

## FAQ on creating print data

### How must the print data be created?

#### File type

We recommend creating print PDF files (PDF/X-3) using the PDF settings provided by us.

*You will find the settings as an attachment to this PDF document.*

#### Specifications for PDF files

- PDF files with the default setting of the compatibility level Acrobat 8/9 (PDF 1.7)
- Page size must always be the original size (100%) of the final format.
- Export pages, not spreads (except for covers with spines or leaflets with letter or Z-fold, for example).
- All fonts used must be embedded.

#### Specifications for open files

We need the complete collected data set: document, font files, links. Adobe InDesign or Illustrator offer a corresponding packaging function for this.

#### File name

- Maximum of 30 characters, including suffix.
- Only letters, numbers, plus and minus signs and underscores.
- Special characters are not allowed.

#### Data delivery options

- Via e-mail (max. 20 MB)
- Upload via WeTransfer: <https://zarbock.wetransfer.com>.

#### Data check

We subject your data to an intensive preflight check.  
If incorrect data is detected during the check, we will contact you.  
We do not check the content.





# ZARBOCK

## Examples: Brochure DIN A4

### Trimming and safety distance

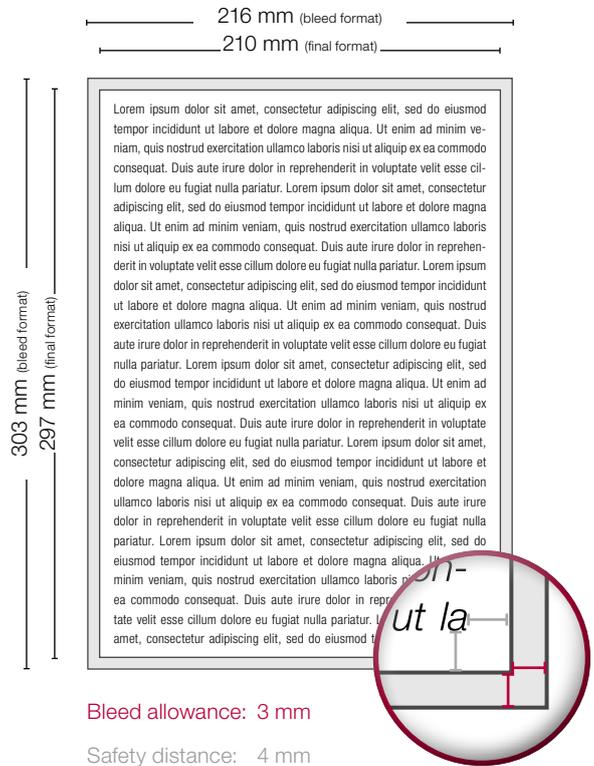
- Create your files in the final format with additional 3 mm bleed.
- For security reasons, graphic and textual information should be at least 4 mm away from all side edges.

### Content pages

Please send us your print PDF as single pages with bleed and crop marks.

### Special case: Wire-O binding

For wire-o binding, the pages in the layout must be set up as single pages so that for designs that end in the spine, bleed can be added without an adjacent page.

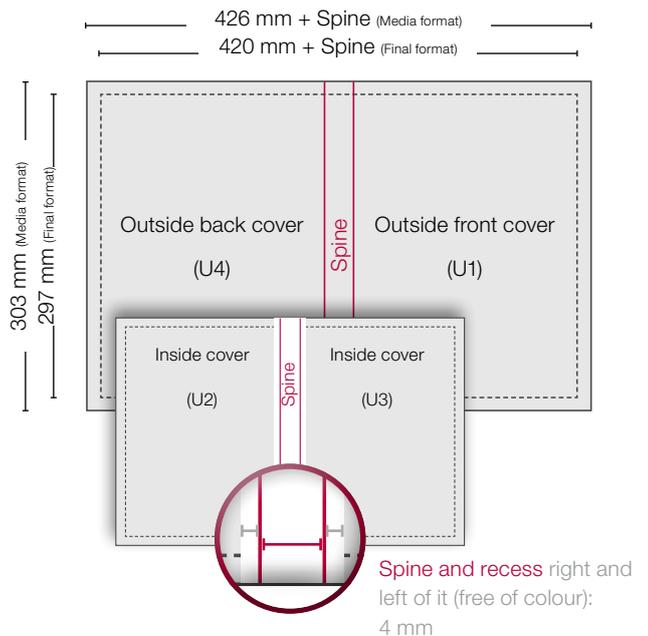


Bleed allowance: 3 mm

Safety distance: 4 mm

### Covers with spine (perfect binding, thread sewing etc.)

- Please send us envelopes with spines as spreads (as shown on the right).
- For perfect binding, please leave the inner spine plus 4 mm **each** to the left and right of it (for the adhesive fold) free of any colour.



