

Artwork

We specialise in printing orders from artwork supplied.

Our Pre-Print Checking system incorporates a number of steps designed to ensure that the finished work we produce not only meets, but exceeds your expectations.

We like to think of our relationship as a partnership and, with any partnership, a great outcome depends on partners working together.

Please check the Artwork guidance notes on the following pages which will ensure that your work proceeds quickly and efficiently to a successful outcome to the benefit of everyone.

Sending Your Files

We recommend compressing your files before sending them to us electronically as this not only makes the upload faster but also more reliable, especially for the Mac, since important hidden files are then included automatically.

Free trial versions of excellent compression programmes are available, www.pkware.com for PKzip which is designed for PC and www.stuffit.com/mac/deluxe for Stuffit which is designed for Mac.

We can, if necessary, accept files set on a wide range of 'hard' media as well as via upload.

The media we can accept is 3 1/2" Floppy disc, lomega zip drives, CD's/DVD's Recordable and Re-Writeable.

We can also take files from an unsupported drive if you send us the media and the drive (we will return them with the completed job).

Please note: Orders not placed through our online ordering system are subject to an additional handling charge of **£4.50 + VAT** per order. Also due to the high cost of postage and the low value of media we no longer return media unless specifically requested. Where media is sent back we make a small charge for carriage.

File Formats

We use the very latest Adobe PDF Rip in our Pre-press department and our workflow is based on working with files sent to us as PDFs. Ideally you should send your files to us in this format. Your PDF should be prepared at press quality. Please refer to pages 90-93 for full details on artwork preparation.

Alternatively we can accept files in flattened tif (Tiff) or jpg (Jpeg) format. The files should be the correct size and proportion for print. The disadvantage of sending files this way is that all text and graphics will be in a Bitmap and not Vector format, meaning quality could be impaired. However if the files are sent at a minimum resolution of 300dpi then in our experience the results are generally considered acceptable.

We are also able to accept other file formats. If you are unable to save your work as PDF please contact us to discuss the options.

Please note: We make a nominal charge of **£20.00 + VAT** to work with files which are not supplied as PDF, Tiff or Jpeg.

Client Proof Copy (CPC)

Unless specifically requested we do not send proofs of jobs prior to print. In the electronic world sending hard copy proofs by post causes major delays and sending digital proofs is often little more than returning the file sent to us!

In our workflow the CPC is a key element. It may be defined as a master, which is correct in all respects, against which we can check all that we do.

It is vital that the CPC is a perfect representation (content-wise) of the job to be produced. We strongly recommend checking it carefully before sending it to us.



When a high resolution (Press Quality) PDF, Jpeg or Tiff file is provided as the origination for printing then this file can also serve as the CPC.

With a CPC to refer to when our designers work on your files they can be confident that the text is all present, that the fonts are correct and that the photos have not moved etc.

On the following Pages we include some guidelines which may be useful in preparing your artwork.

Artwork

File Pre-Print Check

We charge an optional **£3.50 + VAT (£6.00 + VAT for Books & Booklets)** to carry out extensive Pre-flighting of your job.

This is optional on the majority of products although we strongly recommend that you ask us to carry out the Pre-Print Check because then your job will be carefully reviewed by an experienced designer and also by our proof readers prior to print.

Should we find potential issues with the files you have provided we work with you to resolve the problems. It may be that a new file is required or alternatively we can often correct the issues.

Please Note: If you decide not to have your job Pre-Print Checked we will simply print what you have sent. It will not be reviewed at the Prepress stage and any errors which come to light will be at the printing press where resolution may not be possible or expensive. Also if the corrections which you want us to do are excessive there may be an additional charge.

Guaranteed Proof Reading

Proof reading is a skilled job requiring high levels of concentration and a detached viewpoint. As part of our Pre-Print Check we proof read jobs and work hard to ensure that the printing we produce is perfect. It is rare that errors get past our proof readers - rare but not impossible and our standard proofing service is not guaranteed.

If you require ultimate peace of mind it may be worth considering opting for our Guaranteed Proof Reading service. The cost of this service varies depending on the size and complexity of the job. We would be pleased to quote for your specific proofing requirements on a job by job or hourly rate basis. If an error gets through from our guaranteed proofing service we will refund double the cost of the proofing to set against any remedial print which may be required.

Proofs

Our normal service does not include proofs. We simply check your files against your Client Proof Copy provided and proceed to print. The system is fast and efficient. However, in some circumstances proofs are desirable and we are pleased to produce these from your Digital Artwork prior to printing. Proofs will add extra time to your order.

