Pepper How to Guides

Whether you're a seasoned designer or a newb. If you're an old hand with handling data or fresh through the door.

Follow our guide for Pepper perfect PDF's and slick Data transfers. Work smarter not harder with Pepper.

Need some Help?

Just ask your Pepper representative to book some Studio time* onto your job and we can guide you through step by step to make sure you get the best Pepper experience.

* Studio time is chargeable please ask for costs

CONTENTS

What's in the box?

Making PDFs for Pepper
The right way

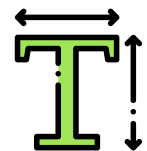Watch our quick how to video here

General PDF Checklist

☐ CMYK ☐ Hi-res images ☐ Linked files/ Fonts

☐ PDF/X-1a preset ☐ Trim marks ☐ 3mm bleed

Top Tips

Links & Fonts

Ensure all images, graphics and fonts that are used in your document are linked in the links panel.

Personalised/Variable text

Variable text such as address, names, amounts etc, is printed using a different process to your base artwork. **Please set all variable dummy copy to a spot colour (Pantone Colour)** and call the colour 'Personalisation'. We recommend using PANTONE Rubine Red CMYK 0 100 13 0 set as a spot and renamed.

Using Pantones

Unless for Personalised text, please discuss the use of Pantones with your Pepper representative before including them in your artwork. **You can read more about colour choice on Page 12**

Printer Marks

Please do not export your PDF with colour bars or other printer marks. **Your PDF only needs to have trim marks, 3mm bleed and page information.**

A note on colour profiles: Our uncoated profile is FOGRA29 and our coated profile is FOGRA39. Our system software will automatically convert your artwork to these profiles.

How to setup and export a print ready PDF with a PDF/X-1a preset

Document Setup

When setting up your document, set the **bleed to 3 mm all round**. We would recommend that the **margins are set to 5 to 12 mm**, leaving a safe zone from the edge of the page. See the next two pages for specification regarding flat, stitched, perfect bound and folded work.

Exporting
Pages or spreads? (See next page)

Make sure you use a **PDF/X-1a preset** when exporting your document. To create a PDF/X-1a PDF from **InDesign** go to
**File > Export**.

Make sure you selected **PDF (Print)** as the file type at the bottom of the dialogue box.

Under **Adobe PDF Preset**, there should be an option for
PDF/X-1a: 2001, however if you don't have that option, select
Press Quality.

In the **Marks and Bleed** options, tick **Crop Marks** and **Page Information** and **offset** the trim marks by **3mm**.
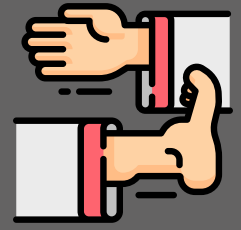
Under **Bleed and Slug** settings, select **3mm all around** or
Use Document Bleed Settings if you previously set the document up to have 3mm bleed.

