

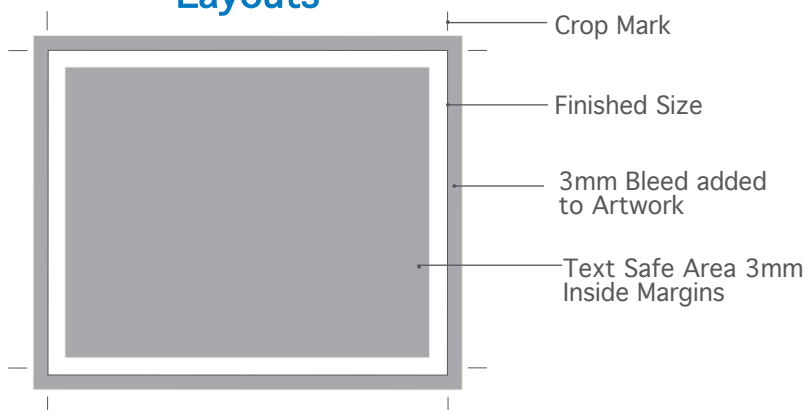
Paper Sizes

A0	1189mm x 841mm
A1	841mm x 594mm
A2	594mm x 420mm
A3	420mm x 297mm
A4	297mm x 210mm
A5	210mm x 148mm
A6	148mm x 105mm
A7	105mm x 74mm
A8	52mm x 74mm
DL	99mm x 210mm

Standard Artwork Requirements

- Trims
- 5mm - 10mm Internal Bleed
- 3mm External Bleed
- Supply as CMYK for colour printing
- Supply black text as 100% black
- Best resolution - 300dpi
- Always outline or embed your fonts

Layouts



Envelope Sizes

B4	353mm x 250mm
C4	229mm x 324mm
C5	162mm x 229mm
DLX	120mm x 235mm
C6	114mm x 162mm
DL	110mm x 220mm

Standard Window Size 28 x 95mm / Barcode Window Size 38 x 95mm

Window or Plain Faced Envelopes

Closing Options Peel & Seal / Self Seal / Lick & Stick

Secretive envelopes have a blue pattern on the inside. All window faced envelopes are secretive as standard.

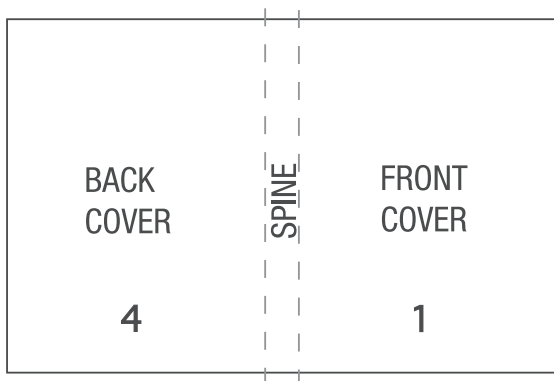
Wallet / Booklet Mailer envelopes Flap on the long edge

Pocket / Cartridge Flap in on the short edge

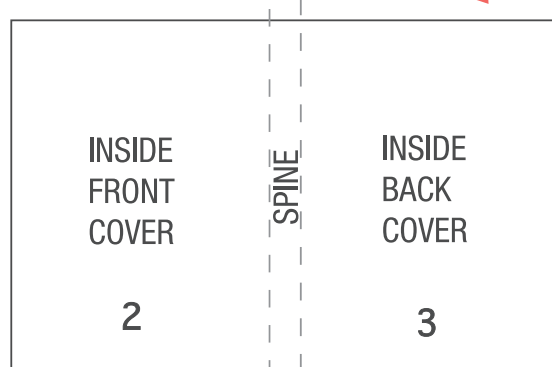


Perfect Bound & PUR Bound Booklet

Page 1
OUTSIDE
COVER



Page 2
INSIDE
COVER



Cover:

