Guidelines
PDF delivery

February 2021

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.

Senefelder Misset can process your pages easily if you provide them as PDF1.3 according to the Ghent PDF Workgroup specifications.

Please read more about this at **PDF: creation and control**.

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 filename. More at **What further conditions should the page layout comply with?**

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.

More about this in the chapter **Colour management**
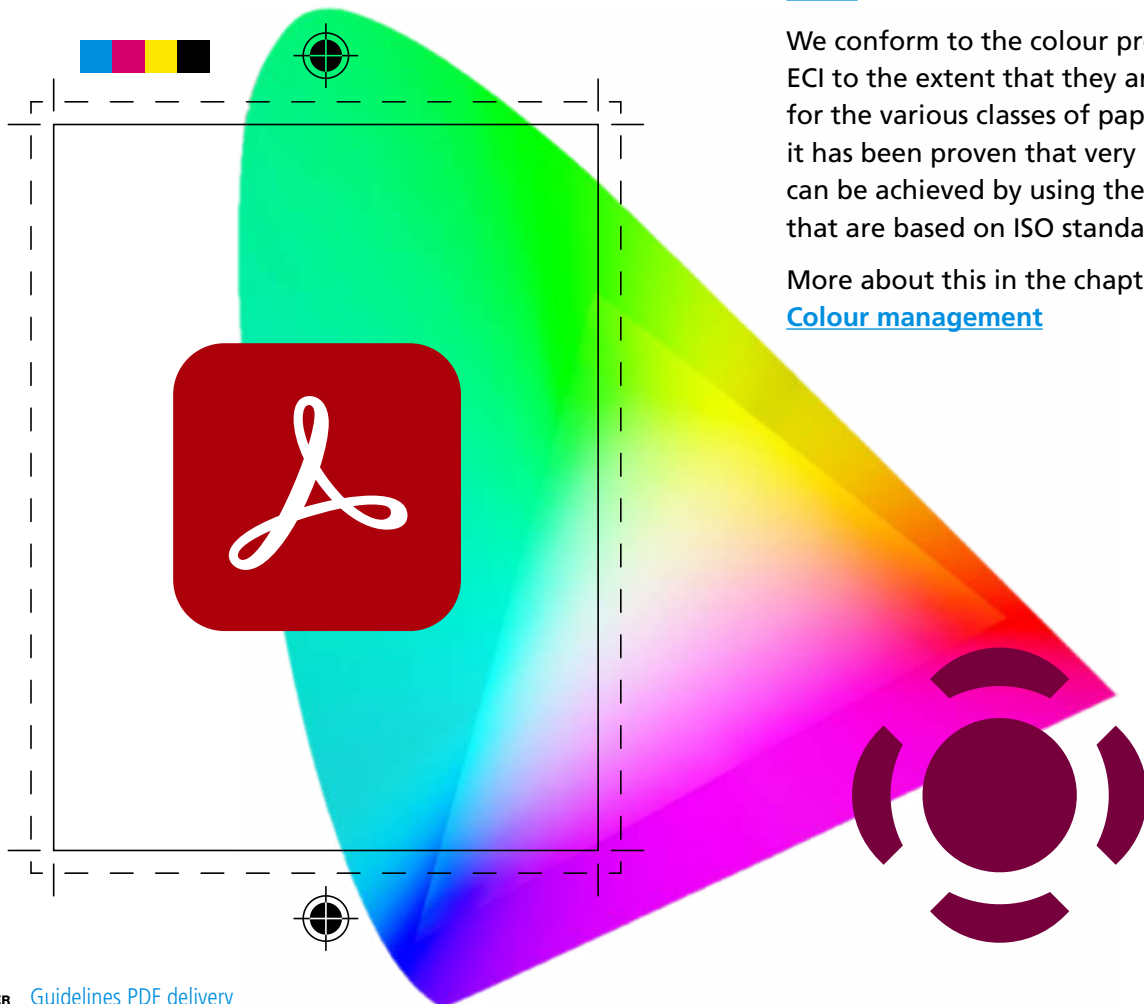
PDF: creation en control

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.

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.

