GUIDELINES FOR PRINT AND ADDRESS DATA DELIVERY

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General guidelines for print data delivery

In order to save time and money, you should pay attention to a few things in advance.
Our guidelines for data delivery are intended to make your production reliable and accurate.

Optimised PDF export settings and tools for reviewing your written PDF documents that conform to these guidelines are available for download in our download area at www.eversfrank.com (Settings.zip).

Image data

- To ensure high-quality printing, your colour and greyscale images should have a resolution of 300 dpi and your line drawings 1,200 dpi.
- However, you should avoid excessive image data in order to cut down on transfer and computation time unless your images are prone to the moiré effect, as may be case with fabric patterns.
- Please use a Fogra profile that corresponds to the paper class. You can find information on paper classes & ICC profiles here.
- Please observe the maximum ink coverage of each paper class.

Colour model

- The colour model is CMYK, greyscale or special colours from the Pantone or HKS colour catalogue.
- Please do not use RGB or Lab colour space.

Blank spaces & trapping

- Please note your overprinting and knockout settings.
- We do not correct them.
- We use RIP for trapping.
- In general, text should be in the top layer in order to prevent the text from being bold in appearance.

Bleeds

- Please account for a 3-mm bleed when placing elements at the edge of your layout.
- All relevant objects should keep at least 5mm distance from the trim.
- The crop marks should also be 3 mm from where the page is intended to be cut.
- The trim and bleed boxes must be properly set in order to ensure that single-page PDFs are properly and precisely positioned in the imposition program. It is no longer necessary to use marks such as register or color control strips.
- Trim box: a box that indicates the desired size of the page (= final trimmed format).
- Bleed box: a box that indicates the area of the final format (trim box) plus the bleed.

Fonts

- Please make sure to set up continuous text only in black.
- 4C color Preflight is not provided in the automatic PDF check and will be done randomly.

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Requirements for cutting and coating

- Please create a single, separate PDF page that matches the 4c data precisely (not in the 4c composite PDF).
- The PDF may only contain vector graphics, not pixel graphics. Vector graphics are images and coating elements that have smooth edges. Pixel graphics, on the other hand, have rasterised edges that can lead to serration or the formation of steps in the elements.
- Additionally, the PDF should not contain hidden elements or elements covered in white (e.g. empty frames, etc.).

Perfect binding objects

- Please note, for perfect bound objects a 6 mm overglue **inside** the binding from the cover to the **book block** is required.
- Consider this distance for texts and all relevant image information **on the page U2+first content page, as well as on the last content page+U3.**

- For the content, please create the additional bleeding (3 mm) in your layout. A very good tutorial is available on youtube with the german keyword search: "Bunddopplung". You can't create the additional bleeding afterwards in the PDF or impositioner.
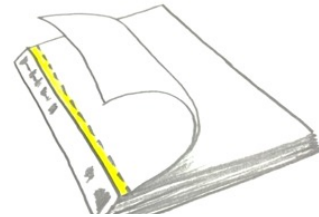
Data formats

- In order to ensure effective production control, your PDF should be version 1.3. This also applies to PDF/X1 and X3 formats.
- PDF/X4 can be delivered up to version 1.6.
- If you create pages with imprints or overlay layouts, create a PDF/X4 in PDF version 1.6 to include transparencies.
- Please prefer to create single-page PDFs for content pages. You can create multipage PDFs.
- We prefer envelopes to be laid out as mounting surfaces, especially for envelopes with backs (with adhesive binding) or lips.
- If you would prefer to send us open layout data, please contact us beforehand to coordinate the processing.

Naming data

- Please label the folder containing the single-page PDFs to be transferred with our seven-digit project number. You will receive this number from your project manager and it is included in the project confirmation.

- Please name the single-page PDFs contained in the folder comprehensibly:

  - **Folder:** 8509453_Catalogue-Summer-2016
    (i.e. ProjectNumber_ProductDescription)
  - **Single-page PDFs:** PDF title format: 007_DK_Catalogue.pdf
    (i.e. Page_LanguageVariant_Product.pdf)

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Requirements for processing other languages