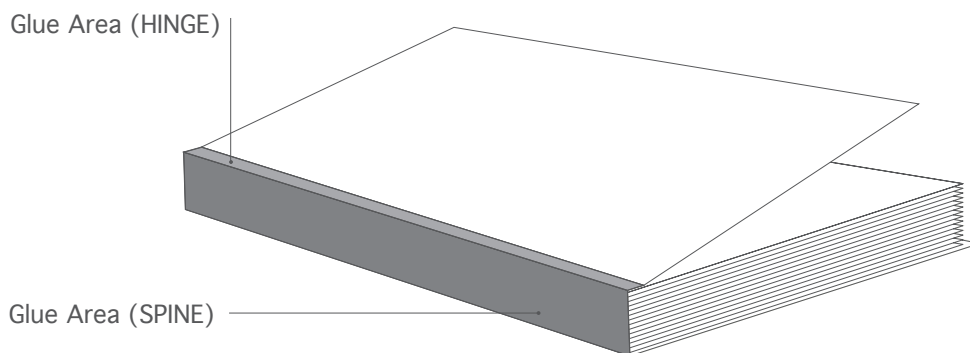
The cover is to be supplied as one single PDF including the FRONT COVER, SPINE & BACK COVER. Page 1 to be the outside cover artwork and Page 2 the inside artwork.

The spine width is calculated based on the number of text pages and stock weight (gsm).

Text:

Text is to be supplied in one PDF as single pages - NOT AS SPREADS.

For example a 100pp Text should be supplied as 1 PDF, with 100 individual pages. **In the order they will read.**



Tips:

- Perfect Binding is a process which glues the flush edges of inside text block then wraps a flat cover around the edge & glues.
- Uncoated stocks are recommended to be perfect bound and coated stocks PUR bound.



Saddle Stitch Booklet

Cover & Text: All saddle stitched booklets are to be supplied in one PDF as single pages **NOT AS SPREADS.**

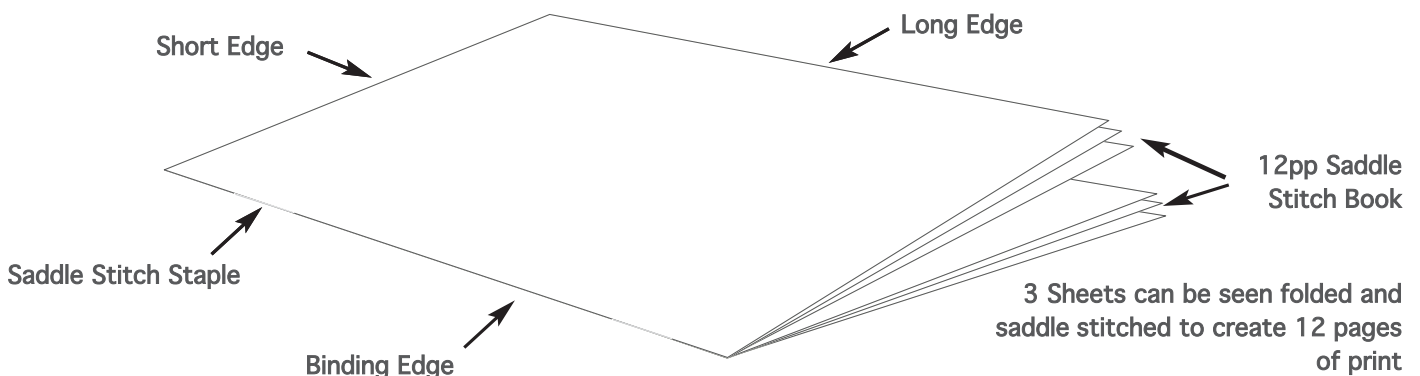
Example: 24pp booklet should be supplied as one PDF.

- 24 individual pages.
- Page 1 - Front cover, ending in Page 24 - Back cover.