We can produce three different types of proofs:

PDF Proofs: These are sent digitally via Email. They are produced from our Prepress system and are an exact representation of what we will print. They are ideal for checking layout and content but are not colour accurate and so are of little use when there are issues of colour, such as matching to a House Colour.

Laser/Ink Jet Proofs: These are sent by post and provide something tangible to look at. Again these are not colour accurate and their use is limited to content and layout proofing.

Wet Proofs: These are an exact match to the job which will eventually be printed since they are a small run of the finished job on press. We would always recommend a small run of print (to be used as a wet proof) prior to any very large run of print.

Proofing Cost

Proof	Less than A6 (per page)	A5 (per page)	A4 (per page)	A3 (per page)	A2 (per page)	A1 (per page)
E-mail Proof	£1.00	£1.50	£1.75	£2.00	£2.90	£4.80
Laser/Inkjet Proof	£2.25	£4.25	£4.50	£7.50	£14.00	£23.00
Wet Proof	Wet Proofs are the cost of the smallest run of the same job.					

For further information on any aspect of artwork preparation please visit www.printordering.co.uk or contact us direct and we will be pleased to help you.

Whilst we specialise in artwork on disk, if you prefer we can carry out the design for you or recommend a designer who would be pleased to originate your work for you.

Artwork

Bleed

Understanding the need for Bleed and a Quiet Border is vital if, as partners, we are going to achieve our joint aim of an excellent finished print job.

We require Bleed to allow for the tolerance of our guillotines (the machine used for cutting your job after printing). Even with our state of the art equipment there is a margin of error with the operation.

If your image finishes exactly at the edge of your required finished size then these small deviations may produce unsightly white flashes at the edge of your print. By extending your background colour or image beyond the edge of your finished job the effects of the same deviations are not noticeable.

We recommend that elements intended to go to the very edge of your finished job should extend **3mm** beyond the edge.

Trimmed edge.



bus card 10/12/08

Images should bleed 3mm beyond the trimmed edge.

Quiet Border

A Quiet Border is the distance you should allow from the edge of your finished page size for text, diagrams or images not going to bleed. The reason for the border is again the tolerance in cutting. If you have a design where the text runs to the very edge then a cutting deviation will result in cutting off some of your text!. A very small Quiet Border could result in a finished job looking uneven.

We recommend a Quiet Border where there is no text etc. at least 5mm around the edges of your job.

Trimmed edge.



07712345678

Text should be inset at least 5mm from the trimmed edge.

Fonts

We carry all the most popular Mac and PC fonts, please confirm at the time of ordering.

Where you have used a rare font we recommend converting the text created with this font into curves (paths). This means that we no longer require the original font when we print your job.

Where you are supplying your work as a PDF it should always be produced with fonts embedded in the file. With a Tiff or Jpeg format, fonts are much less of an issue since these formats effectively embed the font required to print.

Colour Matching

There are a large number of variables which can affect the colour produced during Full Colour Printing. Simply looking at the appearance of colours on a monitor, especially if no monitor calibration has been carried out (please see page 105), is unlikely to represent printed colour results.

In just the same way an un-calibrated desktop printer, such as a laser or inkjet may well produce very different colours to those produced on a professional printing press.

Rather than leaving colour matching to chance and 'keeping your fingers crossed' we strongly recommend that colours be chosen from Hard Copy Colour Charts. We have produced two Colour Swatch Booklets (one printed on coated material and the other on uncoated) which show over 1000 colours together with their CMYK values. The advantage of using these charts is that they are exactly matched to our presses,

Our Colour Swatch Booklets are available for **£7.50 + VAT & Carriage** each or **£10.00 + VAT** for the pair. They are an invaluable and accurate way of ensuring predictable colour.

Please note: Where you have a particular colour issue, for example a requirement to match to a specific company colour or a previously printed job, this **MUST** be brought to our attention at the order stage. Simply specify the colour to be matched to or that the job has been previously printed in the 'Special Instructions' section during the online ordering process.

If you have a swatch of the colour required please send us a hard copy. We cannot be held responsible if your printed work does not match your requirements unless those requirements are brought to our attention before we print

Please see page 105 for details regarding photographs.

Hexachrome & Metal FX®

Hexachrome

The Hexachrome system uses six colours instead of the conventional four used in traditional colour print.













By supplementing the Cyan, Magenta, Yellow and Black with Orange and Green it is possible to produce a greater range of colours accurately. The results can be a much more vibrant and high impact print.

If you are interested in printing using this system later versions of Quark Express and CoralDraw are Hexachrome enabled. Pantone® have also produced plugins for use with Adobe InDesign, Adobe Illustrator and Adobe Photoshop.

Alternatively, we may be able to convert the design you have supplied to include Hexachrome colours or images.

Please note: The conversion work is chargeable.

