

Dear Our Costumers,

The Crew Ltd. would like to inform you about the terms and conditions of the print-ready PDF files on the following pages. Please forward the documented technological and technical parameters to your colleagues, to all who makes the elements of the files in the digital way.

We could not bear the responsibility for the mistakes of inappropriate PDF files in pursuance of processing!

Format of the exchanging files

We wait for composite PDF files, that you can create in two ways. In all occasion you will need the Adobe Acrobat Professional application and the so-called „*joboptions*” configuration file which was made to our print-office. You can download the latter from our FTP server, in the „*Exchanging files informations*” folder.

The easiest way if you write it directly from the impositor application. In this case after the configurational file’s installation, search and choose the opportunity called *Crew Ltd.*

Your other choice, if you make a PostScript file that you convert into PDF format. Before you would convert it, please do not forget to appoint the downloaded and installed *Crew Ltd. (CMYK)* setting in Acrobat Distiller at the Default Settings.

Please keep an eye on the following points at PDF/PostScript files:

- PostScript version: Level 3
- Data format: Binary
- Resolution: 2400 dpi/ 200 lpi
- Color: Composite CMYK (Composite Leave Unchanged in other color’s case)
- Font embedding: Complete + download PPD fonts
- Image embedding: All
- Color management: Leave color unchanged
- Transparency: High Resolution
- Please center pages both horizontally and vertically
- TrimBox is necessary to be in the file
- The pages must not to be rotated

Accessing FTP

Every customer has his own account on our FTP server, we send the informations to your given contacts. The address of the server is <ftp.crewprint.hu>.

Please when you upload the files do not forget the main informations so we can conclude the contents and please write there the number of pages when you have more pages. E.g. Romhany catalog 3-66, Romhany catalog B1-B4, Romhany catalog B2-B3 etc. You are allowed to write the same name on the file and on the library when you have the number of pages in the file name.

Contradistinguish the corrections! E.g. add „corrected” or „new” on the name of the file. Always delete wrong files!

Our FTP server has a public access too where you can download more files and informations. For log in, use the name „*public*” and the password „*ctp*”.

Fonts

Please make sure that you embedded fonts in every case!

Take care of the black/grey texts using only black channel, and the mixed colored or negative colored texts size because the smallest mistake can affect the printing quality. Because of the same reason please overprint all of the graphics and texts that have only 100% black.

Pictures

We advise to use of pictures in high resolution CMKY picture files with TIFF, maximal quality JPEG formats. Avoid (DCS) EPS, PSD, WMF, PICT, GIF formats!

Using colors

The Crew print-house has the proof system and the printing machines for the ISO Coated v2 regulation. It was set by the FOGRA references so it is not necessary to use individual colorprofile.

For coated papers use *ISO Coated v2* or *FOGRA39* and for uncoated papers use *ISO Uncoated* or *FOGRA29* colorprofiles. The total ink coverage do not be more than 300% but it must not reach 330%!

Please do not attach the color profile to the saved files and when you use spot colors be sure that the PDF file has only the colors that you want to use!

When you convert spot colors into CMKY, use Adobe Photoshop v7 with appliance-independent CIE L*a*b* scene or GretagMacbeth softwares.

Pages

PDF files can contain any number of pages even if they have different sizes. Please make facing pages in the next occasions:

- perfect bound covers (B1-B4, B2-B3)
- foldouts
- continous forms

If the job consists of several PDF files, the name of the file should contain their page numbers.

Our imposition software places the pages according to the imposition shape of the sheet automatically. Please do not put the pages in pairs manually according to the imposition. In case of business cards, labels etc. each PDF page should contain one single item, do not collect them side by side in one page.

The pages should have 3-5 mm bleeds, please define the actual size and check it on every page.

If it is necessary at a graphic or text to not be cut its distance should be minimum 2 mms from the cutting edges.

The pages should contain the cutter- and the folding marks that has the same distance from the cutting edge as the size of the bleed and put on the file's informations also. When you have more pages, please take the folder signs apart from the bleeds.

Please leave white the saddle and plus 3-3 mm at the B2-B3 perfect bound cover.

Data for die cut, spot varnished, embossed, foil stamped products

When designing products to be foil stamped, please keep in mind that due to the nature of the procedure, accurate positioning can not be achieved. Differences can go up to 2 mms. The extant implement of the circular die cut product can deflate the cost and the time of the making. Our colleague can help you with a mock-up when you design or make boxes.

The graphic of die cut, spot varnished, embossed and stamped products put in the basic commodity's file, with the 100% overprinted spot color that dissevers from the others, vectorgrafically designed with 0,5 point lines. We could not bear the responsibility for not correct, mistaked cutter guide.

Please check the bleeds, because of the nestings and graphics, the texts positions of the fittings, foldings. Please use the correct signs for the appliance (cutting – contiguous line, biegeing and folding – dashed line, perforation – dotline)! Please keep at least 5 mms distance between the stump cutters!

Adobe InDesign

If you would like to write your PDF file from the InDesign, please set some things after you installed the „Crew Ltd..joboptions“.

Choose „File“ menu, search for the „Adobe PDF Presets“ and pick „Crew Ltd.“ so you can export your job into a PDF file. On the first time, after you gave the name of the file, please select the follows:

- at the „General“ settings turn off „Optimize for Fast Web View“ option.
- at the „Marks and Bleeds“ settings, turn on „Crop Marks“ and „Page Information“ marks, set up „Offset“ and „Bleed“ for 5 mms.
- Turn off „Color Conversion“ at „Output“ („No Color Conversion“).

To save the modified „Adobe PDF Preset“”, click on „Save Preset...” button, choose then overwrite the „Crew Ltd.“ setting.

Checking PDF files

Please check the files before you would send them the printing-house to see if they good enough for the conditions! Faulty PDFs results extra time, energy and expenses, so it is better to short them out in advance.

While you are inspecting the files, please use Overprint Preview in Acrobat and check the following parameters:

- order of pages
- number of colors, color model
- bleeds
- orientation (portrait, landscape)
- cut marks
- overprints
- proper acces, font embedding
- line widths
- ink coverage under 300%

You can download a preflight profile to the Enfocus Pitstop ([Crew Ltd. \(CMKY\).ppp](#)) and to the Adobe Acrobat ([Crew Ltd. \(CMKY\).kfp](#)) from the „Exchanging files informations“ about our FTP attainments.

Crew® Print

Thank You!

CHANGING THE WAY YOU THINK ABOUT PRINTING