- In order to avoid misregistration, please send us a neutral 4c document with all non-varying elements.
- Text should generally be in the top layer and its position should not vary from the neutral document.
- The alternate document should only contain elements such as text, logos and impressions that vary from version to version as far as possible. Please make sure that you do not create any white spaces beneath your impressions in the PDF and that your impression field does not contain black in the neutral document. Use transparency if necessary.
- Review this in Acrobat Professional:
  Activate "Display transparency grid" under "Page Display" in "Preferences".
- An easy way to do this in your layout program is to work with layers.
- Please create a neutral 4c PDF version as well as a PDF of the version containing the elements of each layer (see the following example):

Processing other languages – example
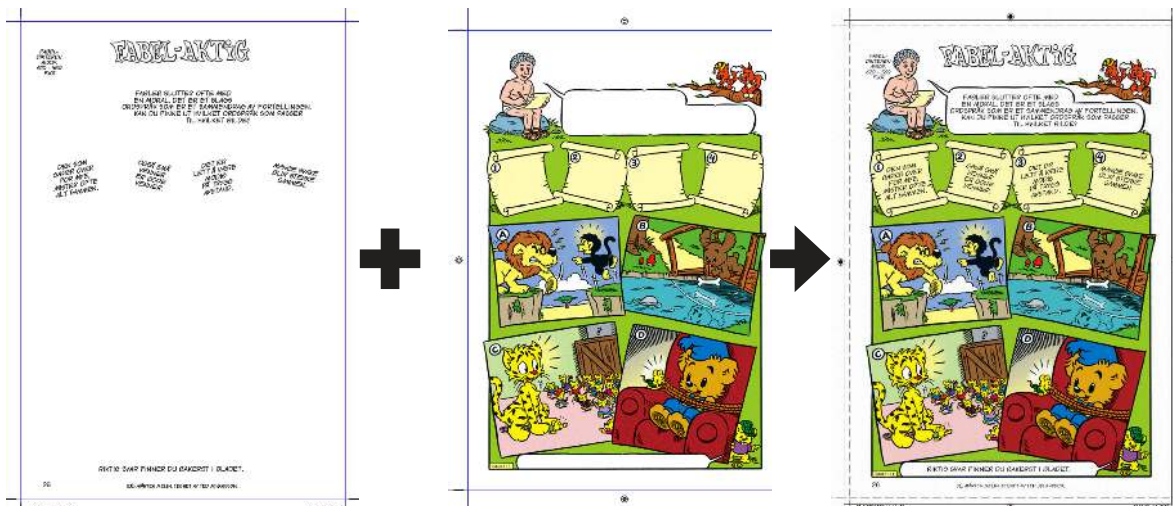
Checklist for PDF restrictions

- Text must be embedded
- Black text must be applied as an overprint, white text should be applied as knockout
- Image data must be embedded
- OPI comments are not permitted
- Transfer curves are not permitted
- The trim box must be defined
- The bleed box must be defined and contain the bleed
- Crop marks should be 3 mm from the final format
- Comments and form fields are not permitted
- Encoding is not permitted
- Transparency is allowed
- PDFs must be composite

Proof delivery and creation

Colour proofs

- In order to calibrate your project, we require colour-accurate proofs. We cannot guarantee the chromatic accuracy of your product without a proof.

- The following conditions must be met when creating a colour proof. The proof must contain a line of text with the name of the proofed file, the date, the colour profile used and the Ugra/Fogra Media Wedge v3 as a control element. The colour profile and paper class being used can then be quickly approved.

- Each ECI profile is available for download at www.eci.org/en/downloads:
  eci_offset_2009.zip
  pso-coated_v3.zip
  pso-uncoated_v3_fogra52.zip

- The profiles are necessary to ensure the proof meets the requirements set forth by the Media Standard Print. We will therefore measure your colour proofs; they must be in accordance with the target values of the FOGRA.

- Your job manager will tell you the correct color profile for your paper substrate.

- We will gladly create colour-accurate proofs according to the FOGRA standard upon request.
  Please contact a project manager for more information.

Approval via improofs & soft proofs

- We will gladly provide you with an improof upon request. This is used for an item and position review after your data has been processed in our RIP; it is not, however, used to review colour accuracy.

- We can also provide you with a soft proof for download in order to save valuable time and money when sent by post. It is also only to be used for the item and position review. The soft proof is a 150 dpi TIFF image that you can download as a PDF.

- Address and variable data approval takes place only via soft proofs.

Approval via Kodak InSite

- If you would like your project to be processed using the Kodak InSite Prepress Portal System, please contact your project manager.
- Please agree the data structure and PDF names with us in advance.

