

## Dear Valued Customers

Our data delivery guidelines highlight the key points you need to bear in mind when preparing and delivering your data. This enables us to guarantee efficient processing of your data in our workflow. Optimum collaboration with our customers for the production of perfect print

products is one of our top priorities. When delivering data to us for the first time, we recommend that you first make test data available to us. If additional costs then arise, we will discuss with you how to proceed. Please do not hesitate to contact us for help and advice.

### Printing process

Offset printing, flexo printing, relief printing, digital printing, LFP printing (Large Format Printing)

### Screen rulings

Offset printing: 34, 54, 60, 70 lines per centimetre and FM screen rulings

Flexo printing: 60 lines per centimetre screen ruling

Relief printing: 54 lines per centimetre screen ruling

### Programs

Adobe CC, QuarkXPress, ArtPro, MS Office

### Data transfer

FTP (access data available on request)

E-mail (up to max. 10 MB)

CD / DVD / USB stick / external hard drive

### PDF

PDF/X-4 (PDFX-ready) onwards preferred

Additional information is available at [birki.ch](http://birki.ch)

### Delivery of open-format data

› Open-format data should only be delivered if corrections still need to be made by us.

› MS Office files are not suitable as printing data.

› The conversion of documents in older versions may result in wrapping or conversion errors.

### Proof

For a colour-fast reproduction in print, we require a binding proof on coated or uncoated paper with placed and valid measuring element.

We would be very happy to produce a binding colour proof for you.

A proof is always only an approximation of the printing result and not a 100% colour reference.

We cannot guarantee to achieve the desired reproduction of colours in printing for data delivered without a proof.

### Pantone colours

If Pantone colours are converted into CMYK colours before the printing process, perceptible colour differences may occur, depending on colour tone.

Pantone colours are simulated in the proof and may deviate from the original colour tone.

Printing process	Offset printing	Flexo printing/Relief printing	Digital printing	LFP printing
ICC Profil coated	PSO coated v3 300%	PSO coated v3 300%	PSO coated v3 300%	PSO coated v3 300%
ICC Profil uncoated	PSO uncoated v3 (Fogra52)	PSO uncoated v3 (Fogra52)	PSO uncoated v3 (Fogra52)	PSO uncoated v3 (Fogra52)
ICC Profil FM	PSO coated v3 300%	–	–	–
Minimum line widths	0.1 mm	0.2 mm	0.2 mm	0.1 mm
Minimum font size (positive)	2 pt.	3 pt.	3 pt.	–
Minimum tonal value	2%	3%	2%	2%
Overfilling	Automatically by RIP	0.1–0.2 mm	Automatically by RIP	Automatically by RIP
Cropping	3-5 mm	2-3 mm	3-5 mm	3-5 mm
Half-tone image resolutions	300 dpi (min. 220 dpi)	300 dpi (min. 220 dpi)	300 dpi (min. 150 dpi)	variable (30-300 dpi)
Bitmap image resolutions	2400 dpi (min. 800 dpi)	2400 dpi (min. 800 dpi)	1200 dpi (min. 800 dpi)	variable (300-1200 dpi)
Maximum colour application	Regulated by ICC	320%	Regulated by ICC	Regulated by ICC

\* The customer does not need to observe the maximum colour application. Birkhäuser+GBC AG employs specialised software for reduction.

## Contact

Prepress Manager  
Katja Wulff  
Tel. +41 58 360 45 70  
[katja.wulff@birki.ch](mailto:katja.wulff@birki.ch)

Advertising Communication Team Leader  
Andrea Fry  
Tel. +41 58 360 45 87  
[andrea.fry@birki.ch](mailto:andrea.fry@birki.ch)

Pharma/Food Team Leader  
Sandra Bürklin  
Tel. +41 58 360 49 22  
[sandra.buerklin@birki.ch](mailto:sandra.buerklin@birki.ch)