

PDF File Preparation

PDFs are a great way to deliver your artwork, but because we can only do limited editing to them it is important that they are setup correctly for printing.

Please offset the trim marks the same amount as the bleed. If there is 10mm bleed then the offset of the trim marks should be 10mm.

Only Trim Marks are required, no other printer marks should be turned on when exporting or saving a PDF.

When creating a PDF, the documents scaling must be factored into the downsampling settings in either Indesign, Illustrator or Distiller, to avoid removing required resolution out of the bitmap images in the document.

For example, the commonly used 'High Quality Print' PDF preset will downsample to 300ppi, this is only 30ppi at 10%. In most cases this is not enough. The downsampling would need to be changed to 800ppi instead to get the desired output result of 80ppi, depending on viewing distance.

If you are printing a document to a Postscript file to make a PDF using Distiller, don't use your desktop printers PPD. Please use an Acrobat PPD instead.

Accepted Native Files

We accept artwork in the following software.

- Indesign (INDD) CC
- Illustrator (AI, EPS) CC
- Photoshop (PSD, TIFF, JPG, EPS) CC

A 'Package' should be made of the artwork being sent to include all fonts and graphics. For jobs that have common links, only one version is required, to reduce file size for delivery.

Use one of the following ratios if your artwork is too large for the artboard.

- 1:2 (50%)
- 1:4 (25%)
- 1:10 (10%)

Resolution

The pixels per inch (PPI) of an image can be found inside the Indesign in the 'link info' palette, and in Illustrator on the application bar. You must factor in your documents scaling.

If an image is under resolution, it should be interpolated up to the minimum resolution in Photoshop's 'Image Size' to avoid pixelation on the final print. Viewing distance vs resolution/file size is an important consideration when setting up larger graphics.

Printing process	Best	Minimum
Durst Flatbed	100ppi	70ppi
Durst Roll to roll	80ppi	50ppi
Fabric	80ppi	50ppi

Bleed

Size	Bleed
Bleed for graphics trimmed to size	10mm
Silicon Edged graphics	25mm
Banners or fabric with hems or pockets	25mm
Wall murals	50mm
Wrapped canvas	50mm

Colour Management

Files should be saved with assigned profiles attached. This allows for the proper conversion to our printers output profiles.

For best results, artwork should be in a CMYK colour space.

Pantone colours should not be renamed to allow our RIPs to achieve the most accurate result possible.

Spot colours cannot be used with any transparent objects, including drop shadows or other similar effects. Please use CMYK in this case.

Contour Cutting

Files for vinyl cutting must be in vector format (AI, EPS). Please ensure there are no overlapping paths as all lines in the file will be cut. Use the pathfinder in Illustrator to unite intersecting paths. Strokes that are intended to be cut to the perimeter of the stroke weight need to be outlined in order to cut.



For print and cut jobs, a spot colour named 'Cut' can be used as a stroke to define the contour to be cut.

If colour goes to the edge of the cut path, it will require bleed. If it is a solid colour, a stroke can be added of the same colour as bleed to the object. If it is an image, a path offset from the cutting path can be used as a mask.

The amount of bleed depends on the size of the job, but 5mm in most circumstances is sufficient.



White Ink

It is a good idea to supply native files for jobs where white ink is used in a complex way.

White ink can be specified using a spot colour named 'White'.

White Ink should be setup on its own layer within the artwork.

White Ink can be used as a tint to achieve levels of opacity. Like all spot colours, it can not be mixed with transparent objects in artwork, and cannot be transparent itself.

It is possible to have transparency within the colour layers of the artwork as long as they are separate to the white ink layer.

Templates

For our display products we have templates to make setting them up easy.

Design Services

PrintX has experienced designers that can help with any project. For advise, please get in touch.