Click **Export**.
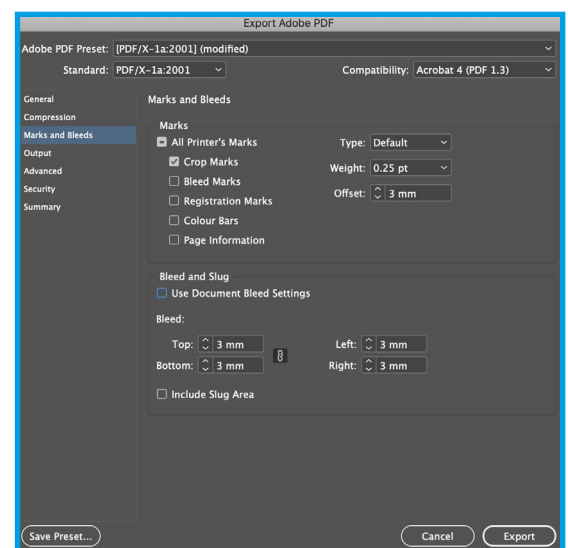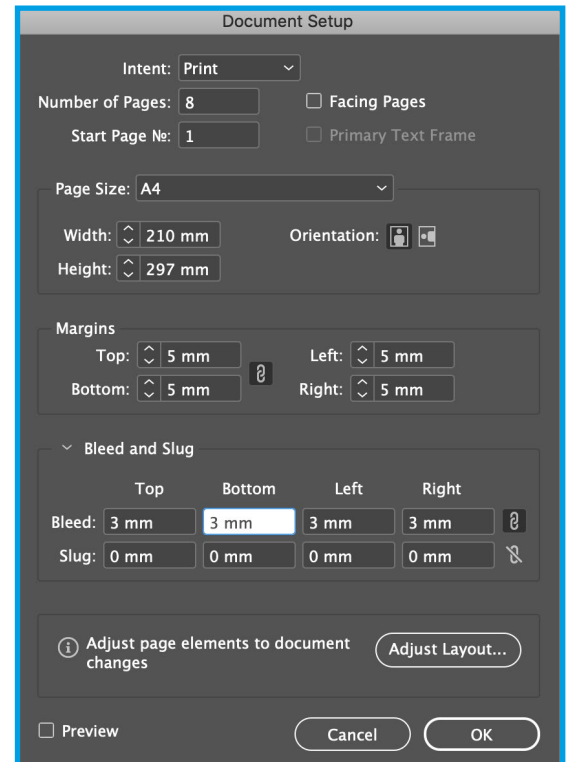
PAGINATION
Spreads VS pages

Flat work

• Letters • Postcards • Posters • Flyers • Cards •

Flat work such as postcards should be supplied as single pages.
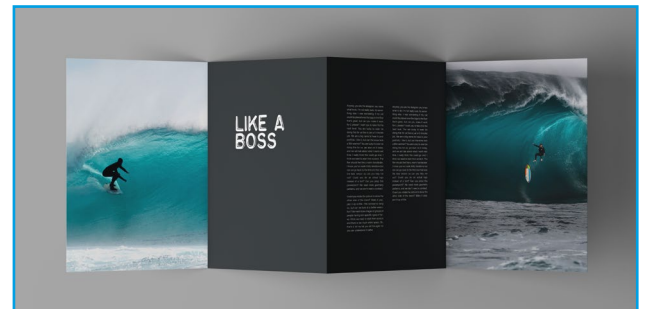
Folding work

Anything when unfolded is equivalent to a double sided sheet of paper

Folded work **should be supplied as spreads NOT** individual panels.

PLEASE SUPPLY FOLDING INSTRUCTIONS. A previously printed version mock up video or diagram can really help clear any confusion.
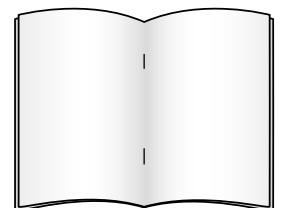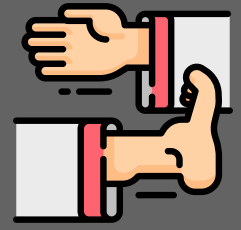
Stitched books

• Magazines • Brochures • Booklets • Multi page Leaflets •

Stitched books should be supplied as one PDF document of single pages **(not spreads)**.

(CONTINUED)

PAGINATION
Spreads **VS** pages

Perfect/PUR Bound

• Magazines • Brochures • Booklets (with higher paginations) •

The cover and text of perfect bound books should be supplied as two separate PDFs. The **text should be supplied as single pages** (the same as stitched books). The **cover should be supplied as spreads** of the front and back cover and inside front and back cover with the spine*.

