not part of block numbering, i.e. **leaflets, advertising, interleaves, end leaves, overlays, illustrations, inserts,** a description consistent with the use and location, for example: adv_after_pg_25, in this case, a mock-up or a clear description is required,
- **title** of the item or title abbreviation, e.g. world_atlas, tax_law, etc.
- **series/collections** - subsequent volumes denoted by the word/abbreviation and number, eg: vol1, part3,
- **corrections** – the corrections submitted should include the name of the corrected item preceded by the word/abbreviation, e.g.: corr_cov_I, corr_pg_32, in the event of a subsequent correction of the same item the number of the correction must be added, .e.g.: corr2_cov_I,

Pages should be prepared in the following file formats:
- Postscript level 1, 2 or 3 (separations or composite),
- PDF 1.2 to 1.6 (separations or composite),
- PDF/X-1a:2001, PDF/X-3,
- PDF 1.5 (separations or composite; files may not contain layers and JPEG 2000 compression),
- EPS,
- TIFF.

The printing house recommends composite files. Prepared in 1:1 scale and orientation: Portrait. It is permissible to use both composite files and separated files in the same publication.

To generate separations/composites use a custom ICC profile matching the paper group on which the job is performed in accordance with ISO 12647-2. The ICC Profile is provided by the customer service department. Profiles recommended by the print shop shall be used.

Total area coverage (TAC or TIL) should not exceed:
- 330% for coated papers,
- 300% for uncoated papers,

In case of exceeding the value of maximum area coverage for the paper, the printing shop reserves the right to optimize the CMYK components in order to maintain the quality of the print or **a recommendation to correct the material is given to the Customer**.

The printing house is not responsible for the correctness of the transfer of files to printing plates prepared not in accordance with the above recommendations, and containing objects derived directly or indirectly from CorelDraw or AutoCAD. The printing house has the right to refuse to accept files prepared incorrectly.

All additional operations necessary to bring the files into compliance with the specifications and all changes made by the printers on the client's request are treated as an additional service for a fee.

Photograph resolution in digital files:
- minimum - 250 dpi,
- optimum - 300 dpi,
- highest - 350 dpi.

The printing house will reduce the resolution of all color and grayscale images with resolution higher than 350 dpi to 300 dpi. Sending images with lower resolution than the minimum constitutes acceptance of the reduction in quality of reproduction of a particular photograph.

The graphic page components must not include ICC profiles (no tagged profiles).

The graphic page components must not include OPI comments (Open Prepress Interface).

The date of delivery of digital materials is considered to be the date of delivery of complete materials which do not need to be corrected.

Failure to meet the date for delivery of digital materials may delay dispatch of the finished product, for which the printing house shall not be liable.

If in doubt, please send us sample files and contact Customer Support.

In the case of starting cooperation, sending us sample files is obligatory.

STANDARD COLOUR (PROOF)

It is recommended that the Customer should attach a certified proof to every page.

Proofs should be made from files approved by the customer for printing.

To make a proof, use the ICC profile obtained, matching the raw material on which the order will be printed according to ISO 12647-2. For coated papers it can be for example: ISOcoated v2 (FOGRA 39), for uncoated papers it can be for example the profile ISOuncoated (FOGRA 47).

Each proof must be provided with a control strip and a correct certification according to the UGRA/Fogra standard. Absence of certification reduces the value of such a proof as a color pattern and makes it impossible to use it as a master copy material – in this case, the printing company prepares its own certified proof **and notifies the customer about it.**

Color evaluation of the color standard should be performed only at stations with standardized lighting in accordance with the ISO 3664:2009 standard.

If the Client accepts the print copy, the master material for the machine operator is the sheet accepted and signed by the Client.

If the customer does not provide proofs and/or is not present at the approval of the sheet at the printing press, the printing house reserves the right to prepare its own proof (certified), which will make it possible to maintain the printing quality standards in accordance with the ISO 12647-2:2004

Prints from the previous editions, volumes, parts, etc. - also approved by the Client at the printing press – do not represent a color proof, they can only be a point of reference for the operator. Using this type of reference material is associated with the possibility of obtaining a different color scheme due to lack of information regarding the preparation of materials, printing process technology, material aging, storage conditions, etc.