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Overview of paper classes and ICC profiles in ISO 12647:2013

Bedruckstoffe (Print Substrates, PS)			
	PS1	PS2	PS3	PS4
Type of surface	Premium coated	Improved coated	Standard glossy coated	Standard matte and semi-matte coated
Typical process	Sheet-fed offset Head-set web offset	Head-set web offset	Head-set web offset	Head-set web offset
Typische Bedruckstoffe	Wood-free coated (WFC), High weight coated (HWC), Medium weight coated (MWC), glossy/semi-matte/matte	Medium weight coated (MWC) Light weight coated (LWC Improved)	Light weight coated (LWC), glossy/semi-matte	Machine finished coated (MFC), Light weight coated (LWC), semi-matte
ECI Profile	PSO coated v3 51L former ISOcoated v2 39L*	PSO LWC Improved 45L	PSO LWC Standard 46L	PSO MFC Paper 41L

	PS5	PS6	PS7	PS8
Typische Oberfläche	Wood-free uncoated	Super calendered uncoated	Improved uncoated	Standard uncoated
Typischer Druckprozess	Sheet-fed offset Head-set web offset	Head-set web offset	Head-set web offset	Head-set web offset
Typische Bedruckstoffe	Offset, wood-free uncoated (WFU)	Super calendered (SC-A, SC-B)	Uncoated mechanical improved (UMI), Improved newsprint (INP)	Standard Newsprint (SNP)
ECI Profile	PSO uncoated v3 52L former PSO uncoated 47L*	PSO SC-B Paper v3 54L* former SC Paper 40L	PSO INP Paper 48L	PSO SNP Paper 42L

* For processing and proofing your printing datas, we are now using the new profiles.
Please note that we will convert your delivered data in ISOcoated v2 39L, PSO uncoated 47L and SC Paper 40L to the corresponding profiles.
If you prefer to processing in old profiles, please contact us.

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Advanced requirements for digital and variable data printing

In order to ensure that data – especially variable elements – can be processed in real time and the digital printing process is not slowed down, the following instructions should be observed in addition to the guidelines previously specified.

PDF content

- Please reduce the transparency levels of the PDF and DO NOT create PDFs with layers. These tend to increase the computing time in RIP, which slows down the entire production process.
- Please do not create fonts as vectors.
- The maximum number of anchor points is 10,000 per side.
- The resolution should be 300 dpi, please avoid excessively large resolutions.
- Set the rendering intent to "default".
- Rremove all unused objects outside the printable area in your layout.

Special colours

- Please do not use special colours without consulting us first.

Data formats

- In order to ensure effective production control, your PDF should be version 1.3 in format PDF/X-3.

Basic layout data

- Basic layout data is the basic static structure of the product to be printed. It may not contain variable elements. Similarly, please do not use placeholders or sample elements.

Variable data

- Variable data consists of individual image and text elements as well as control files, including record descriptions. We receive this data as structured data in a unified format to be mutually agreed upon.
- The variable image elements, no larger than 300 dpi, should be imported in CMYK and correspond to the required final format in the layout.
- The PDF files and the corresponding control file must have the same name.

Address data

- You should send us address data as a structured address file (format: .csv, .txt or .mbd).
- The General Terms and Conditions of DIALOGPOST from Deutsche Post (as they currently stands) apply for data processing. The respective postal service's terms for postage costs on the day of the delivery apply.
- See chapter: Postal service requirements for address data preparation.
- Please send the address data at the same time as the print data.

Imposition template

- The imposition template is the basic layout of the product with variable image, text and address elements. We require the imposition template as a PDF file in which the variable elements are clearly marked.

- If the files are not delivered according to our requirements, you will be responsible, following consultation, for the resulting additional costs.

Colour accuracy

- We use colour-accurate proofs as guides for ink application in the digital printing process. There is currently no standardised colour profile for digital web printing. Colours may deviate from the offset result derived from the PSO (process standard offset).

Ink coverage

- Independently from the paper profile the maximum of ink coverage should be 280 %.
- The average of ink coverage per page is 30%. More is technically possible but it leads to additional coasts.

Other technical specifications

- Average values were used to calculate the ink coverage and the toner or ink use. The exact costs largely depend on the ink use for and the design of the file to be printed and may therefore be more or less than the average costs. The final files are required to calculate the exact ink use.
- The prices indicated are based on average ink use. These prices are not legally binding, including for reorders and reprints.
- Rough edges, fold breaks and other irregularities may occur and are not regarded as defects in digital printing.
- There is still much to learn in terms of register accuracy for the digital printing technique used. For this reason, some deviation to the expected register and any resulting bleed, fold and perforation inaccuracies are permitted and are likewise not regarded as defects.