The inside front and back cover spread should include space for the spine and this should be left blank with no overlapping artwork.
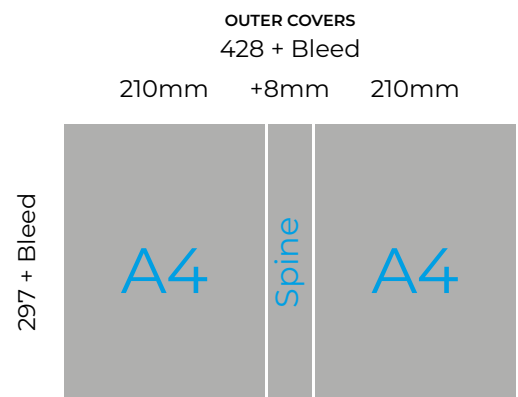
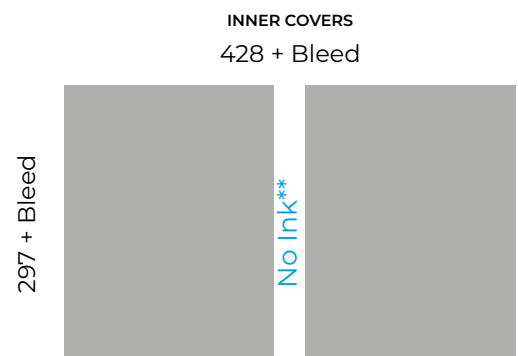***Please ask us for a spine calculation based on the extent of your artwork before supplying.**

Please check that content aligns correctly if your design incorporates any overlapping between an inside cover page and adjacent text page, please see advice on the next page.

SPREADS & PAGES

A4 Cover example with 8mm spine

OUTER COVERS
428 + Bleed

210mm   +8mm   210mm

297 + Bleed

A4   Spine   A4

Should be supplied as one page

INNER COVERS
428 + Bleed

297 + Bleed

No Ink**

**The inside left and right pages should bleed into the spine area by approximately 1mm but its good practice to allow a non printed strip this allows for better glue adhesion for the text section.

Note inside and outside cover should be supplied in the same PDF File

PERFECT BOUND MATCH UPS

TOP TIP


HINGE

SPINE

GLUE

PUR Hinge and how to align an image across the Inside cover and the first/ last page of text

The Hinge is the part of the front and back cover that gets glued down on top of the first and last page of text of a PUR bound book. Having a hinge gives the book more strength and rigidity. The Hinge glue area will cover over 6mm of any artwork on the spine edge of the inside front/back cover and the first/last page of text pages.

If you have an image crossing from the **inside cover** to the **first/last page of text**, you will lose 6mm from each page (so a total of 12mm) and the image will not line up.

To counter this, you need to move the image out of the spine edge by 6mm on both pages.

