

## Technical information sheet for supply of printing data

Data transfer methods: by ISDN (Leo/Mac): 0049 (0) 212-2330120  
by E-Mail: grafik@riedle.de (max. size 20 MB per mail)  
by FTP (on request)

For all data transfer methods, send accompanying technical fax to  
0049 (0) 7139/93 46-26 .  
Please indicate telephone number and correspondent for any queries.  
For transfer by ISDN (external) please simultaneously send a PDF view file  
to the above email address.

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Programs: Freehand up to MX  
Photoshop up to CS 3  
QuarkXPress up to 7.2  
Illustrator up to CS3  
PageMaker up to 7.0  
Acrobat up to 8.0  
InDesign up to CS 3  
CorelDraw up to X3 (Convert fonts to paths!)

Operating Systems: Mac OS  
MS Windows

[Please avoid Microsoft Office files such as Word, Excel, Access and PPT]

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Data carrier: CD ROM  
DVD ROM  
ISDN (2x4 channel Leonardo)(8x64 MBIT/S)  
E-MAIL (max. 20 MB per mail)

[Data processing with editing possibilities: PostScript, PDF, EPS]

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File types: 1:1 open files , as described under programs, are always preferred.  
The data are saved in the respective program as an open file,  
all image data and fonts must be supplied at the same time.  
In this case, the data will be controlled by our graphic department  
and sources of error can be reduced to a minimum in this manner.  
You will receive our printing status form as a release PDF for final approval.

1:1 Print PDF and EPS files (containing all elements such as images, logos and fonts)  
If no control is required, the data can also be supplied as a "closed" EPS file.  
In this case, the data will be used without any further modification and  
without guarantee for the offset printing. Care should be taken in this case  
that all fonts and images are embedded.  
Motifs for the flexographic printing method are to be supplied exclusively  
as an open file.

Mac and Windows files. A distinction must fundamentally be drawn  
between data transfer from both platforms:

- a) Mac: The data must either be compressed before transfer using "Stuffit"  
or encoded using BinHex.
- b) Windows: The data may but do not necessarily have to be compressed,  
but should however meet our other requirements.  
(Compression is recommended)

**Images & fonts:**

**Images:** All images used in the document must either be supplied at the same time or embedded in EPS.  
Therefore shades of colour, shades of grey, TIF files and line drawings must have a resolution of at least 300 dpi in trimmed size.  
For photos without a background the path tolerance must not be less than 2 pixels.  
Colour space CMYK-separated image data (no RGB!), special colours from Pantone and/or HKS spectrum.

**Fonts:** Please supply or preferably convert into Bezier curves (vectorising) or embed in the EPS all the letter cuts used in the document (True Type or PostScript), including characters for the screen presentation for PostScript fonts.  
These do not need to be supplied if the fonts are converted into fonts-to-images/paths. (For QuarkXPress .eps supply is nevertheless necessary, in so far as no Fontincluder is guaranteed.)

[Any modifications desired for closed files require for the most part a complete exchange of data.]

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**File name:**

Files should be designed with a clear name, i.e. not for example "carrier-bags" or "bags", but a name containing a working title/key word corresponding to the printing name/motif of the carrier-bag.  
Preferably as follows: motif name\_Riedle

Name extensions (3 characters after the file name and after the .dot)  
The name extensions used by the program itself (.tif .eps .doc .ai .pdf .zip .cdr .sit .dat .fhXX etc.) should preferably be used when saving a file. (These three characters provide us with information on the program with which the file was created.)

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**Data delivery slip:**

Please submit a data delivery slip with each supply of data.  
Please give us the following specifications:

- Sender
- Printing/motif name
- Format
- Number of colours
- Colour number(s)
- Version/file name/extension
- Image file (layout file)
- DigitalProof desired? (til A3 plus EUR 75.-, bigger on request / excl. VAT) [YES] [NO]
- Printing approval by ApprovalPDF/email
- Machine proof desired (plus EUR 450.- / excl. VAT) [YES] [NO] (+3 weeks)
- Compression [Stuffit](Mac) or [ZIP](DOS files)
- Contact person, direct line, email address

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**According to our layout masks, no additional costs will arise, if you send us printable files. Depending on the effort, changes and layouts the additional hour will be charged with 72 Euro/DTP-Hour.**

Tips:

Here are a few further tips for an optimum result (for offset bags):

- Carrier-bags are effective when viewed from a distance, so do not hesitate to design your motifs to be somewhat "eye-catching" and brightly coloured.
- Address information and "small print" can well be placed on the side sections and/or in the inner envelope of the edge.
- Do not forget to place important images, logos and text at a sufficient distance from the hole drillings and from fold and groove lines too.
- Extend bag edges/fold corners in order to avoid "flashers".
- Both bag sides may very well bear different motifs; you should merely restrict yourself to the agreed number of colours.
- Uncertain? Just mail us your layout during the draft phase as a PDF and we will jointly discuss the development on the telephone.

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Information about offset printing:

The offset printing method widely used throughout the world allows the very best possible realisation of fine resolution photo/image motifs in addition to filigree elements with a high degree of difficulty. Our TOPLUXE, TOPCHIC, TOPFORM and TOPSTAR lines are printed using the offset printing process.

Usual grid density: up to 60th grid density, but depending on the selected material and motif. In individual cases, 80th to 120th grid possible. The complete carrier-bag can be printed and covered with motifs, i.e. including the sides, base and interior envelope. Both front sides can also bear different motifs. Please lay out motifs and/or areas that are to run up to the edges of the fold/edges with +2mm "trimming edge and printing extension". Digital production masks/layout templates are available for retrieval free of charge for all sizes and versions in order to design the layout and construct the data.

Films as reversed positive ("emulation up"), emulsion face on top.  
For 1:1 offset films, we cannot undertake any guarantee for the achievable result. In addition, it is essential to enclose a reference that is binding in terms of colour and content (e.g. Proof, Cromalin...).

Please refer to our individual offers for any preliminary printing costs due. Additional costs in offset printing are often several times lower than in the flexographic printing process.

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Do not hesitate to consult us.  
We will be pleased to advise you.  
Our telephone hotline can be contacted at:  
++49 (0) 7139-93 152-0