Use of a certified color proof for each repeated order (editions, volumes, parts, etc.) maximizes the desired reproducibility of the color effect.

USED PLATE SETTING PARAMETERS

Ruling, resolution and halftone angles are determined during the setting of printing plates. The following data should be treated as information only.

Classical half-tone screen:
- Screen angles used in the print shop are, respectively: K-105°, C-165°, M-45°, Y - 0°, SpotColor - 45°,
- Exposure resolution – 2540 dpi,
- ruling is dependent on paper quality: uncoated papers - 150 lpi, coated papers - 175 lpi,
- Halftone dot shape: elliptical.

Stochastic half-tone screen:
- Stochastic Screening Starter - Print Ready,
- spot size 30 μm.

SOME FILE PREPARATION RULES

Each page should have equal bleed of at least 3 mm on all sides.

Important text or graphic components should not be closer than 5 millimeters to the trim line.

In the case of **perfect and sewn-glued binding,** please note that the 2nd and 3rd cover page and the first and last page of the block will be glued 4-5 mm from the backbone by side gluing, thereby reducing the effective format of the spreads. If no adjustment is introduced, a cut out of part of the image image appears, caused by gluing. At the same time the page format should stay the same, only the size of the image on the page is subject to change.
In the event of machine gluing of the block at the backbone (on a folding machine) the minimum distance of text and other graphic components from the backbone should be 6 mm due to the phenomenon described above.

In **saddle-stitched** binding there exists the phenomenon of section push-out. The internal sections are moved away from the backbone by the values dependent on the paper thickness and section number. This phenomenon reduces the effective width of the page and shifts the graphic content of the column, which in extreme cases can lead to truncation of graphic elements situated near the outside cutting line. To prevent this, typesetting software should be used to increase the margin of each page in successive sections by the values given in the table (indicative data), keeping the other margins and page size.

16-page sections	60 g/m²	70 gm²	80g/m²	90 g/m²
1	-	-	-	-
2	0.5	1.0	1.0	1.0
3	1.0	1.5	1.5	1.5
4	1.5	2.0	2.0	2.0
5	2.0	2.5	2.75	2.75
6	2.5	3.5	3.5	3.5

The size of the trim box (the area defined in the PDF format which defines the net page size - after printing and trimming) must be consistent with the net page format.

It is unacceptable to the bleed the illustrations several millimeters to the adjacent page, because of the tolerance of folding and binding.

The minimum type size of font face printed in one color is:
- for one element fonts - 6 pt,
- for two element fonts - 7 pt.

The minimum type size of font face printed in more than one color or in reverse is:
- for one element fonts - 8 pt,
- for two element fonts - 10 pt.

The smallest acceptable line thickness is 0.2 pt. Lines made in reverse or in more than one color should have a thickness of not less than 0.75 pt.

In order to achieve a greater depth of black in the solid areas, it should be generated from 4 colors. The recommended components are C-70%, M-60%, Y-60%, K-95% for coated papers (gloss, matte) and C-50%, M-40%, Y-40%, K-95% for uncoated papers (offset).

Black text on a colored background (CMYK) must be overprinted. An exception is black text on metallic colors, where knockout should be used.

In order to avoid inaccuracies of registration, trappings should be made, i.e. the colors should overlap slightly. In the case of composite files, which are preferred by the printing shop, the Client should perform trapping. The recommended trapping value is 0.05 mm (0.144 pt).

In the case of text in reverse on a black background composed of four colors negative traps are recommended for CMY colors, with size of 0.17 mm (0.5 pt).

When a metallic printing ink is used, a CMYK choke is made towards the metallic color.

All the graphics on the page must be prepared in the CMYK color space. Graphics and images created in other color spaces such as RGB or Lab, are unacceptable and the files will be considered incorrectly prepared. All additional colors used (spots), e.g. in the Pantone standard® should be converted to CMYK. Additional colors can be used only after consulting the Customer Service Department.