



Instruction sheet for the
production of print data



How to correctly prepare a set of data for printing:

Please follow these instructions in order to avoid unnecessary work.

Format of print data:

Please create your documents in accordance with the precise specifications of the desired final format. Special formats sometimes require additional sizing details. When supplying print data for „Slim“-type frames and frameless light boxes, please add 2 cm (i.e. 1 cm all round) to the frame dimensions.

Colours and colour configurations:

- Only colours on the Euroscale (CMYK spectrum) can be printed
- Tones of black:
 - Deep black: 4-colour C80% M80% Y80% K100%
 - Grey tones: 1-colour
- Pantone; HKS and special RAL colours are to be identified accordingly. They will then be produced as the nearest CMYK colour.
- RGB colours must always be converted into their CMYK equivalents.
- Please note that computer monitor settings are in no way relevant to actual colours.

File size:

- Resolution with 1:1 use of data: 120 - 150 dpi

Vector graphics:

- Do not transform objects or export frames into frame crop marks!
- Illustrator CS 5
- Please supply all imports, with fronts converted into paths or with the corresponding font suitcase.

Suitable file-formats:

- CMYK-Tiff files
- CMYK-EPS files
- PDF x-4 files
- Illustrator CS 5
- InDesign CS 5
- Compatible formats
- Please supply all corresponding imports, with fonts converted into paths or with the corresponding font suitcase.

Layout:

- InDesign CS 5
- Use only MAC fonts
- Use all fonts in their original format only, without altering them in the Style menu. Convert them into paths, or supply them „as is“.
- Supply all images
- Ensure that all links are correct

Press proof:

- We shall require a binding press proof to act as a template when handling certain colour specifications
- It is highly advisable to use a professionally produced proof
If complex colours and designs are involved, it is advisable to produce a press proof on our production equipment
- All other printouts from non-calibrated machines are totally unsuitable

Data transfer:

For the convenient transfer of data, please use wetransfer (www.wetransfer.com) or your web browser!

Data transfer via your web browser:

Please enter the following address into your web browser in order to upload print data:

www.sommer-gmbh.de/upload

Login details:

Username: sommer
Password: ftpupload

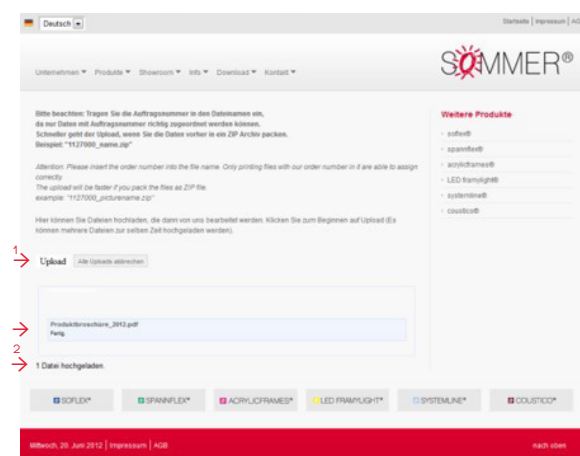
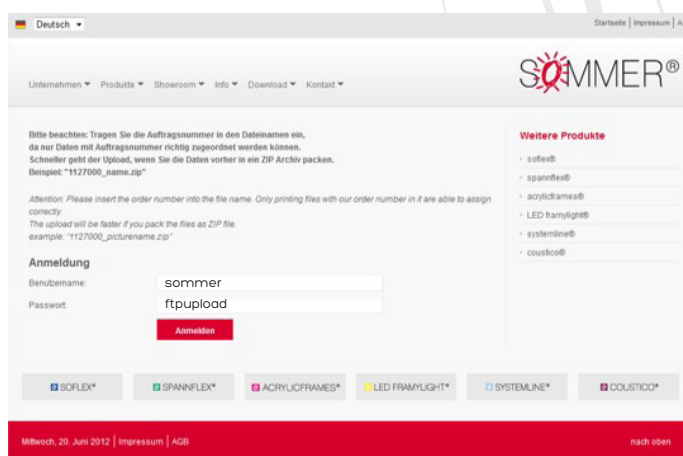
Step 2:

Select the data that you wish to upload. Now just click on „upload“ (1).

Please take the following details into account when doing so:

- Please ensure that only files in the following formats are upload to the server:
- zip
- pdf
- jpg
- ai

In order to ensure that data are correctly classified, please ensure that the file name contains our order number!



A message will appear to indicate that the upload has been successful. (2)