

cassette File Preparation Guide

FINISHING SETUP

Follow the steps inside to ensure an easy transition from artwork to print. You can also download our distiller and preflight settings to assist with your file preparation. If you are unsure at any stage, please ask an account manager for help.

Note: This guide is based off CS5 on Mac.

FINISHING SETUP: Finishes Guide

HOW DO I SET UP A SPECIFIC FINISH OR EMBELLISHMENT?

Emboss: Use Pantone 032 colour (RED) and rename to EMBOSS

Foil: Use Pantone 102 colour (YELLOW) and re-named to FOIL & colour Eg. FOIL GLOSS BLACK or FOIL GOLD

Fold: Use Pantone 299 colour (CYAN) and rename to FOLD or SCORE
(Note: all fold and score lines should be dashed)

Formes and Dielines: Use Pantone 072 colour (PINK) and rename to KNIFE.
NOTE: Cut paths should be a solid stroke.

Spot UV: Use Pantone 102 colour (YELLOW) and rename to SPOT UV

Setting up a specific finish in your document:

Each finish needs to be named differently so please speak to your account manager or look at the references above for specific settings. A general guide is outlined below.

- **Create a new colour swatch** in your program of choice or select a current colour and rename it with the finish or embellishment title Eg. EMBOSS, FOIL GOLD, KNIFE etc. You can do this by double clicking on the swatch
- **Set your colour swatch to a Spot Colour.** In the Swatch window under the Colour Type drop down menu select > **Spot** (See Fig 9)
- **Set your finish area to Overprint.** In the menu go to > **Window > Output > Attributes**. Tick the appropriate check box in this window whilst your finish area is selected Eg. Overprint Fill or Overprint Stroke (See Fig. 9.1)

Overprint is important to ensure the colour or image beneath the finish still prints, and is not knocked out. An account manager can check if you have set this up properly

FIG. 9 - Spot Colour

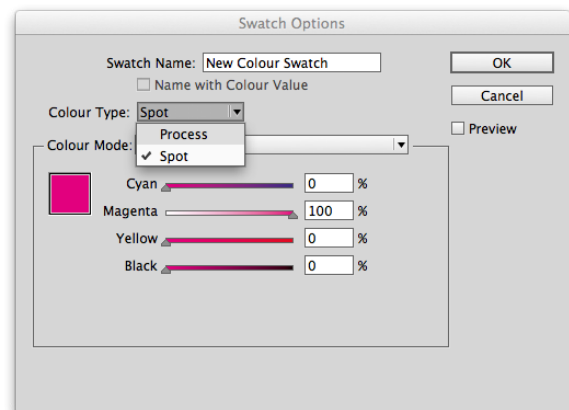
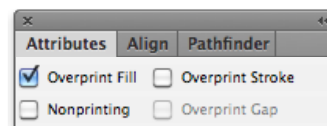


FIG. 9.1 - Overprint



FINISHING SETUP: Knock Out



Finishes and Embellishments should be set to Overprint to avoid knock out of the colour or image underneath. Some special Pantone colours also need to be set to Overprint

WHAT IS KNOCK OUT AND WHY DO I NEED TO LOOK OUT FOR IT?

Knock out is when two colours overlap on a printed page – the colours don't print on top of each other unless specified by the Overprint option. The bottom colour will be knocked out – not printed – where the other colour overlaps. Due to print being made up of different plates of colour it is essential when specific finishes are set up that they don't knock out the colour underneath them in case one of the plates moves.

How do I check if I have set up my finishes so they don't knock out?

- Once you have saved your high resolution PDF for print, open it in Adobe Acrobat
- Once in Adobe Acrobat in your Tools bar select > **Output Preview**. Here in this window you can turn off each colour plate to view the area beneath. (See Fig. 10)
- If your embellishment has an image or solid colour behind the finish area, the embellishment should turn translucent, when you tick your 'finish' plate (plate with embellishments). (See Fig 10.1)