Limitations
- WebCmykHires_1v4
- PDF/X-1a
- PDF 1.3
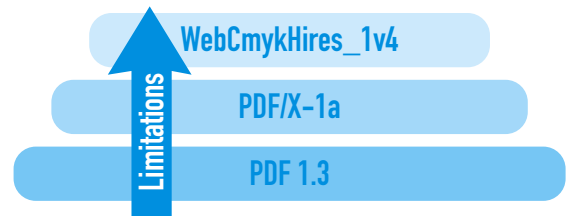
The specifications are subject to a distinction between various market segments, which are relevant for Senefelder Misset:

- WebCmykHires_1v4 rotatie-offset;
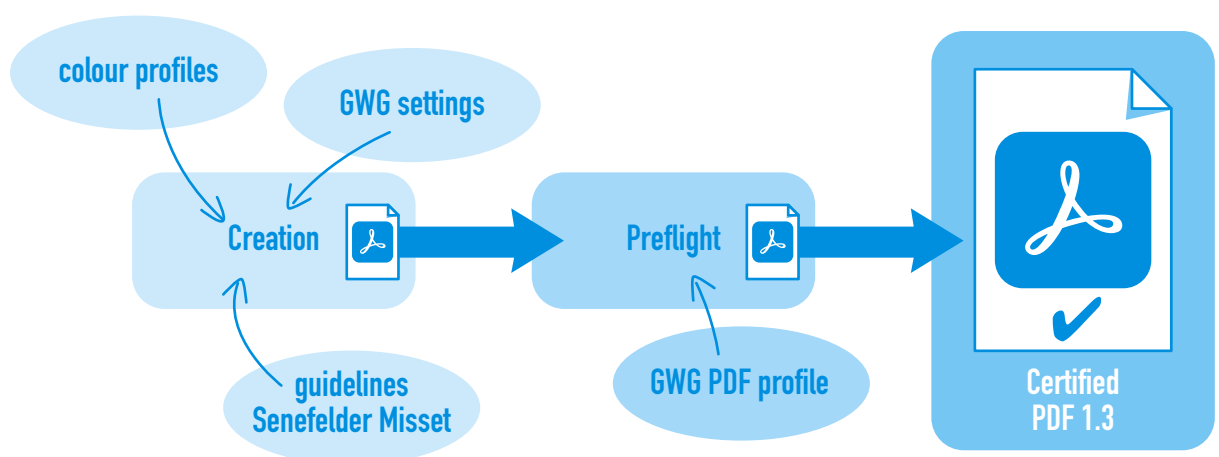
- WebSpotHires_1v4 rotatie-offset.

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 the GWG-instellingen**, install these and start producing. 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 can I be sure this 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.

colour profiles

GWG settings

Creation → Preflight →

guidelines Senefelder Misset

GWG PDF profile

Certified PDF 1.3

## What further conditions should the page layout comply with?

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.
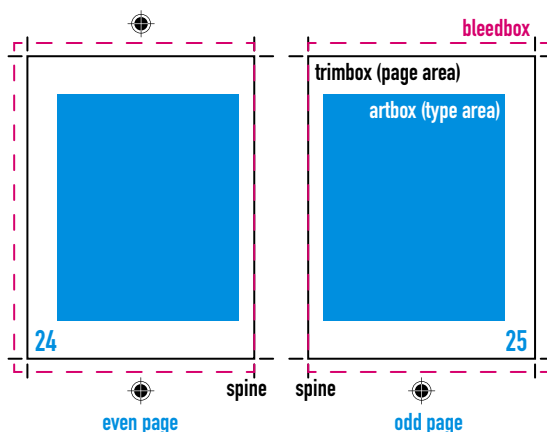
Covers

- 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.
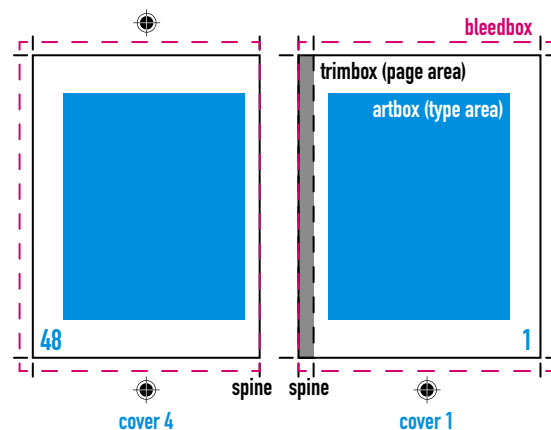