Bleed: Allow for 5mm (minimum) or 10mm (minimum for 20 pages +)

- Trims
- 5mm -10mm Internal Bleed
- 3mm External Bleed
- Supply as CMYK for colour printing
- **Supply black text as 100% black**
- Best resolution - 300dpi
- Fonts should be embedded or outlined
- Crop & bleed marks included

- Saddle Stitching is a mechanical form of stapling two staples on the binding edge.
- They are made up of folded leaves, each with 4pp.
- This means that the page count - pp must be a multiple of 4. Blank pages can be added on the inside covers, or throughout the book to make up for the multiple of pages required.
- 'Creep' is a term to describe how the inside pages of a saddle-stitched book 'creep' slightly beyond the outside pages when folded. The saddle-stitcher trims this creep off at the end of the binding process so the edges of the book sit flush.
- The maximum number of sheets varies on the stock & size but it is not recommended more than 15 leaves (60pp) as they start to bow.





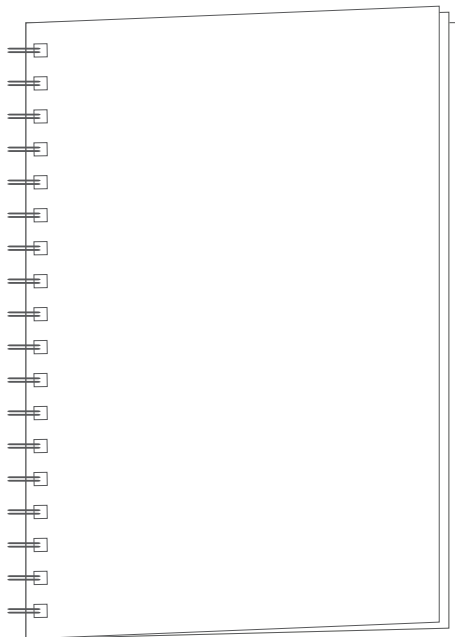
Wiro & Spiral Bound

Spiral Binding (Coil Binding) and Wiro Binding are common methods for joining the text pages and cover of a document. Durable plastic - Spiral Bind - or metal coil - Wiro Bind - are inserted and twisted through small holes punched along the spinal edge of the printed document's cover and pages.

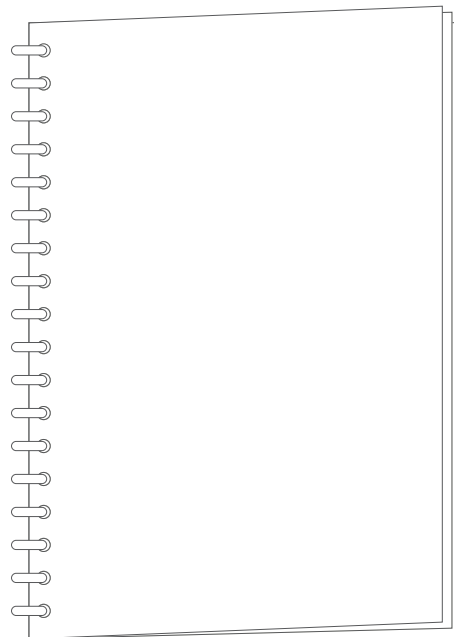
Spiral Binding is more durable than Wiro.

Tips:

- Standard is to have an acetate front & black leathercraft back.
- Variations in thickness of the final document can be bound but requires confirmation before based on the number of pages and the thickness of the stock.
- Artwork requires slight margin on the internal binding side so that the hole punching does not effect final important text or images in the print.
- Multiple wire / spiral colours available.
- Tabs can also be printed and collated into the final product required



WIRO BIND



SPIRAL BIND



Business Cards

Cards can be single or double sided.

A standard card size is **90mm x 55mm** and effective in either a portrait or landscape finish.

Recommend stocks should be above 250gsm

Can be laminated on one or both sides in either a gloss, matt or special velvet finish.

