GENERAL TERMS AND CONDITIONS OF DATA TRANSMISSION

Dear Partner!
We provide you a summary of the useful and necessary information as follows to help you producing error-free files when submitting digital data and reducing the time it takes for your publication to go to press quickly and smoothly.
Please take these into account when preparing your data!

I. METHOD OF DATA TRANSMISSION/ PROOFREADING

We accept print-ready files in PDF/X-1a:2003 format. We also accept higher versions (PDF/X-3, PDF/X-4), but do not recommend them. Please ensure that the submitted file contains only CMYK, grayscale and spot colours acceptable by the printing house.
Preferred data transmission channel **in PC and MAC environments:**
- FTP to our print server (if uploading via FTP, the address and password will be provided by our IT department through the current PM/CSA)

Other data transmission channels in PC and MAC environments:
- with a giant file sending service e.g.: https://wetransfer.com/
- minor data please send by e-mail (e-mail address: hu_prepress@elanders.com), in this case please copy the actual project manager/Costumer Service Associate colleague in copy.

When you create a print file, you need to know what print media it will be printed on. Each CMYK element must be created with the output colour profile - output intent - corresponding to the paper used. The necessary colour profiles can also be downloaded from the ECI (European Color Initiative) website (www.eci.org). Standards used in our printshop:
- FOGRA29 ISO Uncoated v2
- FOGRA39 ISO Uncoated v2
- FOGRA51 – PSO Coated v3.icc – enamelled paper (ISO 12647-2:2013 PC 1)
- FOGRA52 – PSO Uncoated v3 (FOGRA52).icc - offset paper (ISO 12647-2:2013 PC 5)

Please consider the following information when preparing your PDF for printing:
The colour management procedure is determined by the Output Intent setting. (*e.g.: The file arriving in Fogra 39 or Fogra 47 will be converted to Fogra 51 or Fogra 52 with the corresponding DeviceLink profile).*
If a different Output Intent is set, or no Output Intent is set, the digital file is assumed to have been prepared for the paper type specified in the order.

II. IMPRIMATUR/APPROVAL, PROOF-READING METHOD

After the data has been submitted, our staff will check the data for print quality.
Before starting the printing process, we send the material to our customers for imprinting/approval in soft proof (PDF) format. A soft proof is a digital data file, processed and checked by the printing house, used to colour-check the text, images, and advertisements on pages and within pages.
Please ensure that the soft proof is duly verified by the client, by the authorised representative of the client and that the written approval is returned to their contact person.
In all cases - uploads, changes, other requests, and additions - please send a written notification to hu_prepress@elanders.com and please also send a copy of the letter to the PM/CSA concerned (= your contact person). The subject of your letter should always include the job number we share with you.
We cannot be held responsible for discrepancies due to software errors, please check the work as a whole (including all aspects) when imprinting.

Proof, colour sample, reference

A digital print made from a print file, with a spectrophotometer calibrated and validated control scale, is considered a proof. For production, we can refer to proofs printed and certified by us (according to ISO 12647-7:2016). The proof will always indicate the paper and colour resolution on which it was printed. We can guarantee the stock we receive with FOGRA51 (art print), FOGRA52 (offset paper) + FOGRA29 (offset) and FOGRA39 (art print) colour resolution, based on our proof. We are not able to accept proofs, sample books, etc. from other sources as colour samples, but only as reference to check other parameters.

If Pantone/HKS colours are used, proofing is not a complete solution, colour identification using the Pantone/HKS scale is more suitable, but even these scales can show significant colour variation. The digital references of Pantone/HKS colours in spectrophotometers are the solution for checking the exact colour setting.

Key criteria for the data file submitted by the Client:

- print-ready PDF of file format compliant with PDF/X-1a standard
- for multipage publications:
  - ➢ please upload the inside pages one by one - not in pairs -, the cover, the table cover, the protective cover, and the front cover pages as a complete set, in separate files for each type
  - ➢ the file must contain each page in the order of the page numbers;
  - ➢ please include the blank pages in the file, according to their position in the publication.

