

**EMIRATES PRINTING PRESS (L.L.C.)
DUBAI**

Help us to serve you better!

We always go an extra mile to serve you better. At times work gets delayed due to supply of improper files or lack of clear instructions etc. Such delays are avoidable if we work together as a team from pre-press stage to packing and delivery of your products.

To assist you we have put down some Do's and Don'ts of file creations and other general instructions required while printing, binding, packing and dispatch.

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- PRE-PRESS**
- DOCUMENT SIZE** ▶ Create your document in the finished trim size. Let your application automatically generate correctly positioned crop marks. Kindly avoid manual crop marks.
- Provide separate files for diecut, spot UV, foil, emboss and other special operations along with clear instructions on the hard copy.
- BLEED & COORDINATES** ▶ Exact coordinates help to determine the position of text, graphics etc. Kindly key in the coordinates in the page layout application.
- For bleed images, use minus X and Y coordinates. Allow 3mm extra image for bleed. Kindly note that we will not add details in order to extend images or graduated tints unless specified.
- FONTS** ▶ While preparing your files, please ensure that you have included all printer and screen fonts used in the creation of the files. You may as an alternative, convert all the fonts to outlines. But, this will prevent us from editing the text if required. Do not use standard style commands to apply bold or italic to a typeface, always use the actual typeface.
- TEXT** ▶ While preparing text pages for multiple signage, do not supply MS Word files or any other type of word processing files. These files do not convert properly to our graphic applications. The text files should be either in Adobe Indesign or QuarkXpress or as standard EPS files with the text not converted to outlines.
- CMYK MODE** ▶ Always provide high resolution images in CMYK mode to avoid discrepancy in tones and contrast due to conversion from RGB to CMYK.
- RASTER IMAGES** ▶ While preparing raster image files, it should be saved in EPS format using CMYK colour. Saving as an EPS file will ensure the best colour reproduction. The optimum standard resolution of images should be 300-350 dpi. A lower dpi will reproduce poor quality image. While, a higher dpi will increase the ripping time with not much difference in quality.

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- VECTOR IMAGES** ▶ Keep your vector graphics simple and split complicated paths. Give them higher flatness value or simplify path commands. Paths having too many anchor points and/or too low flatness settings will add to the complexity and can choke the Image Setter.
- COLOURS** ▶ Use only standard PMS colours while creating your files. This will ensure printing to be as close as possible to the colour match. For a solid black background colour use 100% black and 40% cyan. Two colour black ensures solid coverage over large print areas.
- The names specified for the spot/process colours should be identical both in the page layout application and in the graphics programme.
- PLACED IMAGES** ▶ While preparing the final files, remember to include all the linked files used for creating the native file, even if your file contains embedded images. It will be useful to include all placed files in case you require us to edit the image at a later stage.
- SCALING** ▶ While preparing files, include the images at 100% dimensions. If it is necessary to scale, please indicate the scale value in the file name. Also consider the image resolution while scaling the rastered images.
- HARD COPY** ▶ Please provide a hard copy (laser/inkjet print-out) from the final file. This will help us to know what exactly is on the disc. The hard copy must be in actual size containing the file name and also have the special requirements marked such as special colours, foil stamping, spot UV, embossing, etc.
- Before sending the disc, ensure that it contains all necessary files such as layout, fonts, graphics, etc. Also include a page plan.
- MATCH PROOF** ▶ Supplied colour proofs may not match in the final printing unless a colour calibrated postscript printer proof is produced using our ICC profile.
- PROOFING** ▶ We can supply high-res EPSON, BLACK MAGIC, CREO VERIS digital proofs. Charges for these will be extra.

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The following softwares are currently in use.

SOFTWARES ▶

- Adobe Acrobat 7
- Adobe Indesign CS, CS ME, CS2-native or exported as PDF
- Adobe Illustrator CS, CS ME, CS2
- Adobe Photoshop all formats
- Adobe PageMaker 6.5 native or saved as EPS
- QuarkXpress v. 6.5
- Freehand mx native or exported as EPS
- CorelDraw 12 native or exported as EPS

PDF SETTINGS ▶ Note: Softwares are updated on a regular basis, so kindly check for the latest updates as and when required.

On request our preferred PDF settings can be forwarded in all the page layout softwares. Please send us few test pages to ensure the settings are correct before the final files are made.

FILE TRANSFER ▶ For faster file transfer use our Creo Insight. The user name and password can be obtained upon job confirmation.

FINAL FILE / FILM ARCHIVES (Not Applicable for Magazines) ▶ Archives of the final files or films prepared by us or supplied to us will be stored with us for a period of two years from the time of job completion. However we strongly recommend you to hold back-up of final file supplied to us. Any retrieval of images / files during this two years period can be done at an additional cost.

As you are aware, there is always a possibility that any stored data can get corrupted and it may become difficult to retrieve. We cannot be held responsible for such unexpected situations. Please notify us if supplied CD/DVD need to be returned after job completion.

FTP : ftp://69.56.128.138
Creo Insight : www.epprepress.ae
Email : epprepro@emirates.net.ae

For general correspondence, please use the email ID eppdubai@emirates.net.ae

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- Printing**
- MACHINE APPROVAL** ▶ Kindly inform us in advance if you wish to see and approve the printing on press or require running sheets before binding. All spot & metallic colours will be matched to PMS book.
- Binding**
- ADVANCE COPIES** ▶ Please inform us in advance if you wish to see advance copies before binding the total quantity.
- The printed sheets will be folded and all finishing operations will be done prior to advance copies unless we have been asked to hold.
- Packing & Dispatch**
- PACKING DETAILS** ▶ The following details are required prior to packing.
- Number of copies / carton along with the maximum weight / carton.
 - Pallet size with diagram.
 - Maximum weight / pallet. Barcode for carton labels (if required)
- Please note the following points regarding delivery.
- Please supply the consignee / notify party / warehouse address including the contact person / Clearing agent, telephone number, fax number and email address.
 - Ensure your warehouse can accept full containers and can offload from a container.
 - Incase of door delivery, offloading arrangements at the warehouse should be made by the consignee.
 - If there is change in the delivery address after the goods are despatched, charges for the same will be extra.
 - All necessary documents should be given to the customs broker to arrange for clearance and a proforma invoice value is required for customs purpose.
 - The database provided for mailing labels should be as per our Excel file format. Please ask for the format from our Sales & Marketing department.
 - Please provide dispatch instruction for the total quantity ordered. If any quantity to be stored, we can put you in contact with a logistics company with whom you can liase directly on storage.
- DISPATCH DETAILS** ▶

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Quality & Environmental Policy

"EPP shall continually improve the quality, technology, services towards meeting customer requirements, minimize occupational health and safety risks and preserve environment by meeting all applicable regulations"

Deputy Managing Director

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Note: The information in this check-list are updated on regular basis. Please ask for most updated list as and when required.

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