

# WYNALDA LITHO ELECTRONIC FILE SPECIFICATION

## Wynalda Litho is 100% CTP.

In cases where the customer wishes to supply us with film, we do have the means of converting film to an electronic image for a charge. Please consult one of our Customer Service Representatives for specific fees. For additional information please contact your customer service representative at (616) 866-1561 or e-mail sales@wynalda.com.

Use Mac based applications when possible. All final files must have been pre-flighted for any missing fonts, images and linked files.

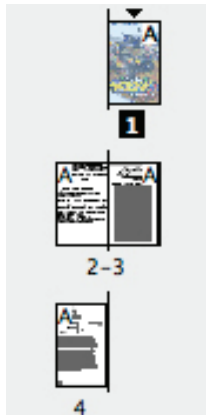
## Preferred File Formats:

- 1 - ArtPro native application files. Text in ArtPro should be vectorized - no fonts necessary.
- 2 - PDF: High resolution, compatibility-Acrobat 7.0 (PDF 1.6) or higher with no flattening, all fonts embed, with colors set as CMYK plus spot colors.

**Other Acceptable Formats:** If preferred formats are not available, Wynalda Litho will accept any of the following file formats. In these cases, we will provide prepress services and/or proofing at an additional charge.

- 3 - InDesign
- 4 - Illustrator
- 5 - Freehand
- 6 - Quark etc.

NOTE for multi page booklets over 4 pages: Please send PDF and the ORIGINAL APPLICATION FILE(S), fonts, and graphics. Build document as single pages in reader order. Do not build in printer spreads. See example below:



## Quark notes:

*In Quark - No font should be altered outside of the font library* (i.e.- do not apply bold, italics etc. with Quark style menu - use the available bold or italics postscript font). Make sure to include screen and printer fonts. Multi-ink colors in Quark: (a custom color made from a PMS and Process color mixed) - If used, please note clearly in Quark file and/or on proof.

## Picture formats:

Please use CMYK+spot or grayscale images (not RGB). Minimize the file size of graphics used within the document to accommodate appropriate output resolution. Usually 300 dpi@100% print size.

## Multiple version items:

Use where there is a simple change between items such as a UPC code. (See UPC notes -next page) Please create one master version that uses common graphics. On separate pages, please place variables (UPC codes etc.) sized and positioned correctly. Please note this clearly within file and on proof. Supply color proof (see below) for master/common file and black and white print or overlay for each version showing replaced copy. Quality of proof needs to be appropriate for use in checking UPC codes with scanner for readability. Blue lines are not accepted for barcode verification.

## Wynalda Litho proofs:

If Wynalda Litho will be supplying you a 'Contract Quality' proof, please include a color laser or inkjet with your files. Clearly show intended spot colors, foil, coatings or other special notes etc.

**Proofs supplied to Wynalda Litho for color match:**

Wynalda Litho printing presses are calibrated to the GRACoL 7 color specification. Proofs supplied for color matching should be run to the GRACoL 7 specification. If proofs are not imaged to G7 specification, color correction of the supplied files will be necessary in order to match on press. Use the GRACoL 2006\_Coated 1v.2.icc color sync profile for proofing which can be downloaded from the Idea Alliance site. (<http://www.gracol.org/>)

Proofs should be made from the same final digital file sent to Wynalda Litho for production. Proofs need to show spot colors, coatings, foil/embossing areas, dieline etc. as overlays or you may include a separate printout of each along with the CMYK proof. Please make sure proofs/ and files are identified correctly. If the job is two sided or has multiple pages, a mock-up or folding dummy should be included with page numbers clearly identified. File identification should visible on the proof and should include, but is not limited to the following information: customer name, item or part number, color separation names, proof date, film house, type of proofer and Wynalda Litho die line number. Please include the IDEAlliance ISO 12647-7 Digital Control Strip colorbar on all proofs.

**Bleed:**

Minimum 1/8 “ bleed. Some cartons require more than 1/8” bleed. (New dieline files provided by Wynalda Litho, Inc. should have bleed lines indicated.)

**Foil Stamping:**

Minimum size of reverse type and fine lines knocked out of foil - .015”.  
Trap ink into foil areas (foil stamps after printing) - Spread all color into Foil area 4.5 Points or 1/16 inch MINIMUM.

**UPC Barcodes:**

The following specifications apply:  
Bar width reduction (BWR) 0.0015”  
Magnification: Minimum 81% w/ 1/8 “ quiet zone  
It is the suppliers responsibility to verify that the barcodes supplied in the file meet specifications.

**Type:**

Type should be kept 1/8” away from trim/fold lines when possible. Black type must overprint (Do Not K.O.) except over  
metallics and fluorescents. Reverse type should not be smaller than 6 point.

**Trap:**

Trap color to color .003”  
Spread Metallic PMS into other dark colors .002”.

**Background Color Support:**

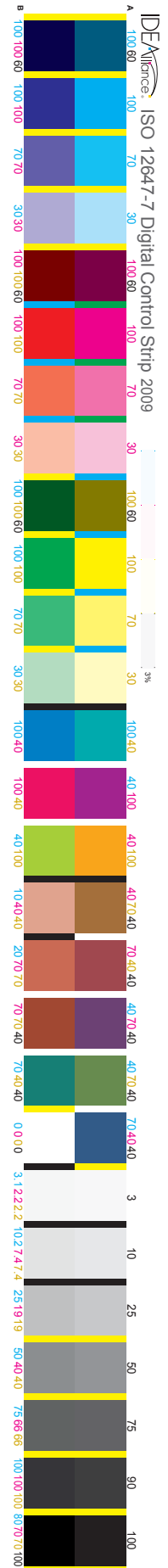
For 4 color process work with solid Black background, support the Black background with 50% cyan, 40% magenta, 40% yellow.  
Total Ink Density, or Under Color Removal (UCR):  
Saturation of colors not to exceed 300%.

**Other:**

Please do not use ‘multiple sessions’ on one CD.

**Film specs:**

Right Reading - Emulsion Down  
All films should include center and corner registration marks.  
Screen Angles (4 color Process) - Blk, Mag, and Cyan 30 degrees apart, Yellow 15 degrees apart from Blk and Cyan.



Wynalda Litho reserves the right to charge for improperly furnished files or film. If you have any questions, please contact your customer service representative or Wynalda Prepress at 616 866 1561.