Prepress quick guide — HANSAPRINT

Are you going to prepare a printjob to be printed at Hansaprint? Make sure that your material works by checking this quick guide on the most important factors for preparing material. This guide contains information for offset production.

1. Page size and bleeds

- The size of the publication has to be exactly the same as the final trimmed size of the product.
- Bleed should extend 5 mm over the trimming line.
- You will avoid text cutting if you do not position text or other essential elements (e.g. logos) closer than 5 mm from the trimming line.

2. Colour specifications

4-colour and spot colour products

- In 4-colour production define all colours as process colours (CMYK).
- In 5-6 colour products, define the extra colour as a spot colour in layout software and prepare a PDF in the same way as normal CMYK production. Hansaprint's prepress system will make the final separation.

Trapping

- Trapping is used to avoid seeing misspass between inks in the printed product. Hansaprint uses in its prepress process a partial trapping, which is based on given guidelines and limit values between adjacent colours.
- In case more trapping is desirable, it should be a part of the pagemaking process. If you are going to use a layout application's trapping (like InDesign), the PDF pages must be output as preseparated files.

Overprint

- 100% black is always an overprint colour and CMYK white is knocked-out always in Hansaprint's prepress process, no matter what are the settings of the original document. With all other colours, the process respects the document's overprint definitions.
- As a default setting, coloured elements should not be overprinting elements.
- Metallic spot colours (like silver) must be knocked-out from other colours, because of their high opacity and quite weak trapping features.
- You can check with Acrobat, that the overprint definitions are correct in a PDF file. Use either "Overprint Preview" or "Output Preview" and there "Simulate Overprinting" option to check. With Output Preview you can highlight overprints when selecting "Colour Warnings" and "Show Overprinting".

Transparent elements and PDF format

- In 4-colour jobs both transparent elements and with them overlapping elements, must be in the same colour space (CMYK), in order to the elements and colours reproduce correctly. Otherwise there might be an error on page, when transparencies are flattened. An error could appear e.g. as white background in the area, where the elements overlap each other. InDesign's "Drop Shadow" is an example of transparency.
- Check the result with Acrobat's Output Preview -function. You can preview the elements that will be flattened already with InDesign's "Flattener Preview" function.

3. Images

Image resolution

- Make sure that the resolution of highres images is high enough. In an ideal case, the image resolution is double compared to the screen ruling being used. The screen ruling is defined according to the paper used and the press method.
- Resolution of 350 ppi is enough for all purposes.
- NOTE! When enlarging an image in a publication, the effective image resolution becomes smaller and it reduces the image quality in the printed product. Correspondingly, scaling down an image increases the resolution.

Total Ink Coverage

- When making CMYK conversion, an ICC profile defines the TIC value. If you don't use an ICC profile, then check the proper TIC value for the paper/press combination from Hansaprint's prepress guide.

Colour separation with an ICC profile

- Like other elements in the document, also images must be converted to CMYK format.
- Hansaprint recommends the use of standard ICC-profiles produced by ECI. Profiles have been prepared according to press and paper type. There is a profile for all necessary paper/press type combinations.
- For colour separation, download a proper ICC profile from Hansaprint's website: **www.hansaprint.com** under the MATERIAL INSTRUCTIONS or from ECI's website, **www.eci.org**
- If you are not sure about the correct profile, request it from Hansaprint's prepress. You can find the necessary contact information from Hansaprint's prepress guide.

4. Fonts

- Use Adobe Type 1 or Open Type fonts. The other font types can cause a faulty appearance in our prepress process.

5. Proofs

- A contract proof on paper must simulate the correct combination of press and paper. Use a Hansaprint ICC profile suitable for simulation. The proof must also simulate the hue of printing paper.
- Check the validity of the proof using a quality control element like Fogra Media Wedge.
- The colours of contract proofs must be examined under standard lights D50 (5000 K).
- Deliver a proof, which correspond the final file, to Hansaprint.
- When using a softproof, simulate the image with a proper profile made by Hansaprint. Check Paper White, to ensure that the paper shade is simulated, too. Ensure the regular calibration of your monitor.

6. Naming files

- Use only numbers 0-9 and letters a-z in a file name. Scandic and special characters are not allowed.
- Use as short a filename as possible. The maximum total length is 31 chars.
- Do not use spaces; replace them with underscore character (_).
- Use 3-digits page number(s), which correspond to the page(s) in a file. Preferably start the name with a page number, in which case pages will be listed automatically in alphabetical order.
- If the print product contains language or other versions, always add the version to the name.
- Use a file extension at the end of the name and a period (.) before it.
- Example: 001_catalog_FIN.pdf, 002_catalog_FIN.pdf, etc.

7. Material delivery in closed format

- Deliver the print ready material in closed format, in other words as PDF files.
- If you want to use some other closed format, contact Hansaprint prepress to ensure its suitability.
- All linked files (fonts, images, logos, etc) must be included in the PDF file.
- Use Hansaprint's PDF joboptions file for preparing. Hansaprint's prepress system supports PDF formats 1.6 (Acrobat 7), which is used also in the joboptions file. However, we also accept the files prepared with the formats 1.3, 1.4 and 1.5.
- You can produce the PDF file by exporting it in InDesign CS versions or saving it in Adobe Illustartor CS. With other applications we recommend to prepare PDF via PostScript files and using e.g. Adobe Distiller for PDF making.
- Output the file with crops marks and define their offset as 5 mm (offset = distance from trim line).
- When outputting a PS file, use the paper size, which is bigger than document size, in order that bleeds and crop marks fit in the file. 30 mm wider and higher than the paper size is enough. Use the same paper size for all pages of the product.
- Output colours as composite. Preseparated file is needed only when using layout application's trapping.
- Print the pages as single pages, not as spreads.
- A PDF file can contain several pages, but they must be consecutive in page number order and without any empty pages. The imposition process is clearest in the case when you deliver pages according to the principle "one page per one file".

8. Material delivery in open format

- You can deliver the material in open format – e.g. as InDesign documents – if you use Hansaprint's repro services. In case you want to use our prepress services, contact our sales department. Otherwise, we require the delivery to be as PDF files.
- Hansaprint supports only Macintosh OSX versions of the software.
- Hansaprint supports Adobe CS versions. We use the newest software versions, which are available in Finland.

9. File transfer

- Use ftp for the file transfer. The address of Hansaprint's ftp server is **ftp.hansaprint.fi**.
- For the transfer you need a username and password. If you do not have the ones, ask them from your contact person.
- If you want to use another transfer method – a browser based like Kodak INSITE – inquire about it from your contact person at Hansaprint.

10. Prepress instructions at Hansaprint's website

- You can find more detailed prepress instructions from Hansaprint's webpages **www.hansaprint.com** under the MATERIAL INSTRUCTIONS,
- From same place you can download instruments for preparing material, like ICC profiles, joboptions files and PitStop profiles for checking of PDF files.

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