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Postal service requirements for address data preparation

Data delivery

- Possible address data formats are .csv, .txt (with a fixed length and record description), Access, Excel and other formats upon consultation.
- A record description (including data format, record length, number of records and field names) is required for all formats.
- Please note for Excel files:
  - One tab (workbook) with a single address file is the basis.
  - Any additional tabs (workbooks) are factored in as additional files and must be labelled as a separate address files in the file description.
  - All workbooks/tables must have the same structure.
  - Any table formats that deviate from this will be factored in as separate address files.
  - The cells must consist of a single line (no breaks) and be defined as text with the same format.
  - The columns relevant for processing must be defined in the record description.
  - The table contains only data columns that are necessary for processing.

Data processing

- The following fields are typically used for processing:
- <Client number> (if available), <Salutation>, <Title>, <First name>, <Surname>, <Company1>, <Company2>, <Company3>, <Company4>, <Address, street>, <City>, <Postal code>.
- The field length for the data is limited to 55 characters and max. 8 lines (without datamatrix code) or 6 lines (with datamatrix code).
- Longer names and/or company names will be shortened for technical reasons.
- Additional fields that are necessary for further processing steps must be indicated.
- If data is delivered in multiple files, all files must have the same structure. Additional costs will be incurred for aligning varying formats and/or structures.
- An sample address layout is required to sign up a addressing softproof.
- This should contain the configuration and sequence of the addresses as well as any other information that is to be included in the addresses.

  > e.g. Sender
  > Joe Bloggs, 123 Main St., Anytown 99999
  > (if desired) Client number/offer
  > Salutation   title
  > First name   surname
  > Company1
  > Company2
  > Address   street
  > City postal code

- We can add any additional information that is necessary for the production.
- For mail merge, we require additional information regarding the position and variants of the variables, text elements and graphics to be entered for mailings. Please send closed formats only.
- Subsequent changes to the address layout delivered will be charged accordingly.

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Deutsche Post – DIALOGPOST

- For DIALOGPOST mailings please provide the complete EKP (10 digits) + supplementary number (4 digits) + Postcard number (3 digits) in order to ensure billing via the customer account at DPAG.
- We require the POSTCARD number (ten-digit post customer number and seven-digit Post number)
- Please ensure that your POSTCARD account contains sufficient funds at the time of delivery.
- If postage is paid using our POSTCARD, the payment for postage must be made in its entirety before delivery. Only then can we finalise the delivery.
- The design, type and extent of the mailing must comply with the regulations of Deutsche Post AG valid on the day of the delivery.
- We specifically refer to the automation capability required for DIALOGPOST mailings as of 1 January 2016. If this new DPAG requirement is not met, postage surcharges may apply. We bear no responsibility for fulfilling these requirements.
- You can find additional information here: https://www.deutschepost.de/de/d/dialogpost/dialogpost_downloads.html

Alternative postal services (e.g. Postcon, BPN, CitiPost, etc.)

- You must inform us if you would like to use a different postal service when you place your order.
- Because processing data for other postal services is more comprehensive and therefore requires higher expenditure, a price increase is necessary.

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Data transfer - FTP Server

An unencrypted FTP Upload won't be accepted anymore.

With an unencrypted FTP, username as well as password and data are transmitted as clear text. Login and data could be intercepted, modified or manipulated by third parties.

For this reason, we won't permit an unencrypted FTP upload anymore.