Front (right) and back (left) covers for unsewn bindings

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.
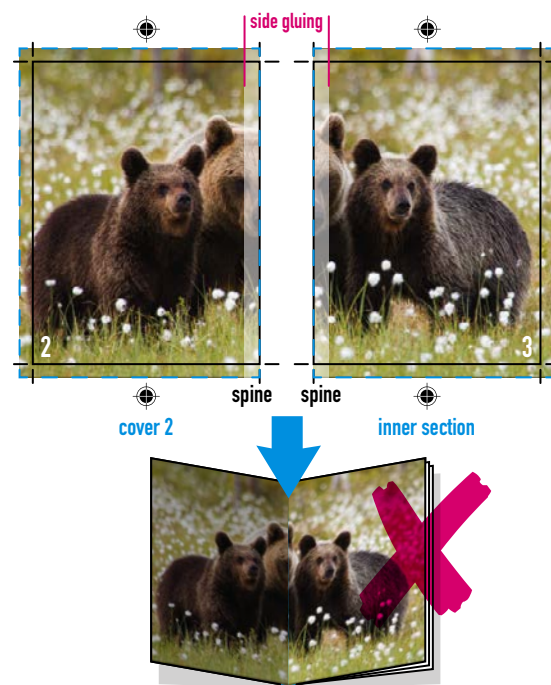
2 x 6 mm for side gluing, including the crease. This means that for continuous images, 6 mm of the image is lost.
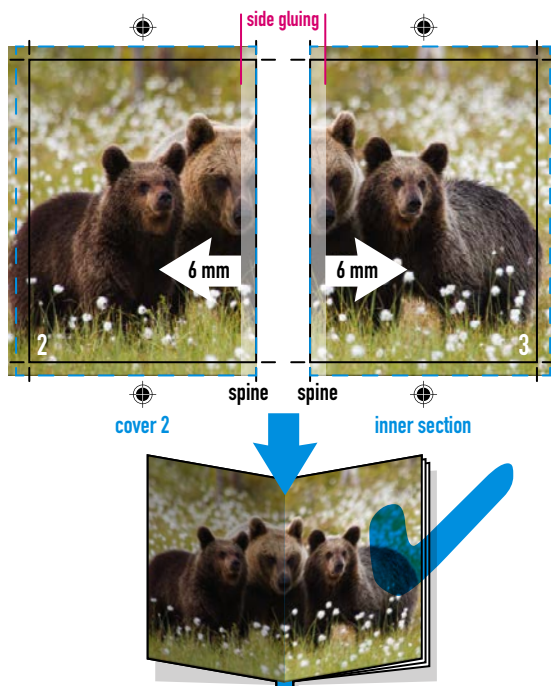
Image separated by 2 x 6 mm so that no image is lost due to side gluing.

Minimum dimensions line art

• Line thickness in single colour for off-set: 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 switches Web

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

Text switches 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.

017_DUI_caf.pdf

017_FRA_caf.pdf

017_ENG_caf.pdf

017_caf.pdf
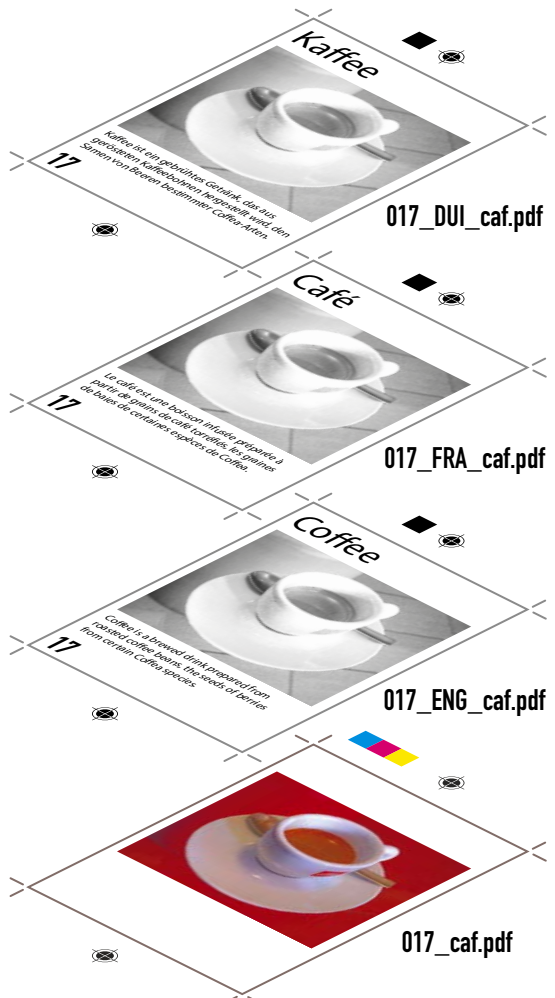
*) please read the filenaming convention for language switches in this chapter

