

SUPPLYING FILES

Supplying files for digital printing

SUPPLYING US YOUR FILES

Please use WeTransfer to send us your files. With WeTransfer you can send up to 2GB per transfer. It's simple, secure and most importantly free. Please see the link below for a simple guide to how it works:
<https://www.wetransfer.com/howitworks>

Alternatively you can send an email with attachments. Our email capacity is 25Mb. If you are sending files by email then please confirm in the email what you have sent so we can be sure we have received everything.

If either of the above are not viable options then you can always send a CD or USB stick through the post to us.

ACCEPTABLE FILE TYPES

Please supply your files to us as CMYK press ready (high resolution) PDFs with 3mm bleed and no trim marks. PDF stands for Portable Document Format which is a file format that has captured all the elements of a printed document as an electronic image that you can view, navigate, print, or forward to someone else, whether the file has been created on a PC or a MAC. Using the free download software Acrobat Reader, anyone can view the file on any platform.

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MORE ACCEPTABLE FILE TYPES

Other types of files we can accept are Jpeg (Joint Photographic Experts Group), Tiff (Tagged Image File Format) or Eps (Encapsulated Post Script).

The above files are more generally sent by customers if they cannot supply a PDF file. If supplied in the above formats then please ensure that they are supplied as high resolution files. The images need to be at least 300dpi (dots per inch) when used at 100% or equivalent dpi when converted. Images at 72dpi look fine on the computer screen but could be too low resolution for printing. See illustration below which shows the effect of different Dots per Inch with a file supplied. This means that if you reduce the scale of an image in the page layout you increase the effective resolution. As you increase the amount of scaling you will decrease the effective resolution.



Image at 100% = 300dpi



Image at 50% = 600dpi

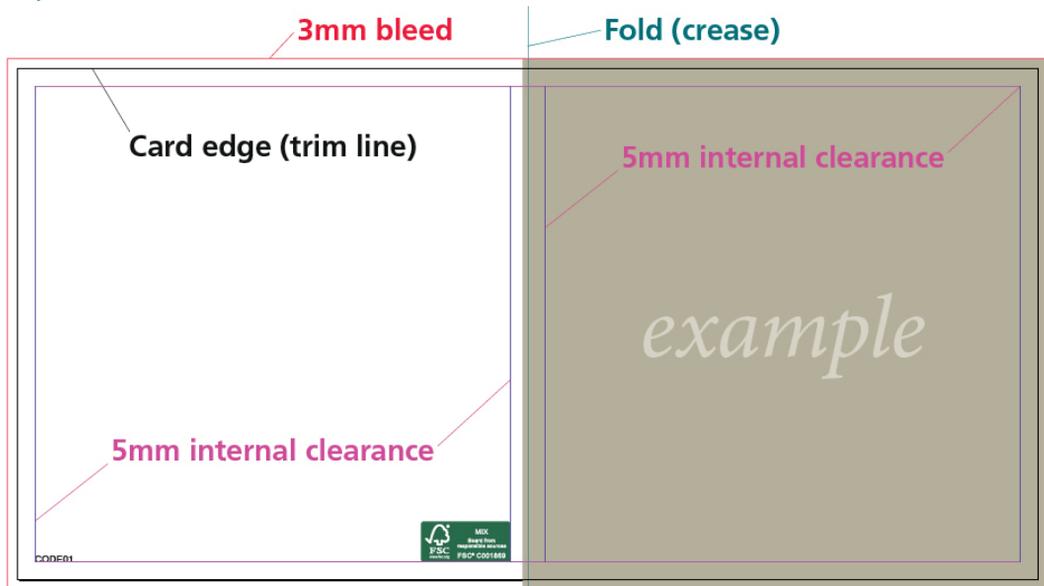


Image at 200% = 150dpi

POINTS TO CONSIDER WHEN CREATING FILES

- A) Using a code on the reverse of your cards is extremely important. This makes it easy for your retailers to re-order from you. It also makes it easier for us to ensure we are listing the correct files on your sales order, for the printers to check they are printing the correct files and for the finishing department to check they have the correct cards when packing the order. Ideally the files supplied to us should be named the same as the code on the reverse of the card. This means we can identify each file easily and link it to the final in position file created for our press.
- B) For the above reasons please supply each card design as a single file rather than a multiple page PDF (unless its a booklet or brochure in which case a multiple page PDF is fine).

- C) Bleed should be 3mm all around the outer edge and 1mm bleed over the fold line (shown in the diagram below). Bleed is the term that refers to printing that goes beyond the edge of the card before trimming. In other words, the bleed is the area to be trimmed off.
- D) If your designs have any type on the front or logos and text on the back please ensure that it sits within the 5mm internal clearance areas (shown in the diagram below). If your designs have a white border around an image on the front, this should also sit within this area. A border of less than 5mm can result in it looking uneven if there is any slight movement when your card is trimmed and creased.



- E) If your designs are very heavy in colour bear in mind that they will take longer to dry before finishing and could mark easily.
- F) Pale colour tints on the card could possibly print with visible "banding".
- G) If you are using black on your cards other than type, then please be aware that the black should not be made up of all four colours. If this is the case then effectively we are trying to print 400% of

ink which will not dry and will mark easily. To get a really solid black then the best CMYK split would be 100% Black and 40% Cyan. Note that very heavy colours, and black cards print best on uncoated boards such as Arcoprint, or by gloss laminating a standard board to give the ink protection from scratching or marking.

- H) There is sometimes the expectation that what we print will match what you are printing out at home. A home inkjet printer prints in a completely different process to digital or litho printing and therefore will not achieve the same results. So if you are sending us print outs to give an idea of what colours you are expecting, please be aware that we will try our best but cannot guarantee to match colours exactly.
- I) If you are having difficulty with colour then it is worth thinking about sending through a "swatch test" first before you go to all the effort of making the card files. You can send different colours or different images set out on A4 sheets for us to run a test print for you. We then post this back so you can see exactly what colour to expect from the files you have created when printed on our press.

SUPPLYING FILES FOR FOILED / DEBOSSSED / EMBOSSED / FLITTER / DIE CUT CARDS

If supplying files for any of the above special finishes then we would need the following high resolution files: (1) Card design including the foiled area. (2) Card design without the foiled area. (3) Card design foil area only in solid black. The same would apply for embossed and flittered card designs. The additional file for a Die Cut would need to be supplied as a solid black vector line. A full guide on supplying files with special finishes is available on our website.

SUPPLYING FILES FOR WHITE INK PRINTING

If supplying files for white ink printing then you would need to do the following: (1) Add a spot colour, named White. (2) Define the areas on which the white ink should be applied and colour them with the White spot colour. (3) Define overprint parameter according to the white ink appearance (example: if White is the first layer underneath all other separations, then all other separations should over-print it and not knock it out). (4) Create your output file as a PDF. A full guide on supplying files with special finishes is available on our website.