See examples on the right.
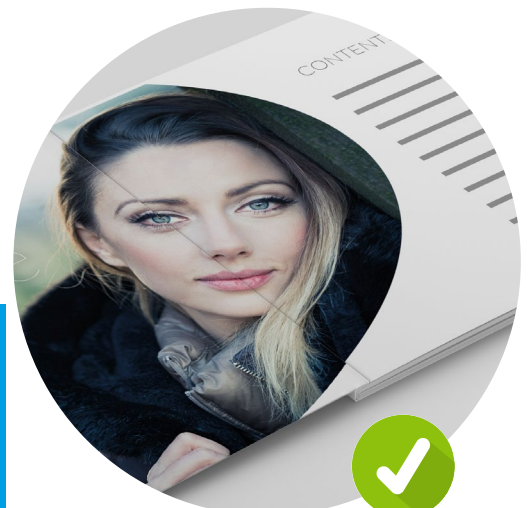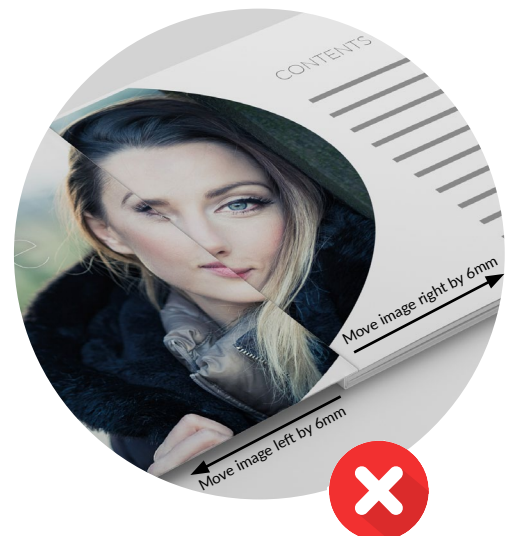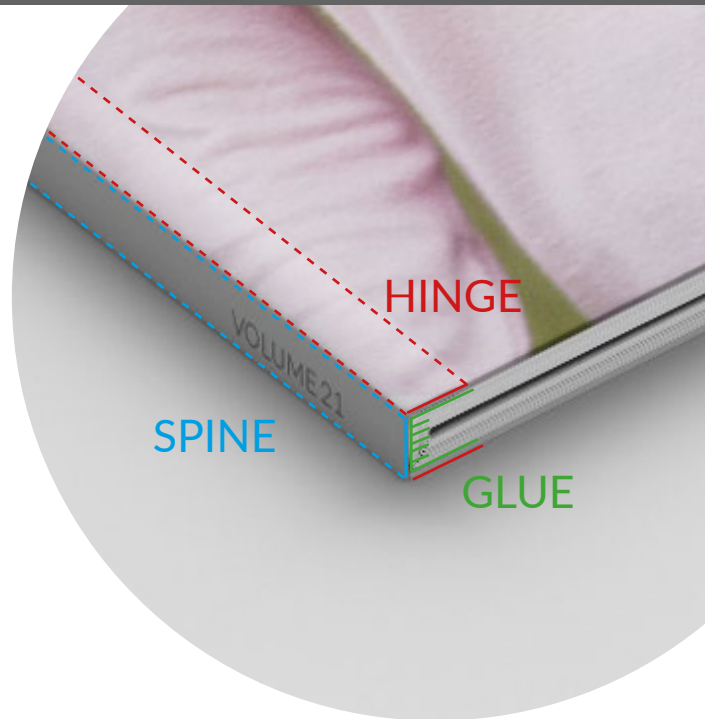
When designing a PUR Book make sure you give a bit more distance than usual to make sure text and content doesn't get lost in the spine and gutter (margin) area.
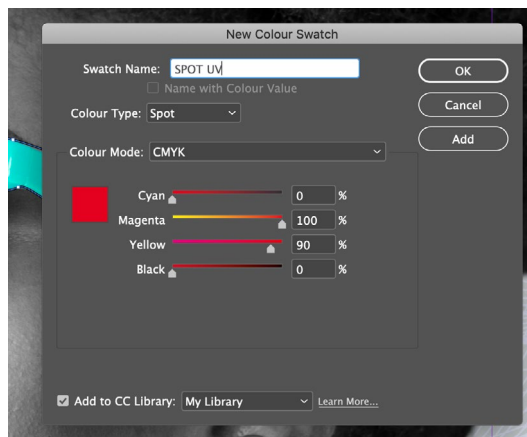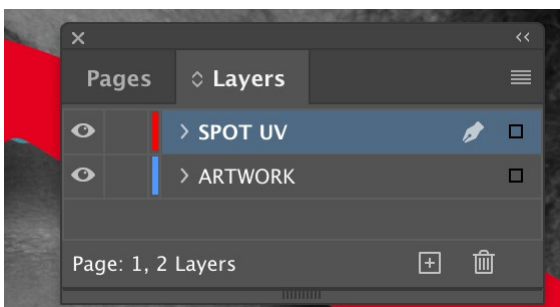

Move image right by 6mm
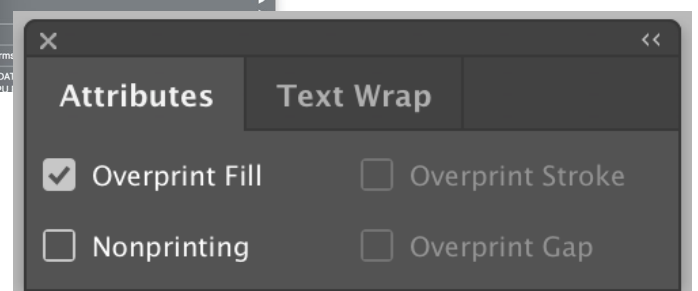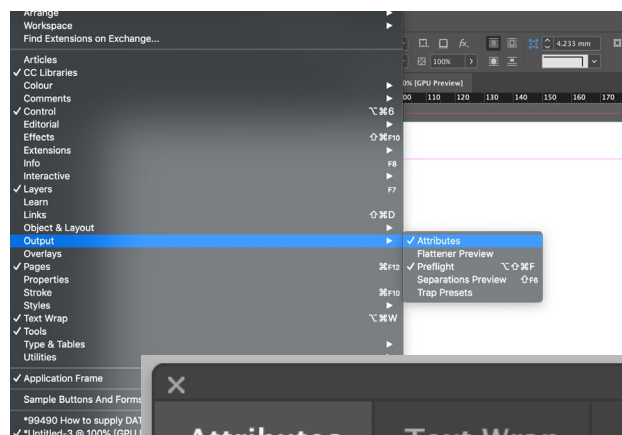
Move image left by 6mm

