



FILE PREPARATION GUIDELINES

1. PAGE LAYOUT

- » Every page must have a minimum 3 mm bleed — the printed area extending beyond the trim line.
- » A safe margin must be maintained — important graphic elements should be placed no closer than 5 mm from the trim edge of the publication.
- » Thin lines (below 0.75 pt) and text smaller than 8 pt must be rendered in a single colour. Text in reverse (knockout) must also be no smaller than 8 pt. Decorative two-element or serif fonts should be sized appropriately larger.
- » For perfect-bound publications, due to the side gluing of the cover to the block, the visible image on the second and third cover pages, as well as the first and last pages of the block, is reduced by 6 mm — texts and other important elements should be moved inward accordingly.
- » For saddle-stitched publications, the physical reduction of page format due to creep must be taken into account, requiring appropriately enlarged inner margins. The print house corrects the position of pages during imposition, reducing the inner margins.

2. COLOUR SEPARATIONS

The maximum Total Area Coverage (TAC) must not exceed:

-  350% for printing on coated papers of the first and second group according to ISO 12647-2,
-  320% for printing on uncoated papers.

Black solids must not be built using black ink alone. The recommended CMYK values for a neutral rich black are: C50%, M40%, Y40%, K100%.

For standard four-colour printing, all graphic elements must be prepared in the CMYK colour space. Files must not be submitted in other colour spaces such as RGB or Lab. ICC profiles must not be embedded in PDF files or in their component elements (e.g. bitmaps).

Colours in RGB and Lab are automatically converted during the RIP process. After conversion, the colour channels can be previewed using a soft proof, i.e. the PDF files. The print house accepts no responsibility for colour conversion performed at the RIP stage.

Spot colours, such as Pantone, must be agreed with the print house in advance. Otherwise, they will be automatically converted to CMYK during the RIP process.

3. ICC PROFILES

When preparing files for printing and contract proof production, we recommend using the following publicly available ICC profiles for different paper classes in accordance with ISO 12647-2:

-  Coated FOGRA39.icc – for gloss and matte coated papers.
-  Fogra52.icc (PSO Uncoated v3) – for uncoated papers.

4. PDF FILES

- » Accepted file formats: PDF (up to version 1.7) and PostScript (up to version 3).
- » File names must not contain Polish characters or special characters (e.g. * > !). The only permitted special character is the underscore (_).
- » Files should be supplied to the print house at a 1:1 scale, matching the ordered format. At the client's request, the print house may rescale files; however, any errors resulting from this process are not the responsibility of the print house.
- » All fonts used in the document must be embedded in the file. For multi-page documents, converting text to outlines is not recommended.
- » The page size must be identical throughout the file, and the pages should be centered on the sheet. Crop marks must be offset by a minimum of 3 mm. All page labels and registration marks must also be positioned at least 3 mm from the trim edge.
- » Cover files must include spine fold marks and, where applicable, French flap fold marks. Covers with French flaps must be at least 2.5 mm larger than the book block format.
- » Multi-page documents should be supplied as a single file, while the cover must be supplied as a separate file. Exceptions include folds, gatefolds, other special impositions, covers, and non-standard jobs. The page order in the file must correspond to the correct sequence of pages in the finished product.
- » Text set in 100% K will be overprinted. This does not apply to text that has been converted to outlines.
- » Multilingual files should be supplied as a layered PDF file (PDF version 1.5–1.7), with the graphic content on a single layer and each language version on a separate layer. The client is responsible for the correct preparation of the files and for ensuring accurate registration of all graphic elements across the layers.
- » Print-ready materials must be prepared in accordance with standard print file preparation guidelines, including correct image resolution, a minimum line weight of 0.2 pt, and the inclusion of crop marks, fold marks, and perforation marks where required.
- » Additional finishing elements, such as die-cut lines and embossing, must be defined using separate spot colours with names that clearly identify their purpose. These elements must also have the overprint attribute enabled. Die-cut files must clearly distinguish between cut lines, crease lines, and perforation lines.
- » Elements intended for spot UV varnish must be supplied in a separate file as vector objects in 100% K. This file must include registration marks corresponding to those in the print file. Spot UV varnish is applied with a registration tolerance of 0.7 mm.
- » Scanned elements containing a raster from a previous print run must not be included in the files, as they may cause distortions during printing.

The print house verifies the accuracy of the materials submitted by the client; however, it cannot guarantee that all errors or deviations from the above specifications will be identified. The print house accepts no responsibility for errors contained in files supplied by the client.

A publication dummy is always welcome and is required for non-standard projects.

The print house reserves the right to refuse any job that has been prepared incorrectly or does not meet the requirements of sheet-fed offset printing.

5. PLATE IMAGING SETTINGS

- ✚ Imaging resolution: 2400 dpi.
- ✚ Screen ruling:
 - 133 lpi for uncoated papers,
 - 150 lpi for high-quality uncoated papers,
 - 175 lpi for coated papers.
- ✚ Screen angles: C 15°, M 75°, Y 0°, K 45°
- ✚ Trapping is applied.
- ✚ White kick back is applied — CMY colours are pulled back on white objects against a multicolour background containing a minimum of 90% black.

6. PROOF

- » Every contract proof supplied to the print house must include the name of the ICC profile used to produce it, along with an Ugra/FOGRA MediaWedge measurement strip.
- » Proofs must be certified. If the client is unable to provide a certified proof, the print house can carry out proof verification and certification in-house.
- » The reference profile of the proof must match the substrate on which the job will be printed. The use of alternative ICC profiles requires prior approval from the print house.
- » The proof must be produced from the same files that will be supplied to the print house — i.e. after the final round of corrections.
- » The print house produces colour proofs only for standard coated and uncoated papers as defined by ISO 12647-2.
- » A proof supplied by the client that does not meet the print house's specifications will not be treated as a contract proof, but only as a general colour reference for the press operator. Colour deviations from such a reference may occur in print, and the print house accepts no responsibility for these.

7. COLOUR VARIATIONS

- » Dispersion varnish, UV varnish and lamination affect the colour of the final print. The print house has no control over this and therefore accepts no responsibility for colour accuracy after these finishing processes.
- » Pantone colours are matched to the electronic colour guide supplied by Pantone. A colour deviation of less than $\Delta E 5$ is considered acceptable.
- » Colour accuracy on non-standard substrates (e.g. cream paper) is difficult to predict. Such jobs are printed at the client's own risk. We recommend on-press colour approval for these jobs.

To achieve the best possible colour result, the print house reserves the right to optimise client-supplied files, including adjustments to CMYK values.

8. PRINTING PROCESS

- » We print in KCMY colour sequence.
- » Printing on metallic substrates requires two passes on a dry substrate.
- » Prints from previous editions do not constitute a contract proof and may only serve as a colour reference for the press operator. Using such material as a reference may result in colour differences due to variations in paper shade and ink behaviour between print runs.
- » Upon client approval of the print, the approved and signed press sheet becomes the reference standard (at the moment production begins), within the tolerances defined by ISO 12647-2.
- » During printing, paper expands, which affects colour registration — this may cause, for example, colour fringing on reverse text. Paper expansion also affects the final trim size.