Tips:

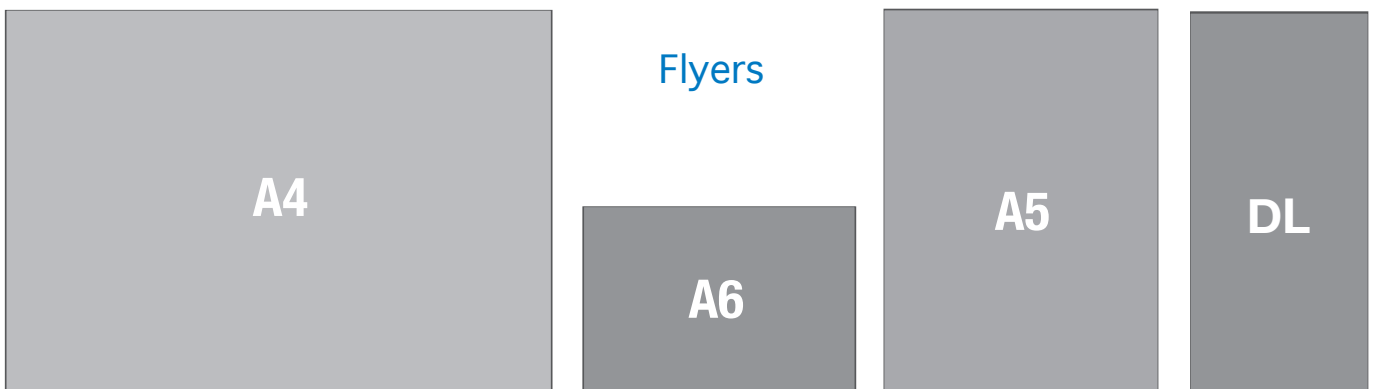
Cards that require stamping (e.g. customer loyalty cards) - recommended to be printed on an uncoated stock or ink will smudge.

Cards that need to be written on, cannot be gloss laminated otherwise the pen will not write and for best results we recommend an uncoated stock.



Special Finishing

- Foiling
- Embossing
- Round Corners
- Die Cutting
- Spot UV - Must be applied to a matt laminated background
- Scratch Panels - Must be applied to a gloss laminate, enabling a smooth base to allow for the scratching off of the panel and protection of the underlying print.



Single or Double Sided and recommended on any stock between 90gsm and 200gsm



Brochures

pp: Refers to the number of printed faces the final folded product will have - 4pp / 6pp.....

Size: Flat size anywhere from double A3 to A5. Finished size anywhere from A4 to A6.

Stock: Any stock is suitable but it is recommended to be between 130gsm - 200gsm.