We will accept an upload via our web interface. Here you can log in with your already known login datas and provide us data via "drag & drop" or via the menu quite simple.
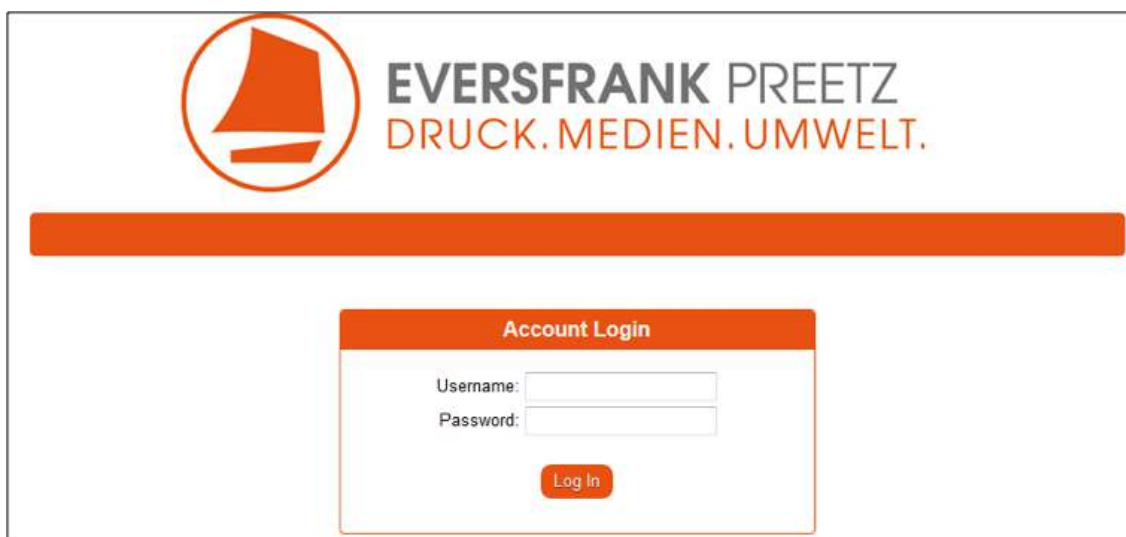
Nevertheless, uploading via FTP client is still possible via following options:

FTP with implicit FTP SSI also known as **FTPS**
Control and Data Channels are SSL/TLS encrypted. Implicit FTP immediately starts the coded mode via Port 990

Explicit FTP with TLS/SSL also known as **FTPES**
Explicit FTP connects via Port 21 and switches via „AUTH TLS" in encryption.

SFTP - via Port 21
is tunneled via SSH Protokoll

You'll find the FTP addresses of the different EversFrank locations on the following page.

Data transfer

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FTP address via FTP client	ftpmeldorf.eversfrank.com	**User**: scandia
FTP address via internet browser	https://ftpmeldorf.eversfrank.com	**Password**: pher42kp
InSite:	http://ctp.evers-druck.de	

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FTP Adresse via FTP Client	ftppreetz.eversfrank.com	**Benutzer**: ctp
FTP mit implizites FTP SSL (FTPS)		**Passwort**: ctp
Explizites FTP mit TLS/SSL (FTPES)		
SFTP über Port 22		
FTP Adresse via Internet Browser	https://ftppreetz.eversfrank.com	
InSite	https://insitepreetz.eversfrank.com	

Please send your files only over our FTP server. Do not send us download links by email. Create a folder with our seven-digit project number. You will receive this number from your project manager.

We will gladly set up individual FTP access for you upon request.

Please contact your project manager for projects using Kodak InSite. You will then receive access data and information on subsequent steps.

IMPORTANT:

You will receive a separate and secure SFTP/HTTPS/SPC account from your project manager for address data.

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Contact addresses

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You can reach our **prepress team** (Mon.–Thur. 6:00 a.m.–10:00 p.m., Fri. 6:00 a.m.–6:00 p.m.) at:

Telephone: +49 48 32 608 - 128

Email: daten.evers@eversfrank.com

Please contact your project manager for **test data**.

For your **address data**, please contact:

Kai Slopinski

Telephone: +49 48 32 608 - 264

Email: kai.slopinski@eversfrank.com

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You can reach our **prepress team** (Mon.–Fri. 7:00 a.m.–6:00 p.m.) at:

Telephone: +49 43 42 765 - 4160

Email: daten.frank@eversfrank.com

If you have any **questions or concerns**, please contact:

Lars Langkopf

Telephone: +49 43 42 765 - 145

Email: lars.langkopf@eversfrank.com

For your **test data**, please contact:

Jörg Schaeffer

Telephone: +49 43 42 765 - 4272

Email: joerg.schaeffer@eversfrank.com

EVERSFRANK MELDORF	EVERSFRANK PREETZ	EVERSFRANK Alzey
Evers-Druck GmbH	Frank Druck GmbH & Co KG	ARO Druck GmbH & Co KG
Ernst-Günter-Albers-Strasse	25704 Meldorf	Industriestrasse 20	24211 Preetz	Rudolf-Diesel-Strasse 4	55219 Alzey

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