We can supply Hexachrome Colour Swatch Books from Pantone®, Solid Pantone® or specific House Colours that need to be matched to a Hexachrome equivalent.

 Pantone Orange 021	 Hexachrome Pantone Orange 021	 Pantone Warm Red	 Hexachrome Pantone Warm Red	 Pantone Green C	 Hexachrome Pantone Green C
 Pantone 386 C	 Hexachrome Pantone 386 C	 Pantone 220 C	 Hexachrome Pantone 220 C	 Pantone 321 C	 Hexachrome Pantone 321 C



CMYK Image

Hexachrome Image

For perfect results...

We would always recommend a small print run to 'prove' the artwork and make sure you are happy with the results, before a large Hexachrome or Metal FX® job is printed. Please contact us for further details.

Metal FX®

Using Metal FX® any number of metallic colours can be incorporated into a conventional CMYK job. The eye catching effects that can be achieved are possible without the excessive extra cost normally associated with 'Process' plus 'Spot Colour' printing.

If you would like to incorporate Metallic colours in to your next design, simply design in CMYK as normal. Annotate which areas you would like to be metallicised and the colours you would like. We can also metallicise photos or diagrams as required.

Please note: The conversion work is chargeable

We can supply a press matched A2 sheet with a comprehensive range of Metallic Colours to choose from. This is available for **£24.00 + VAT** and Carriage as applicable.

Please note: The Metal FX® process is most effective on gloss Art Paper. Whilst good results can also be achieved on Silk or Matt Art the results are less predictable.



A selection of Metal FX® Swatches



Pricing Information

Prices for printing in Hexachrome or Metal FX® are calculated as add on percentages over the base four colour CMYK price (i.e. the price listed for Full Colour Printing, or Booklets or Business Cards & Postcards etc).

Hexachrome and Metal FX® Printing

	500 or less	501 - 2,500	2,501 - 5,000	+ 5,001
Additional Percentage for Hexachrome or Metal FX® Printing	+65% (to the standard CMYK price)	+40% (to the standard CMYK price)	+35% (to the standard CMYK price)	+30% (to the standard CMYK price)

Additional Time Required:

4 Additional Working Days

Artwork

Photographs & Graphics

Photographs should be scanned at the size required in your artwork at 300dpi and saved as CMYK images (the only exception to the CMYK rule is images for Hexachrome Printing which should be sent as RGB).

If you have not scanned for print before we again recommend our Hard Copy Colour Charts. As well as the colour swatches these include an image which is called Ole No Moire. The same image is available for download from www.printordering.co.uk together with calibration instructions.

By opening the Ole No Moire image on your screen and comparing it with the image on the Chart, it is possible to carry out a fair calibration of your monitor. Once this has been carried out, when you view a photo on screen, it will be a close rendition of the press print.



The Ole No Moire image is useful in carrying out basic monitor calibration.

We can re-balance photos scanned by you for £6.00 + VAT per scan. Please send the original photo for us to match to. We can also re-touch photos, cut out backgrounds, make good blemishes, etc. The cost of these additional services would be fixed prior to ordering.



Original Image

Colour adjustment

Re-touched with background replaced

Layouts

Please supply everything 'one up'. It is more successful if you leave us to arrange the imposition for printing. E.g Provide one Business Card on a single page and we will impose the correct amount on a sheet.

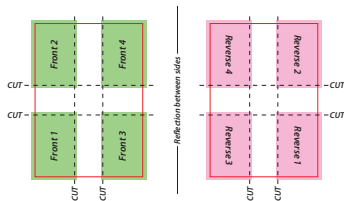
Booklets should either be in separate files for each page or in number order pages within a file (we will arrange the printer pairs).

We are pleased to accept 'ganged up' jobs. This means that several individual elements are arranged on a larger sheet. We regard the 'job' as being the larger sheet size and charge accordingly. The only additional cost is for the extra cutting to create the individual elements at the end of the production process. 'Ganging' of jobs can be exceptionally cost effective compared to printing singular elements separately.

'Ganging' example

You may have a requirement for four sets of Business Cards for four different people at the same time. Rather than sending an order and paying for four sets of cards you may choose to order an A5 Card of which all four card can be printed on. The cost then is just for an A5 Card plus four cuts.

Please note: If you would like your ganged up job to be sent to a number of different locations once it has been cut down we make an additional charge of **£20.00 + VAT + Carriage** per location (after the first).



Example of Ganging lay down, Front and Reverse must reflect.

In the example above, if the cards are to be sent to four addresses then there would be a splitting charge of **£45.00** (3 x £15.00) + VAT & Carriage. If all four cards were to be sent to the same address then there would be no additional charge.