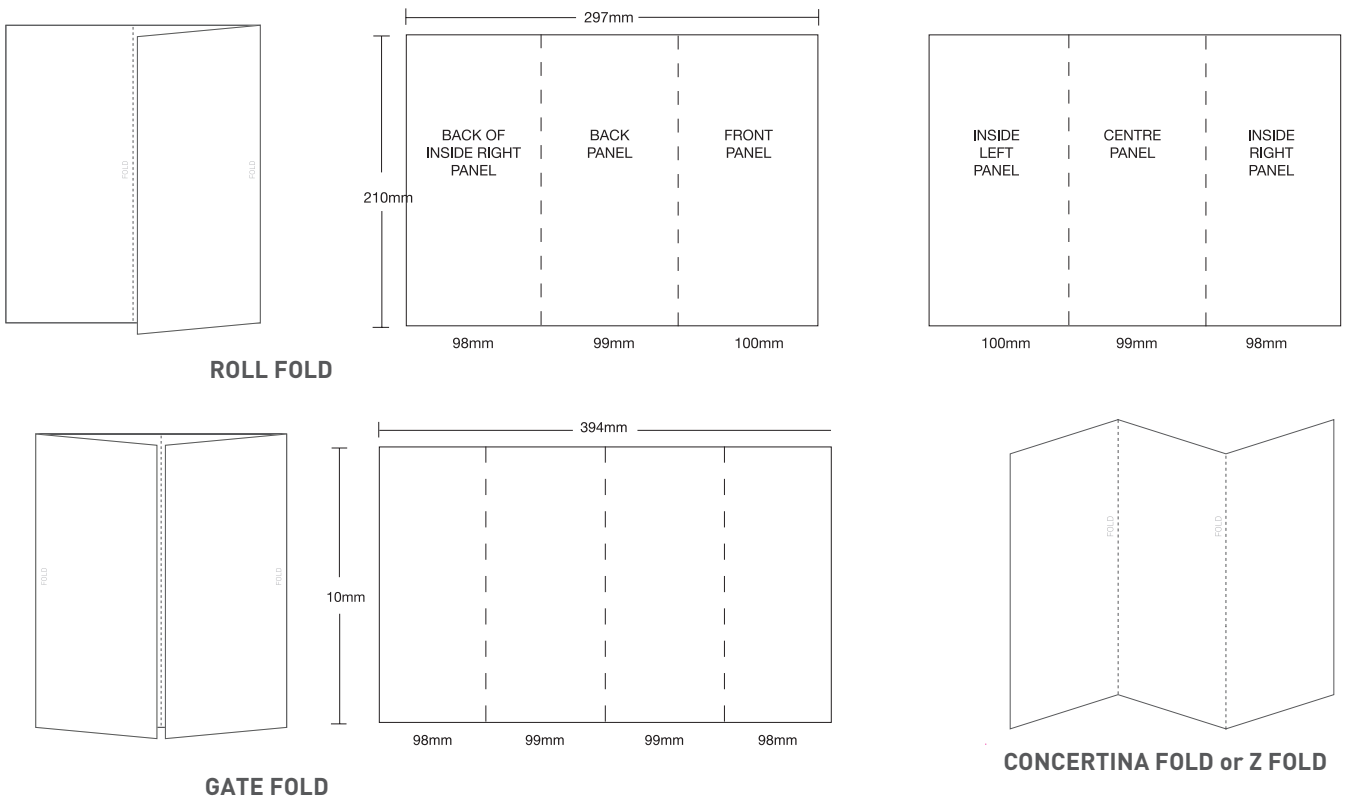
Types

Roll Fold: A 6pp roll fold is completed by folding a printed page into thirds. Folded inward in the same direction twice. The brochure will have six panels or pages - three on the front and three on the back.

Z-Fold: Also named concertina. All panels are to be equal width.

Gate fold: A gate fold is made when 2 sides fold in to the center.

To ensure your artwork is in the correct position for the Roll Fold and Gate Fold, when folded, set up the panels at the correct size. (refer to below panel dimensions)





Artwork Requirements

CMYK Colour composition

Digital prints are printed with CMYK inks (Cyan, Magenta, Yellow & Black) therefore artwork needs to be supplied in CMYK. The digital technology blends these 4 colours to create an extremely wide range of colours. (Fluoro colours are being introduced and can be inquired about).

We do a standard file conversion however the benefit of the file being supplied as CMYK is the file creator can set the colour breakdown as desired.

Image Resolution

We print at 300 dots per inch (dpi). Artwork should be submitted at this resolution for the best results. Any fewer dots per inch means the print will start to look blurry. The file must be 300dpi at the final print size (not at A5 to be expanded to A2 – this will lose resolution).

Minimum 3mm bleeds – internal & external

External Bleed is the extra colour around an artwork that will be trimmed off. There is a tolerance through a printer (by up to 1mm in every direction) & there is also slight movement on the guillotine as sheets are being trimmed (again up to 1mm in each direction). This means there is a total 2mm variation on all printing – this is the accepted tolerance in the digital printing industry. In order to prevent the final prints from having thin white borders around some edges when this movement occurs, all background colours & images must ‘bleed’ over all the edges by minimum 3mm.

Internal Bleed is also known as an internal margin. For the same reasons as above, to prevent us trimming off text or part of an image, all artwork must have a minimum 3mm internal margin.

