

# Data Guidelines Digital Print

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Please note the following points when preparing your data and the sketch on page 3. Following these guidelines will provide the necessary requirements for problem-free processing of your print data.

## Text section

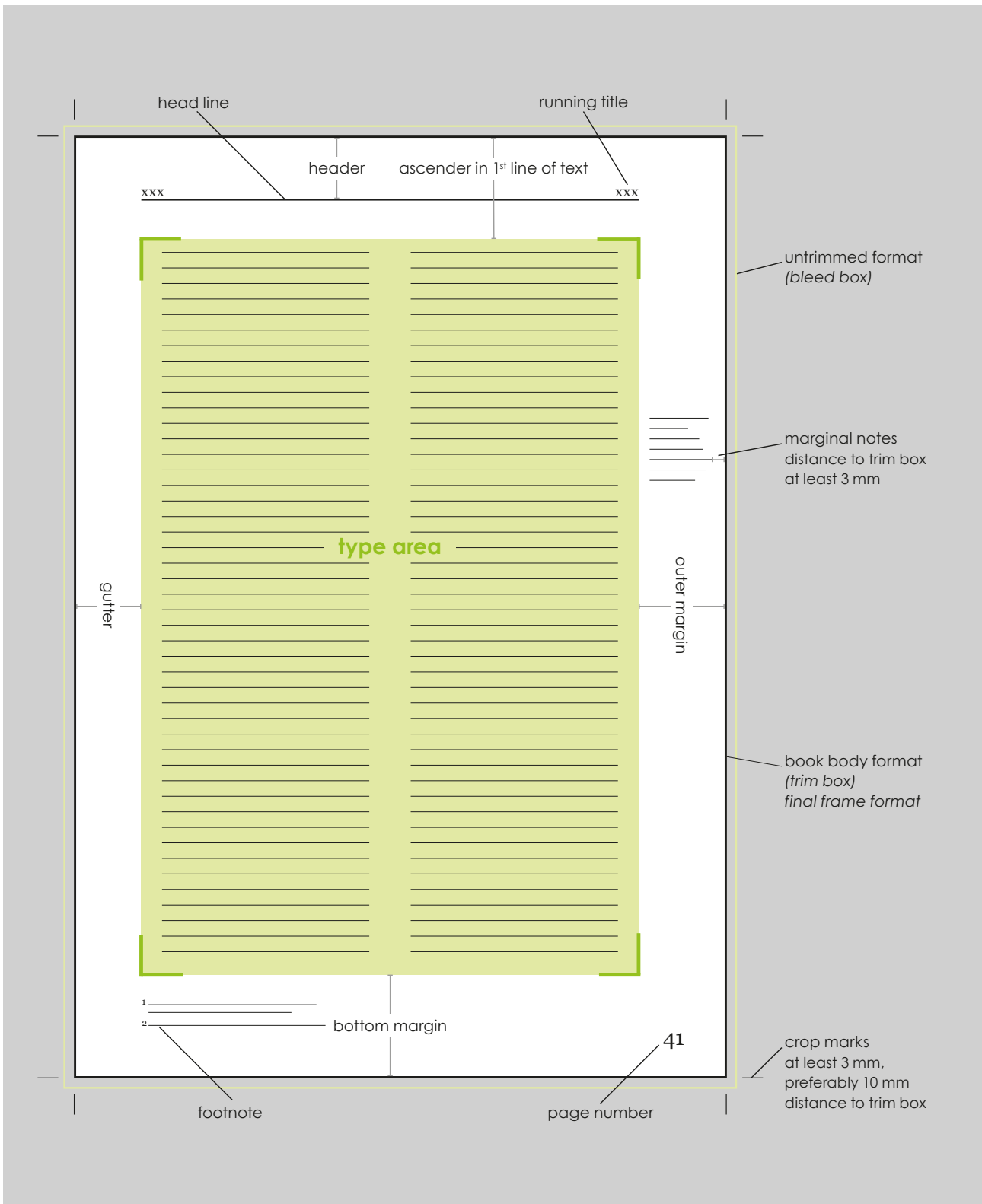
- Format The layout net format corresponds to the later book body format
- Crop marks are created with at least 3 mm spacing from the final format
- Gutters Head and inside margin are specified in the document
- Creation of the document All pages contained within one document
- Spacing of layout elements are created with at least 3 mm inner spacing from the final format
- Blank pages are included in the PDF
- Fonts are embedded in the PDF and set to a tone value of 100 %
- Colours Greyscale or CMYK – no RGB data
- Bleeding illustrations Pages must have a bleed of 3 mm
- Image resolution At least 225 dpi for half-tone, and 600 dpi for line art images