Determining the page size, bleed

Please specify exactly the size of the pages in mm. The page size should be the same as the size of the "trim box" indicating the cut size. The bleed can be up to **5 mm,** or 15 **mm** in the case of board cover. The sides of the cover (B4-B1 outer cover, B2-B3 inner cover) should be saved in side pairs; taking into account the spine size and bleed (also the edge and the indent in case of hardboard design). The Printing House staff will help you with the exact sizing. The sheets of the inner page are requested as separate pages (i.e., not as a pair of pages), but in one PDF (all pages as one PDF).

Cut marks

Please use only the cut marks applied by the software in the file, with a minimum distance of 3 mm from the cut. Avoid the use of other printing marks such as match marks, colour scales, etc.

Fonts management

The font must always be embedded in the PDF file. Converting letters into curves can be used for shorter lines of text but is not recommended for large amounts of text fields, as counting a lot of vector data can make it difficult to process the file. Please ensure that black bread texts are prepared in true black - 100%K - and avoid the use of low font negative and CMYK texts.

Rich black

If you need to print rich black on a large surface, please take care of breaking down these surfaces by 100%K+60%C (alternative: 100%K+40%C+30%M+30%Y) coverage ratio. Avoid using it in continuous text or lines if possible.

Line thicknesses

For curved offset printing, the recommended minimum line thickness is 0.17 mm. Please avoid using thin lines with multiple colours or negative thin lines on a multi-coloured background.

Knockout, overprint

Black bread text and thin black lines should be set to overprint. Avoid overprinting negative (white) text, as this may disappear during processing.

Resolution of image elements

For curved offset printing, the technology used by our printing house allows to achieve the highest quality at a resolution of 450 dpi. So, we recommend using this. For other dpi please contact our staff.

Conversion of colours

Printing machines work in the CMYK colour system, so the images to be printed must also be coded according

to this CMYK colour system. Imaging equipment works in the RGB colour system, so images need to be converted from RGB to CMYK when the pdf file is sent to the printing house. If PDF/X-1a:2003 pdf is used, and if the parameters are set correctly, the conversion is performed when the file is written.

Total Area Coverage

With curved offset technology, the total percentage of CMYK colour separations printed on top of each other should not exceed 300% for art paper and 280% for offset paper, as this can be a source of serious printability problems.

Use of direct colours (spot colours)

When using spot colours, please make sure that only those colours are specified as spot colours in the uploaded pdf that you really want to print as spot colours.

Placement of barcodes

Please display the barcodes in vector form, if possible, in black on a white background to ensure good scanning.

Surface Finishing/Surface Management

For UV form varnish, embossing, pressing, gold plating and other surface finishing processes, we request the material in a separate file in vector format, which can be defined as 100% black or even as a spot colour.

Die-cut form

Please define the elements of the die-cut drawing with a separate spot colour with a set overprint. Please indicate elements for cutting with a solid line and elements for bending (folding line) with a dashed line.

Responsibility

It is the customer's responsibility to deliver the complete and final information required to carry out the printing work and the stock in the quality and according to the standard required by the printing house, within the time limit agreed.

The printing house is responsible for a comprehensive examination of the incoming stock, considering internationally accepted standards, in order to achieve the highest professional standards and quality expected by our customers. We strongly remind you that when submitting material, the Printing House will only carry out a formal check on the material received. We do not check the content of the digital files supplied by the Customer and therefore cannot be held responsible for them. Therefore, please check the materials carefully before submitting them.

The printing house shall not be responsible for correcting technological errors in the files. From the point of view of the printing house, an error in a stock is a defect if it is a technological obstacle to processing or production.

We therefore accept no liability for, among other things, the following - to the extent that they existed at the time the soft proof was sent for approval:

- incorrect order of the pages in the file;
- the page numbers in the table of contents would not refer to the correct page;
- the pagination of the pages is not in line with the final product design;
- incorrect positioning of text, images and graphic objects within the page;
- the placement of blind pages is not as intended;
- incorrect ISBN number used, discrepancy in ISBN barcode compared to the original ISBN number;
- the presence of editorial, typographical, hyphenation, spelling and grammatical errors in the files submitted;
- in all cases, the client is responsible for the quality of the material submitted.

if our staff detect any errors or discrepancies during the processing of the material, they will propose corrections in writing. For certain tasks that go well beyond our obligations under the GTC and our control responsibilities for incoming stocks, we will correct them at the customer's request after consultation (if they can be done by our staff), but we may charge extra for this.