

CD/DVD label and artwork printing

Specifications for preparing and delivering data

A few basic remarks

Our in-house label printing shop and the print shops of our partners strive to achieve the best print results for your artwork / data every time. In order for them to do so, you are required to follow the instructions below when preparing and delivering your data. We cannot ensure optimum printing results if the data material used does not comply with the specifications indicated below. For this reason our customer care and prepressing departments have been instructed to ask you to re-submit any data material that does not meet the specifications. You will also be contacted if the data or films delivered can or need to be amended. Please consult your quotation for current details of additional charges arising from film processing. By delivering your data to our prepressing department in accordance with the following instructions, you will be helping us to implement a smooth well coordinated production schedule that delivers on-time whenever possible.

1. Essential instructions for preparing data

1.1 Data format:

***Ideally, you should use the X-PDF format.
Please send us your data in the composite PDF format.
All PDFs have to be compatible with version 1.3.***

1.2. Supported programs:

Apple Macintosh

Layout software:

- QuarkXpress (6.0)
- Adobe InDesign (2.)

Professional Phot Editing Software:

- Adobe Photoshop (7.0)

Graphics Programs:

- Adobe Illustrator : texts must be converted into paths
- Adobe Acrobat (6.0)
- Macromedia Freehand MX : please convert texts into paths, creating an individual document for each page and saving this as an editable eps file in the process.

1.3 Picture resolution (original size):

Line drawings: at least 1200 dpi

Greyscale and colour pictures (CMYK, duplex, triplex): at least 300 dpi

Note: if you deliver your picture files in RGB or LAB format, the conversion to CMYK will cause colours to vary from those in the original picture. For this reason you should as a rule save your colour pictures in CMYK mode; equally, duplex and triplex pictures should be saved in the corresponding mode. Please note: our prepressing department will of course be pleased to perform the conversion on your behalf subject to payment of a fee for this service. Please refer to your quotation for current details of prepressing services and charges.

1.4 Picture formats:

TIFF: TIFF picture files should be saved without compression (LZW, etc.)

EPS: individual file. The data should be supplied in binary code.

JPEG: for maximum quality, JPEG files should be saved with minimum compression using the Baseline Standard format option. Although JPEG compressed files should also be saved in the CMYK color mode, we recommend saving picture files in JPEG format only in the events of remote data transmission. In this case please use a separate README file to inform us about the kind of JPEG compression used.

1.5 Settings:

Path setting for standalone pictures: curve approximation 10

Fonts: e.g. Adobe, Linotype or Berthold fonts

Colour mode: CMYK four colour separation

Resolution of Vector graphics : 945 lines/cm (2400 dpi)

2. Dimensions

Details of our current label formats for CDs, DVDs, CD-Rs and dimensions of the most common sorts of CD/DVD artwork are available for downloading from our website or ask our customer support.

3. Essential instructions

In the events that additional operations and conversions have to be performed (such as saving JPEG files back into TIFF format) due to incomplete data preparation and delivery, your customer care adviser will inform you of this. Data processing is subject to payment of a fee depending on the time and effort involved. Please consult your quotation for details of prices or ask our customer support.

4. Colour variations

As a rule, artwork is printed in collective dies when web offset printing is used, meaning that there is only a limited scope for enhancing the colours of the individual titles. Slight variations in colour from the original document are therefore found within the tolerance threshold.

Equally, colour matching between cardboard sleeves, booklets and inlays, etc. is very difficult to achieve because the products are usually produced at different print shops. In addition, the white property of a cardboard sleeve, for example, produces a different effect to paper for images. We can only promise and confirm to you consistent colour fidelity if you provide a separate proof (cromalin) for each product.