## Cover

- Format The cutting format is the layout net format
- Crop marks are created with at least 3 mm spacing from the final format
- Bleed 3 mm bleed
- Fonts are embedded in the PDF
- Spine width to CPI specifications
- Infold width for covers 17 mm infold width
- Total ink coverage maximum 300 %
- Colours Greyscale or CMYK – no RGB data
- Overprint setting Black elements are set for overprinting; larger font sizes and other objects above a multi-coloured background are set to knock out
- Metallic, Flourescent, Spot colours are set to knock out. If uncertain, send test data.
- Image resolution At least 225 dpi for half-tone and 600 dpi for line art images
- Varnish and embossing data 1200 dpi line images or vector graphics
- Cold Foil Finishing Data of cold foil form always to be delivered in one file together with print data of cover (see also hints for cold foil finishing on page 6).
- PDF files Composite, not colour-separated

The data may be processed at no additional expense, provided, that the right formats are observed and headers and gutters have been correctly positioned.

The following diagram shows the terminology to use in order to specify the production parameters correctly.



## Data = PDF

Basically we should like to receive your data as PDF documents. Use our PDF export settings or our Distiller job options and follow the instructions for the various layout programs:

<http://cpibooks.com/de/> Search for Info Center.

Take the opportunity to have your data tested for exposure capability and let us advise you so that we can agree with you on the most economic production method.

On page 3 you will find a diagram with the terminology required to specify production parameters.

## Open program files

For dust jackets you should also send us your open program files, because price adjustments and changes in spine size occur relatively frequently, and can of course be implemented more easily and faster in open files than in PDF.

Please ensure completeness of typefaces and images used.

## Individualization

Particularities/prerequisites for printing of variable pages (individualization):

To print variable pages, it is necessary to distinguish between variable and fixed data. Any number of pages can be variable. For each variable page, there must be a PDF containing all versions of that page.

Example:

A title with 128 pages is to be printed, print run net 500 copies. Pages 3 and 4 are to be equipped from book to book with variable texts, barcodes, etc., with 500 different variants.

For this title, one PDF is needed for each of the book's fixed portions (001-002.pdf and 005-128.pdf) and one PDF is needed for each variable page (003\_VAR.pdf and 004\_VAR.pdf). The PDFs for pages 3 and 4 must each contain the 500 different versions of that page.

In this context, please note that as a result of waste generated during the printing and binding process, we have to add approximately 25% to the net print run. This means that in our example, we need variable data for a gross print run of 625 copies. With this it can not be secured which of these 125% variants are really produced and which are waste.

Naming the data:

001-002.pdf (contains fixed pages 1 to 2)

003\_VAR.pdf (contains 625 variants of page 3)

004\_VAR.pdf (contains 625 variants of page 4)

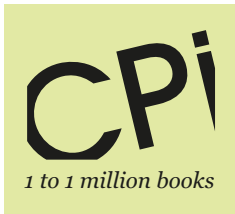
005-128.pdf (contains fixed pages 5 to 128)

You generate the variable pages yourself ...

You can generate the PDFs of the variable pages yourself as described above. Give them the correct name and deliver the finished data to us. It is important for the variable and fixed pages to have the same properties in terms of format and quality.

