

Data Delivery

- (Remote) data transfer (CDR, e-mail, FTP server), file designation
- File formats, open data, storage, proof and colour accuracy

Services / Correction / Printing Release

- Printing machines/printing procedures
- Checking of the print data, corrections, additional work, errors and consequences
- Printing release

Layout, Image Data, Postscript Settings and Document Structure

- File formats
- PDF settings, sizes, cutting edge, fonts, colours, overprinting, trapping, omission
- Images, line drawings, resolution, screen settings, tonal value range
- Colour values, image mode, colour profiles, overall colour application,
- Colour management, ICC profiles, transparencies, OPI

General Information / Basic Information

- Disclaimer, GTCs

Contact and Assistance

- Phone numbers and e-mail addresses of staff
- Assistance on the web

Data Delivery, Options for Data Delivery

Send the completely filled-in "data delivery sheet" with your order to your contact person at B.R. Productions & Packaging GmbH. You will find the data delivery sheet on our homepage, www.br-productions.de.

The print data can be delivered by:

- FTP (customer login is created)
- CDR (with closed session)
- E-mail (max. 9 MB)

Please add the company name, address and production title to all data carriers sent to B.R. Productions & Packaging GmbH. We accept no liability for data carriers that are not labelled. Do not send original data; only send us copies. Delete all files from the data carrier that are not to be exposed. State all of the scale colours and special colours to be exposed (on the data delivery sheet). Delete all of the colours that are not required from the document's colour list to avoid incorrect exposures. Incorrect exposures owing to an incomplete data delivery sheet or one that has not been filled in shall be charged to the expense of the contracting body. Please specify the relevant program and the version number with which the data was created.

Open data is only accepted on request. The creation of PDFs from this data incurs costs and is charged. When delivering JPG, EPS or TIF files, additional costs may be incurred for the conversion.

Label films are only accepted as setting copies on request. All print data, etc., which is transferred electronically, is stored on our server for 6 months. It is deleted after this time.

Proof and Colour Accuracy

Enclose a print-out / proof with your order. For the print production to match, we require a digital proof that is accurate in terms of colour (in accordance with ISO coated standard 12647-7 with V.2.0 media wedge).

Warning: Colour print-outs from ink-jet or laser printers are not true-colour and are not accepted as printed samples that are accurate in terms of colour. Proofs, old printed samples and analogue proofs no longer correspond to the current requirements, either, and are only to be accepted with reservations and/or to the exclusion of claims. Please note that screen representation of print data is not accurate in terms of colour. Also, the colour rendering on output devices that have not been calibrated (e.g. monitor, printer) can deviate considerably from the printing result.

If the information above is not complied with, the printing result can deviate from the colour proof.

If you do not have any opportunity to create a proof, and you are unsure as to what your printed product will "roughly" look like subsequently in the production run, we are happy to create a binding digital proof for you. This service is charged based on the paper size.

Should we receive data without a proof, we reserve the right to create the proof for a charge, also when this was not specifically mentioned in the order.

We match the proof to the press proof under D 65 standard light. Special colours are created at our premises using recipe mixing computers and correspond to the Pantone charts dated 2006. At this point, we would like to mention that Pantone is not a generally valid standard and colour variations can occur within certain tolerances. On request, special colours are also measured by way of spectrophotometers and adapted as much to a maximum colour difference of $\Delta E 5$ as possible.

When special colours are printed, we only use colour recipes that are based on and correspond as far as possible to the HKS K (art paper) and/or Pantone C coated (with a shiny coating) colour charts. All the other colour designations cannot be printed by us and must be discussed and if necessary corrected during the ordering process.

It is possible to produce an impression similar to HKS N (natural paper) and/or Pantone U (uncoated) or M (matt) by overprinting with matt paint. The customer should however be informed of this circumstance, because it is only a rough approximation to the colour shade.

Despite the printing machines being carefully and regularly calibrated, in the case of two orders with the same print motif, minimal production-related colour deviations may occur.

If you order a complete product from us, it may be that the individual products are manufactured by different print shops, on different printing machines, using different colours and on different materials; for this reason, it may always be the case that slight deviations arise within a determined tolerance range. Unfortunately, this tolerance range is visible to the human eye in many cases. Should products be adapted among one another, this is to be stated in the order and a longer production time is to be scheduled.

Services / Correction / Printing Release

Printing Machines / Printing Procedures

We print all optical data carriers that are manufactured within our company, as well as stock and customer goods, around the clock for you within the screen printing and offset printing procedures. Screen printing is effected on our Kammann and Dubuit screen printing machines with a resolution of 100 lpi (40 lines per cm) to max. 120 lpi (48 lines per cm) as standard with an elliptical dot. We print in CMYK and in special colours according to Pantone and HKS. In offset, we print only in CMYK and a resolution of 175 lpi (70 lines per cm) to max. 200 lpi (80 lines per cm) on CD printing machines from Kammann and KBA-Metronic, using an elliptical dot. There is an additional screen printing plant for optional finish painting (matt or gloss paint) and/or a special shade in Pantone or HKS. We print only using environmentally friendly colours that are hardened by UV light. The print forms are also manufactured by way of environmentally friendly direct imaging.