FIG. 10 - Knock Out

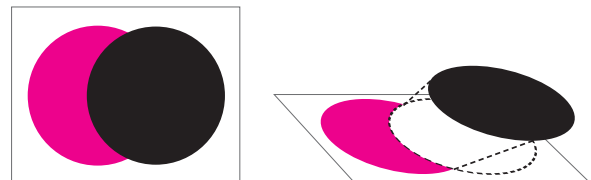
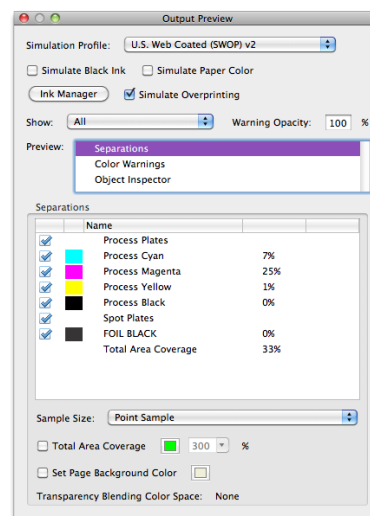


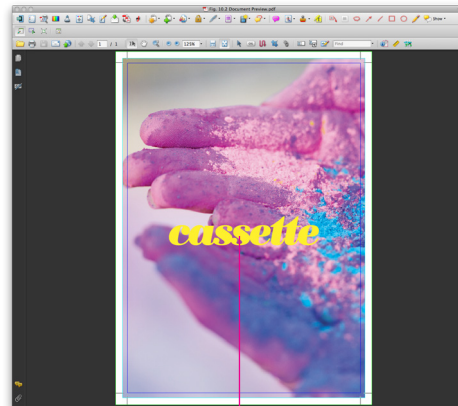
FIG. 10.1 - Output Preview



EXAMPLE OF CORRECT AND INCORRECT SET UP:

- Once the foil or embellishment layer has been turned off, the area beneath it should be solid. (See Fig 10.2)

FIG. 10.2 - Document Preview

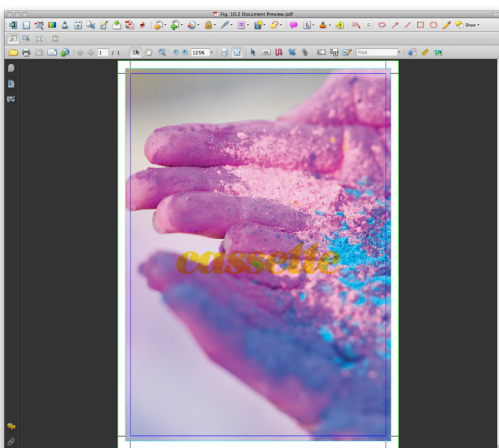


Foil

- If the image has knocked out and the space beneath it is white, this means overprint has not been turned on. This is incorrect. (See Fig 10.4)
- Set the finish area to Overprint (See pg 18) and resave the file. This is crucial as finishing can move by up to 1-2mm

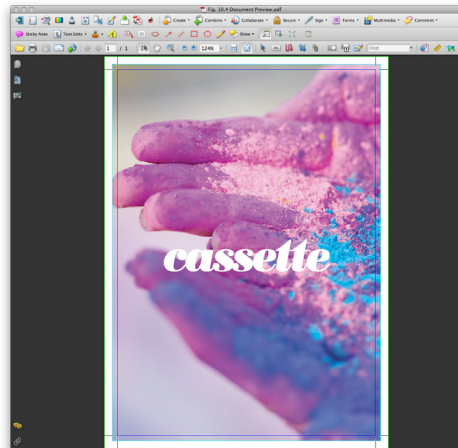
CORRECT 10.3

The foil is set to overprint
- All imagery below the foil is viewing underneath.



INCORRECT 10.4

The foil is **NOT** set to overprint.
- When the foil plate is removed the image does not appear underneath.



FINISHING SETUP:

Setting up a Booklet



Booklets are to be supplied as **one PDF document**.

Export as Single Pages (not facing pages or spreads), with the front cover as the first page and the back cover as the last page.

SPECIFICATIONS FOR BINDING:

Wiro Bound:

15mm internal bleed/safe area on the edge which is to be punched/bound.
3mm internal bleed/safe area on all other edges.

Saddle Stitched:

5mm external and 5mm internal bleed/safe area all around. Consult one of our account managers for each scenario.

Perfect Bound/Burst Bound/PUR Bound:

Consult one of our account managers for setup of all books.

The process and paper handling varies for each binding method, hence it is important to make sure you have allowed enough space and bleed for the binding method, as well as tolerance for creep.

Additionally some binding methods will result in loss of the center portion of image on spreads. Ask an account manager for advice in setting up booklets if unsure.