You want to have us generate the variable pages ...

... if so, you should provide us with one PDF each of the page to be individualized (containing the fixed objects for that page) and a text file (list from your database with all individual data). We can then use these items to generate the individual pages as a PDF for you.



# GENERAL ADVICES ON DELIVERING YOUR DATA AND THE TRANSFER OF IT TO CPI GERMANY

Barcode generation ...

As an additional service, we can generate barcodes of all kinds. Our software supports up to 100 different barcode types. The data to be encoded are imported from text files and CSV files.

**Access data  
Web upload  
via browser**  
(Safari, Firefox etc.)

## WEB UPLOAD



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<http://upload-leck.cpibooks.de>



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<http://upload-ulm.cpibooks.de>

**User/Password**

**Transfer  
of folders or  
more than 5 files**

**System  
requirements**

### Notes for users of our Web uploads

Your personal account executive or the prepress team will provide you with the login details and give you the customer name and password.

Please create a *ZIP archive*

- if you wish to upload more than 5 individual files, or
- if you wish to upload open data/images/typefaces.

*Punctuation, dots, spaces and umlauts are not allowed in file names!*

You will not be able to change or delete your data subsequently. However, you can send your data at any time more than once, with relevant comments.

A working internet access is a prerequisite, a modern browser and an activated JavaScript. Don't use any FTP-client.

### General

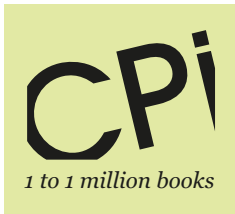
Two print mechanisms are required to attach the foil. In the first printing mechanism, a special adhesive is applied to the paper for the respective motif via the inking roller system and a conventional offset plate. In the second printing mechanism, the foil is transferred via a winding unit. To this end, the foil is fed through the offset blanket and the printing cylinder. The pressure exerted by the offset blanket transfers the foil onto the respective areas that were previously coated with adhesive. The material can then be printed with the foil applications in the downstream printing mechanisms.

### Technical implementation

1. The cold foil runs as the first ink, i.e. all other inks are printed on top of the cold foil. This is why a trap is set that is smaller than for normal inks; however, this trap also depends on the ink that borders the foil.
  - Standard trap: 0.2 pt
  - Trap for dark inks (black, dark blue, dark green, etc.): 0.3 pt
  - Trap for light inks (beige tones, light yellow, pastel tones): 0.15 pt
2. A tone printed on the cold foil is processed 1:1, i.e. there is no trap (e.g. a gold tone made of magenta and yellow as a gold foil substitute)
3. Very small and fine texts, elements and line thicknesses can be printed precisely, e.g. text in 2.5 pt and lines in 0.1 mm.
4. Cold foil can be rasterized (shadings and images):
  - minimum halftone is 10% (there is no guarantee that values below this can be printed)
  - maximum halftone is 80% (there is no guarantee that values above this can be kept open during printing)
5. The cold foil is treated like a special ink and must be included in the print file. It may not be created as a separate file because this makes it impossible to check the data.

### Colour name in the data

KFS = Cold foil silver (is shown in blue – created as a solid colour in 100% cyan)  
KFG = Cold foil gold (is shown in green – a solid colour in 100% cyan + 100% yellow)



## CONTACTS & CONTACT DETAILS

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### Contact details

Should you still have questions about data please get in touch with your account executive or with the prepress team.



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## VERSION HISTORY

DATE	PAGE	KEYWORD	CHANGES
20.10.2014	2	■ Colours	New passage concerning allowed Colours
20.10.2014	various	■ Contact	Various mail and internet addresses updated
20.10.2014	2	■ Cold Foil Finishing	New passage concerning cold foil finishing
20.10.2014	6	■ Cold Foil Finishing	New: Guidelines for finishing with cold foil
10.09.2015	various	■ Contact	Various mail and internet addresses updated
10.09.2015	2	■ Knock out	New passage concerning Metallic, Flourescent and Spot Colours