Borders

Because of the tolerance of movement on the press & guillotine, we recommend against having borders. In reality, a 2mm variation is a very small space but a thin border can make any variation more noticeable and may come out unevenly. Thickening a border or making the margin wider can reduce the issue.

Minimum Text sizes & Line Thickness

Type smaller than 6pts is difficult to read when printed. The “fineprint” on an artwork can be minimum 6pts but all standard body text should be minimum 9pts for easy readability.

Very thin lines also do not print very well. Be aware of lines thinner than .25pt, & fonts that have thin tails, as they may not print clearly.



Artwork Requirements (continued)

Ink Density & Rich Black

In printing, we use a blend of 4 inks (Cyan, Magenta, Yellow & Black) to create a wide range of colours. It is recommended that no shade chosen uses more than 200% ink because this thick coverage takes a long time to dry & can smudge. The richest black recommended in the industry is Cyan = 60%, M = 40%, Y = 20%, K = 100%.

4 colour Text

Artwork with the text in a black or grey made up of 4 colours may present a print issue. The Cyan, Magenta, Yellow & Black inks come out of 4 separate ink injectors. If there is even the slightest mis-registration, the text will end up with a yellow, magenta or blue tinge around the edges. A slight mis-registration is tolerated in printing & is normally unnoticeable, except with text. Text should always be 1 colour – usually 100% black or a reduction of black.

Full Coverage Black

With any artwork that are largely black (or another very dark colour), we highly recommend that they be laminated.

Full coverage black requires a high ink density & this thick layer of ink tends to sit on top of the stock rather than fully absorbing in & this can lead to ink flaking or scratching off the edges. This is particularly true for business cards because they are handled often & suffer abrasion in wallets & pockets. With stickers, the pliable stock & the handling can cause scuffing. Laminates protect the ink & produce a more durable finish.

Options of gloss, matt or anti-scuff matt laminate can prevent this from happening.

Preferred file format

If artwork is supplied in any other format, it must be converted to a PDF. PDF is the most stable file format, & the most 'inclusive' so all the elements are embedded within the PDF. The InDesign program for instance links to images but doesn't have the actual image in it. PDFs can also embed fonts so if a font is used that we do not have but it is embedded in the file then it will not drop off.

Machine-glued products

Within glued products, the space needed for the glue spine must be considered. The glue spreads to the pages by approximately 2mm from the back. If e.g. the text continues over the spread, leave 3mm + 3mm between letters, when preparing a page layout.

Picture over the spread

With perfect bound and PUR finished products, a part of a picture will be hidden due to gluing into the spine. Therefore, if you want the pictures to show without "break", you should move picture outward on both pages of the spread. Our recommendation for perfect bound products is 3mm per page (7mm + 7mm)

Font

We require all artwork to be submitted with fonts embedded or converted to outlines. Files received without fonts embedded or outlined may result in fonts defaulting to a standard font.



Proofs

All jobs must be supplied with print ready PDF files with all relevant bleeds, crop marks and special finishing layers required.

PDF Proof

Prepress will pre-flight the supplied file and check for what colour profile the file has been supplied in and will convert to CMYK for Indigo compatible print, the size of the document, check that trims and bleed are included, it will flag if anything is low resolution, we check that no text or images are within the 3mm safe margin or 10mm binding margin and that the page extent matches specification.

PDF proofs can be supplied if required, but as previously stated, print ready PDF's are required prior to commencing the job.

Flat Sheet Proof

As all computer monitors have different screen settings such as brightness and contrast, unless a monitor has been colour calibrated with the press it is printed on, images on screen will look slightly different to what will be printed, because they are not showing the true colour. If a colour match is required PMI must be supplied with a sample to do so. A hard copy proof on the correct stock is also recommended to ensure the colour output is as you require.

Full Mock Up Proof

This method of proofing is only recommended if the job is bound or folded to ensure that the binding margin and fold lines are in the correct position.

Full mock up proofs are also used for checking for colour output as per the flat sheet proof purpose.

Please allow for extra time on your delivery requirement for printed proofs to be produced.