Our printing machines are regularly calibrated and the colour control is optimised using GMG colour management.

Checking the Print Data

For each order, we check the incoming label print data to the best of our knowledge and belief.

In the basic check, small errors in your print data are automatically rectified for you free of charge. An automatic conversion to PDF/X-1a (includes, among other things, the conversion of RGB data or data with an ICC profile into CMYK) is effected. You receive a release PDF, in which your label data has been optimised for our printing process. These are minor and free corrections and/or minimal adaptations. We would like to ask you to check this galley proof and release it for printing in writing (e-mail with brief comment, e.g. "released for printing", is sufficient) Please note that the production can only be continued when this printing release is present.

We however accept no responsibility for this free service. The contracting body alone is liable for proper delivery of the data. In addition, this service includes no responsibility for spelling errors, typographical errors, line widths, tonal values or colour rendering.

If you would like to be certain that your print data matches our standard, we offer you our professional check, which is considerably more in-depth and is subject to a charge.

The professional check includes the basic check mentioned before and an additional professional check of your print data according to the following criteria:

- Check of the PDF data (version, colour mode, colour profiles, images, fonts, resolution, cutting edge)
- Assessment of the individual colour extracts
- A proof, which is accurate in terms of colour, according to the ISO coated standard for internal colour matching of the print production
- On request and for an additional charge, a sample press proof of the label is effected on dummy discs

If serious defects are determined during the basic and professional checks, you receive a data inspection record with a description of the errors from us. You can then decide:

- whether we are to delete the data and you want to deliver new data to us
- whether we are to make the correction in your order, if necessary (costs depending on time and material)
- whether the data is nonetheless to be used as it stands.

Please notify us within 3 hours following receipt of this message with regard to the printing release and/or your change requests. In exceptional cases, this can otherwise result in delivery delays. We can no longer accept any liability for agreed deadlines if printing releases are delayed. The editing of erroneous print data incurs costs and is charged. Changes, which are to be made by our company, are charged to you on a time and material basis.

Please note that, in the case of changes or newly delivered data, a renewed check is necessary and delays the production process until this time window is completed. The first data check is free of charge; any further data check and changes by our in-house graphics department does however incur costs and is in any case to be agreed with the sales department or the pre-printing stage team.

Please remember that the later possible errors have to be rectified, the more expensive it is to do so. Our printing machines operate around the clock. If we have to stop printing owing to a data error, high costs are quickly incurred.

If you are using our overnight express service, it is assumed that the data input and all of the technical details are clarified by no later than 10 am on the day before delivery. For overnight orders, we reserve the right to convert the print data into high-quality pixel data for the exposure. During the course of this, screened fonts and minimal colour deviations may occur.

Printing Release

The "good for printing" release can be effected in writing, by fax, by e-mail or by phone and is legally binding in nature.

Layout, Image Data, Postscript Settings and Document Structure

In these guidelines, we cannot describe and take into account all settings for creating PDFs in all graphics programs on the market. But the most important details are included here. For further information, we recommend the following web pages with detailed PDF/X creations for virtually all programs:

<http://www.prepress.ch/>

<http://www.pdfx3.org/>

<http://www.pdfzone.de/>

General File Format:

- Printable PDF version, PDF/X-1a
- Other file formats and open files only on request and with charging of additional costs

PDF Settings for All Printing Procedures:

- Always save the PDF as PDF version 1.3 and such that it is compatible with Acrobat 4.0
- All images, fonts and colour profiles must be embedded
- Do not modify the font styles; always use the right font style
- Set coloured and white text to "Omit"
- Set black text to "Overprint" and create using 100% black, because mixed black generates an unclean type face.
- Only create barcodes using 100% black
- Only use CYMK and greyscale colour spaces without ICC profile
- No RGB, no indexed colours
- Only printable elements may be included, no comments, form fields or buttons
- PDF files that contain OPI shortcuts cannot be printed
- Image formats: only TIFF or EPS format
- Lossless compressions, no LZW compression
- Image resolution: greyscales / colour images min. 300 dpi, line drawings min. 1200 dpi
- Avoid transparencies, smooth shadow, DeviceN / Nchannel and colour separations
- Do not use any screen functions or any transfer functions
- Correctly define special colours according to Pantone C or HKS K
- Colour information in the layout without special characters (/\%, etc.)
- Font size: positive printing min. 5 pt. / negative printing min. 6 pt.
- Line width: positive printing min. 0.1 mm / negative printing min. 0.15 mm
- Avoid hairlines
- Do not set surfaces and outlines to "Overprint"
- Position motifs in the centre of the page and place register marks approx. 3 mm (line width max. 0.1 pt) away from the layout
- Please note that grey shades have an unsettled effect if the tonal value distance between the individual colours is more than 5 %
- Create individual pages, or even better, individual files, for several labels
- All available levels should be reduced to a background level
- Delete blank pages from the document; delete invisible objects and unused levels, remove objects outside of the page surface

Notices on Data Delivery for Label Printing

The PDF delivered should not exceed the size of 4 MB. The print data should have a cutting edge of 1 to 3 mm in the outer area. The inner omission remains unconsidered when creating the label. The omission is inserted during the pre-printing stage in a manner compatible with the motif. Should the size of the middle ring deviate from the standard dimensions (see specifications), this must be noted in the order.