Spine and recess right and left of it (free of colour): 4 mm

### 6-page flyer

Please note and check the [reading direction](#) (as shown on the right).

If you are unsure about the best way to create your data, please contact us.

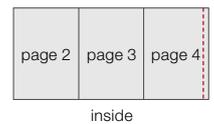
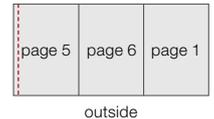
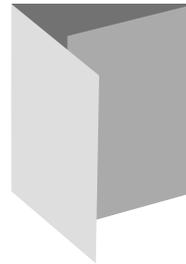
In contrast to the zigzag fold, a side shortening of the folded side must be taken into account for the [wrap fold](#).

As a rule, the folded side should be shortened by 3 mm.

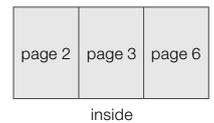
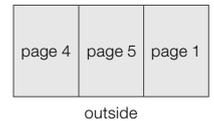
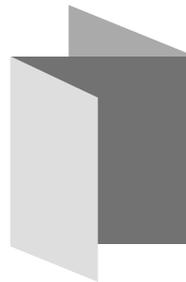
The data should be supplied as a spread. In the example shown, page 5 is shortened and page 4 is shortened as well on the flyer's inner side.

With the [zigzag fold](#), the reading order of the pages is different: when closed, the front corresponds to page 1 and the back to page 6.

Example: 6-page letter fold



Example: 6-page Z-fold (zigzag)



### Pictures and graphic works

All images in the document require a minimum resolution of 300 dpi (line images 1,200 dpi) for optimum printing results



### QR codes and barcodes

To be able to capture and read QR codes and barcodes correctly, they are best created in 100% black. With QR codes, quiet zones must be maintained in all directions around the code (approx. 4 blocks. One block corresponds to the size of one pixel of the QR code). The barcode scanner can only recognize the barcode as such through the white area.



## Colour mode

Please only create your files in CMYK mode.

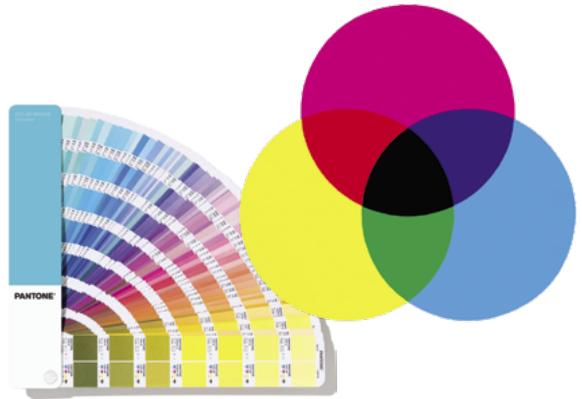
No warranty for colour deviations resulting from the conversion of RGB or LAB colours to CMYK.

Special colours must be specified as Pantone or HKS colours.

## Colour profiles

Please use the PSO Coated V3 (FOGRA51) profile for images on coated paper and PSO Uncoated V3 (FOGRA52) for images on uncoated paper. For uncoated papers, the paper's whiteness may require a different profile. If the paper contains few optical brighteners and therefore appears yellowish, it is more likely that the PSO Uncoated ISO12647 profile will produce a better print result. In this case, proofing is also performed on more yellowish paper for simulation purposes.

*In this PDF document you will find the profiles as an attached file.*



## Cut contour, groove lines, etc.

Punch and groove contours, embossing, finishes such as UV varnish, relief varnish etc. must be applied in solid colour with the name of the finish and on overprint.

## Color Effects in Print Finishing

Transparent print finishes, such as foil laminations or UV varnishes, can change the color effect of your printed products. The optical change is caused by the shift of the reflection plane from the ink surface toward the varnish or film layer, as well as their individual coloring. This effect can be easily simulated by applying a transparent adhesive tape.

## Font/text

- All fonts used must be embedded completely or as subgroups.
- Ensure that fonts are not too small or too thin and that black body text is 100% black.

## Print approval

You will receive a printed proof copy or a PDF by e-mail, which must be carefully checked by you for text, positional accuracy and colour separation.

Correction prints/PDFs allow the colour distribution to be assessed, but the colour representation is not binding. The PDFs for approval have a low resolution. Your printed matter is sharp-edged.

Author's corrections are charged according to time spent.

We are only liable for changes if they are clearly legible.