Filenames for print-ready data

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

The filenames 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 prefered page naming convention

- Default filenaming convention:
  001_orderID.pdf

- Correction pages:
  001_orderID_**C1**.pdf (at initial correction), 001_orderID_**C2**.pdf (for second correction), etc.

- Switch page naming:
  001_**ENG**_orderID.pdf
  001_**FRA**_orderID.pdf

- Switch page correction naming:
  001_**ENG**_orderID_**C1**.pdf (at initial correction), 001_**ENG**_orderID_**C2**.pdf (for second correction) etc.

Do **not** use punctuation marks such as *,?/*\({|>=#:* in filenames. Please contact your ordermanager if it is not possible to meet these conditions.

Language switch filenaming

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

- Single edition: 001_orderID.pdf

- Orders with language switches:
  001_**ENG**_orderID.pdf
  001_**FRA**_orderID.pdf

Please use the following abbreviations:

Code	Language	Country
BEL		Belgium
DEN	Danish	Denmark
DUI	German	Germany
ENG	English	UK / USA
FIN	Finnish	Finland
FRA	French	France
ITA	Italian	Italy
NED	Dutch	The Netherlands
NO	Norwegian	Norway
OOS		Austria
POL	Polish	Poland
POR	Portugese	Portugal
SPA	Spanish	Spain
ZWE	Swedish	Sweden
ZWI		Switzerland

Colour management

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. **Please contact our helpdesk for these profiles.**

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:

Papier	drukproces	max.dekking
WFC	Sheet offset	330%
Uncoated	Sheet offset	320%
WFC en LWC	Web offset	300%
MFC	Web offset	280%
SC	Web offset	270%
Newsprint	Web offset	260%
Clipped images:		
tone value on the edge for offset at least 3%		

Refined images should comprise the minimum process colours, e.g. herringbone suits in black only.

Black dominant

% Black (K)	Max. % of C, M, Y
10	0
20	2
30	5
40	10
50	20
60	45
70-100	all hue %'s allowed

Colour dominant

% C, M, Y	Max. % of black (K)
10	0
20	2
30	5
40	10
50	20
60	45
70-100	all hue %'s allowed

Papier category	Printing	Profile	Fogra	Paper type
Coated	Sheet offset	ISO Coated V2 300 (ECI)	39	PT 1/2
Uncoated	Sheet offset	PSO Uncoated ISO12647(ECI)	47	PT 4
WFC (woodfree coated)	Web offset	ISO Coated V2 300 (ECI)	39	PT1/2
LWC (light weight coated)	Web offset	PSO LWC Improved (ECI)	45	PT 3
SC (super calandered)	Web offset	SC Paper (ECI)	40	SC
MFC (machine finished coated)	Web offset	PSO MFC Paper (ECI)	41	MFC
INP (improved newsprint)	Web offset	PSO_ INP_ Paper _eci.icc	-	PT 4
WFU (woodfree uncoated)	Web offset	weboffset_RS0210_WFU.icc	-	PT 4

Paper category descriptions

WFC: wood-free machine coated

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 g translucency, also called opacity, plays a major role, especially for jobs with a heavy ink coverage.

LWC: wood-containing and light wood machine coated

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 kind of paper is available in a gloss and matt finish. In this paper category is included:

- 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 and-film coated

This paper category 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 calandered

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 category 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 category 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 category 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.

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