When text and line elements are represented exclusively, the special colours of the Pantone C and HKS K systems are to be used (without Blu-ray Disc™).

Please note that some colours appear transparent on the silver subsurface of the medium (e.g. cyan, magenta, etc.). During printing of the optical data carrier, in addition colour deviations compared with printing on a white subsurface, such as e.g. paper, can occur.

Templates and dimensions for the printable areas of Blu-ray Discs™, DVDs, CDs, CDRs and DVDRs can be found under Specifications.

Overprinting and Trapping Settings

Many customers have a problem with trapping their label data. Because our machines have a technological register tolerance of 0.1 mm per colour, the necessity to create a trap arises for certain motifs.

To avoid so-called "white-spaces" from occurring between adjoining colour fields, we recommend to our customers that they create a thin area (1/2 point, approx. 0.16mm) by overprinting. While in modern offset printing a very precise alignment is possible, in screen printing one requires a thicker trap to effectively prevent white-spaces.

The Blu-ray Disc™ is printed only with a white full-surface in screen printing and CMYK in offset printing. CDRs and DVDRs can only be printed in the screen printing process for technical reasons. CDs and DVDs can be printed in both the screen printing and the offset printing procedures. The printing procedure is to be specified in the order. Should no printing procedure be selected, B.R. Productions & Packaging GmbH reserves the right to choose any printing procedure.

Notices on Data Delivery for Printed Matter

In the case of print data for printed matter, in addition to the register marks, a 3 mm cutting edge on each side must be created at a distance of 3mm from the net format. Booklet documents must always be created as double-page (see Specifications / Imposition). Precise dimension information for standard printed matter can be found under Specifications. Further specifications are available on request.

WARNING! The print of the Blu-ray Disc™, DVD, CD, CDR or DVDR can deviate in terms of colour from the printed matter given in the order, because it concerns different printing substrates.

If the label printing is to be adapted to the printed matter, please note this in the order. Please note that here, longer production and delivery times prevail. A 100% adaptation of the label printing to the printed matter cannot be guaranteed for the reason mentioned above. For the printing release or colour equalisation, a press proof may be agreed, which is subject to a charge.

Special Notices on Data Delivery for Screen Printing

The printable dot percentage ranges from 15 to 85%. This means that tonal values below 15% cannot be printed or are difficult to print. All tonal values above 85% can appear as 100%. Up to a dot percentage of 47%, dot losses can arise; this is to be taken into account when printing labels. Large-scale dot percentages with precisely 50 % can have a very unsettled effect owing to the gauze loops; such surfaces are better created with a dot percentage of 48% or 52%.

Special Notices on Data Delivery for Offset Printing

In offset printing, only the colours of the CMYK colour system can be printed. Colourfulness 5c (white and CMYK). Even and large-scale colour representations are only suitable for offset printing under certain conditions. The low colour application can result in variations in the colour thickness and cause the representation to appear uneven (cloudy). Surfaces, which are to be printed intensely black, must be shaded with min. 60% cyan, 60% magenta and 60% yellow. The colour coverage must not exceed 320% when printing all colours together.

General Information / Basic Information

The completeness and objective correctness of your data lies outside of our responsibility. For legal and objective reasons, no changes are made to the data stock delivered without your agreement. Delivered data is checked for correctness for further processing at B.R. Productions & Packaging GmbH and to see that it matches an enclosed print-out / proof. Please also note that your data is only proofread when you expressly request this (professional check). B.R. Productions & Packaging GmbH is not obliged to check delivered data for errors. No liability can therefore be accepted for defects in print products that are caused by non-observation of our specification. The customer has to check the intermediate results sent for correction with care. The risk of possible errors passes to the customer with the printing release. In the case of coloured reproductions, in all printing procedures minor deviations from the original are not considered to be a legitimate reason for a notice of defects. The same applies for the comparison between possible press proofs and the production print. If the customer does not exercise his right to formally approve the press proof, we accept no liability for rough deviations between the press proof and the production print. Slight colour variations within the production print are to be viewed as customary and are not considered to be a legitimate reason for a notice of defects. If a press proof or proof is dispensed with, the printing company can generally assume that maximum quality does not take priority in this order. For this purpose, also read our GTCs.

Contact and Assistance

<http://www.br-productions.de>

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Friedrich-Engels-Str. 42
02827 Görlitz
Germany

Should you have further questions, please contact our specialist advisors:

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Other helpful links for creating printable PDF/X files:

PDFX Ready Guidelines

PDFX INSTRUCTIONS by Stephan Jaeggi

PDF and Colour Management – Cleverprinting