



74Karat

FILE PREP GUIDE

PANTONE CHART

CMYK CHARTS

CrossTech
COMMUNICATIONS INC

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Introduction

The 74 Karat Digital Waterless Offset Press combines innovative design features with the best of conventional press technology in a new and exciting package. But it's not just hype, the press is a reality and it's available at CrossTech.

The 74 Karat Digital Waterless Offset Press provides crisp detail and vibrant color that only comes



with waterless printing. Unique paper-handling further enhances the accuracy and repeatability of the press.

The 74 Karat's innovative design includes the implementation of color management to its fullest. The press is designed to run consistently on every job. Profiles are created and stored to adjust incoming files to known standards, providing the desired results on the press sheet every time, for every job.

Utilizing aluminum printing plates, imaged directly on press, the quality is high-end offset in perfect register. Limited press make-ready

allows each new job to be on press and printing in a matter of minutes. Registration is automatic and the press is "up to color" in about 20 sheets, insuring time- and cost-efficiencies.

All of this, combined with our location in the heart of Chicago, means your projects will be completed on time, on budget, with the quality you demand. Call your CrossTech Sales Rep today to learn how we will help you achieve all of these goals.

It's hard to predict the future of the printing industry. And while we don't always know what's around the corner, we do know what's here today...the 74 Karat Digital Waterless Offset Press... the next generation in printing.



Maximum Image Area & Press Sheet

The 74 Karat Digital Waterless Offset Press has a maximum sheet size of 20.5" x 29". The maximum live image area is 19.75" x 28.25". When building pages, build pages to the final trim size with bleed extending off the page edge. CrossTech will "impose" the job as necessary to achieve optimum sheet coverage and layout for finishing.

Available Stocks

As with most offset presses, the 74 Karat Digital Waterless Offset Press can accommodate a wide variety of stocks and substrates. Generally stocks up to 18 pt may be run. Please contact our customer service department or your CrossTech sales rep for more information on stock availability.

House Stocks

CrossTech uses the following as "house" stocks:

Stock	Weight	Bright	Quality
<i>Coated:</i>			
Porcelain Gloss Cover	100#	91.5	#1
Porcelain Gloss Cover	80#	91.5	#1
Porcelain Gloss Text	100#	91.5	#1
Porcelain Gloss Text	80#	91.5	#1
<i>Uncoated:</i>			
Cougar Opaque Cover	100#	94	#1
Cougar Opaque Text	100#	94	#1
<i>Dull Coated:</i>			
Opus Dull Cover	100#	87.5	#2
Opus Dull Text	100#	87.5	#2

Image Formats

Images may be saved in almost any format but EPS and TIFF work the best. Where possible, save images as EPS files with JPEG Maximum Quality encoding. Color images must be saved as CMYK (not RGB). Photoshop Duotones, Tritones or Quadtones must be converted to CMYK. Do not save files using DCS. If you have EPS images using DCS, resave the images as composite EPS files with JPEG Maximum Quality encoding.

Resolution

The 74 Karat Digital Waterless Offset Press images at a resolution of 2,540 dpi. Minimum image resolution is 300 dpi for continuous tone and 1,200 dpi for line art (at finished size). The 74 Karat Digital Waterless Offset Press typically runs screens at 175 lpi. Based on this capability, higher resolution images (350-400 dpi) will reproduce with even better results. Other line screens are available on a case by case basis.

Applications

CrossTech can handle nearly any Mac-based graphic application, including: QuarkXPress, Adobe Illustrator, Adobe Photoshop, Macromedia FreeHand, Adobe PageMaker, Microsoft PowerPoint. PC-based applications should be saved as PostScript files with fonts embedded.

PDF

PDF files can also be accepted. It is important to remember the following when creating PDFs:

- Use the Acrobat Distiller to create PDFs from PostScript files.
- Embed all font information within the PDF.
- Ensure that all images are at or above the minimum resolution (300 dpi, don't downsample).
- Images are in CMYK (not RGB).

Colors & Aqueous Coating

CrossTech's 74 Karat Digital Waterless Offset Press prints using 4-color process and provides inline aqueous coating. Currently the press does not run "spot" colors.

Media

Acceptable media include: 100 mb Zip Disks, CDs, 1 gb Jaz Disks. Files may also be sent via email or FTP. Please contact our customer service department for additional information.

Fonts, Graphics & Laser Proofs

Remember to include all fonts and linked graphics. Programs such as FlightCheck can make this process extremely easy and reliable. Please include laser proofs (indicate if proofs are reduced) and a directory printout from the disk.



Rich Black

Pages using large areas of solid black should utilize a "rich black" for optimal results. To create a rich black, use the following process values: 60%C, 40%M, 20%Y, 100%K.

Bleed

Standard bleed of 1/8" is required for all bleed edges.

Standard Production Flow & Turnaround

All jobs being printed on the 74 Karat Digital Waterless Offset Press require a client approved "proof" prior to the actual printing of the project. Upon arrival of your project at our location, CrossTech will generate a DDCP (Fuji FinalProof or HP 5000) of your project for your approval. Typically, this proof will be delivered the next business morning.

Upon receipt at our location of your approved proof, we will schedule your project into our pressroom. In

most cases, we should be on press within 24 hours of receiving the approved proof. Upon completion of the print run, your project will be sent to finishing.

Stock availability, run length, and finishing may all affect the turnaround time.

Image Samples

Image Samples

Pantone Color Charts

The following pages contain swatches simulating the Pantone process color chips. These swatches have been produced with screen tints of the CMYK process colors and printed on CrossTech's 74 Karat Digital Waterless Offset Press. By selecting a color from these charts, you can be assured that the color you select will closely match the color shown on the following pages. Please keep in mind that the stock selection will have an impact on color accuracy.

One of our greatest concerns is achieving the results you expect. Many times a file will be prepared with Pantone colors which were selected from the Pantone Spot Color guide. These colors were achieved through the mixing of special inks to create the exact spot color desired. The 74 Karat Digital Waterless Offset Press uses a combination of Cyan, Magenta, Yellow and Black inks (process color) to achieve a wide variety of colors. Through the use of varying size dots of the four process colors, the appearance of different colors is achieved.

The CMYK color gamut is much smaller than that which may be achieved through ink mixing, therefore not all colors can be exactly simulated on the 74 Karat Digital Waterless Offset Press (or in any process color printing environment). The best way to specify color for the Karat is to use the color chips which follow.

If you have any questions, or would like to obtain a copy of our wall charts (shown below, available in coated, aqueous coated and uncoated versions), please contact CrossTech's customer service department or your sales representative at 312-382-0111.

