



PREPRESS TIPS & RECOMMENDATIONS

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We have been asked many times “What are some of the most common problems you have with supplied files?” The following is a list of recommendations and scenarios that have been developed while working with supplied files here at LTI Printing.

FTP Uploading –

When uploading from a Mac Platform it is recommended that a dedicated FTP Client program such as Fetch by Softworks is used. If trying to connect with a Mac via Safari or Internet Explorer (IE) you may receive connection errors or folder security related errors. A free demo of Fetch is available at <http://fetchsoftworks.com> and has proved itself as the industry standard for FTP Client software from the Mac platform however any FTP Client should work properly.

When files have been uploaded to LTI Printing’s FTP Server we request that you contact your CSR and supply them with a PDF of the file that was uploaded including size(s) and color call outs. This notification is twofold 1) informs the CSR that the files have been uploaded and triggers the job ticket creation and 2) serves as a design, size & color confirmation to the uploaded working file.

Images, Color & Transparency –

- ◆ All images should be provided in CMYK *not* RGB.
- ◆ The JPEG (.jpg) file format should not be used for reproduction. The JPEG file format uses a “lossy” compression technique that results in lost data and lower quality image reproduction.
- ◆ Image resolution should not be less than 300 dpi. Low resolution images result in pixilated edges and lack luster image quality when reproduced.
- ◆ Color consistency is imperative in making sure that jobs separate & print properly. A quick check to verify separations is to print separations to a laser printer. One issue that we see often is a spot color separating both as a spot PMS ink and also in 4/C Process. The two colors while technically the same will not print the same. Another common issue that arises with color usage is inconsistency with the naming of a color. (i.e. PMS 485 CVS vs. PMS 485)
- ◆ When white is used in a file it should be used as 0% Yellow, 0% Magenta, 0% Cyan & 0% Black *not* 0% of a spot color.
- ◆ Overprinting should not be enabled for any element within a file. When trapping software analyzes files, elements set to overprint will be ignored which may provide undesirable printing results.

- ◆ When possible please scale images to be used to the size required for reproduction. Enlarging images that are small for reproduction can lead to pixilated or fuzzy images. Files that are much larger than actual reproduction size can bloat file sizes dramatically.
- ◆ The use of Transparencies or effects such as Drop Shadows, Glows, Feathers, etc. can prohibit jobs from ripping properly. Transparent elements are greatly affected by the color complexities involved as the elements interact between 4/C Process and spot color elements simultaneously. Varying production techniques can be utilized to achieve favorable results however these techniques do involve file manipulation. The added complexity of managing the use of transparencies is deemed as a billable process. If problems exist within the design of a file that prevents the files ability to be ripped LTi staff will contact the customer to discuss design and separation options.
- ◆ **Text/Type –**
- ◆ Type designed to be printed in 4/C Process is not recommended.
- ◆ Type reversed out of 4/C Process should be outlined in a single solid color for Flexo printing. This allows for registration to the keyline for web fed presses.
- ◆ Type converted to paths cannot be edited or reflowed.
- ◆ Small or fine line text (below 7 pt.) should be bolded or stroked in reverse designs to avoid filling or plugging.
- ◆ Be sure to include all fonts if not converted to paths. Truetype or Postscript fonts (Screen & Printer) are both acceptable for use.
- ◆ **Dielines –**
- ◆ When designing folding cartons or labels please request dieline files from LTi to aid in the design process.
- ◆ When designing a folding carton dieline please verify and indicate individual panel and flap size(s) as well as glue flap(s) orientation.
- ◆ Please make sure the dieline is on a separate layer and has not been flattened into the working digital file.
- ◆ Please indicate any special coating knockouts or glue assist requests on the dieline layer.