SPECIAL FINISHES

**If your print job requires extra finishing, such as SPOT UV or FOILING.
Follow our simple set up and supply guide:**

Top Tip

When setting up your artwork it is best practice to set your Special finish on a separate layer.

Set your special finish colour to a bright **spot** and always set to overprint in attributes.
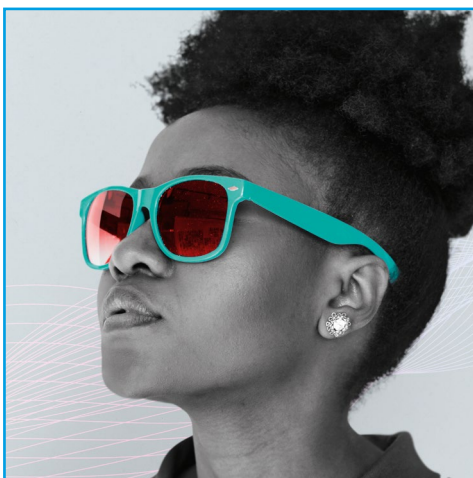
SETTING UP YOUR ARTWORK SPECIAL FINISHES

In the example below we show the setup for the commonly used Spot UV (a shiny coating that covers part of an image or text) but the same principle is used for foiling, embossing and most other finishes.
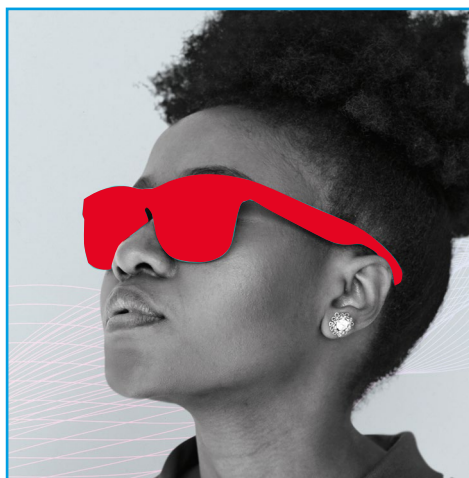
Shiny stuff is so cool

Always supply 3 PDFs when supplying artwork with a special finish guide. You can do this by turning off the relevant layer(s) and exporting.

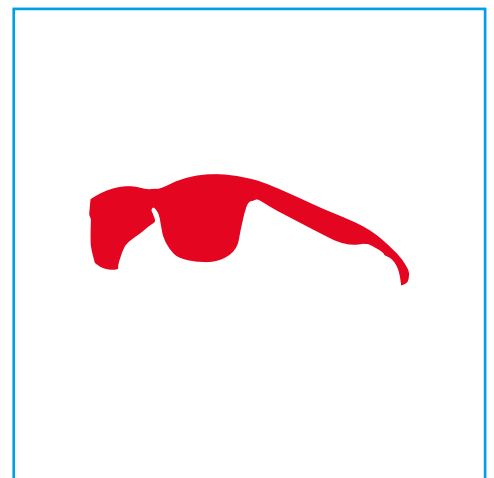**1. Without the UV guide**

2. With the UV guide

3. UV Guide Only

Please note: this finish does not suit small text and small areas.
If you are unsure check with Pepper at the early design stages of your project.
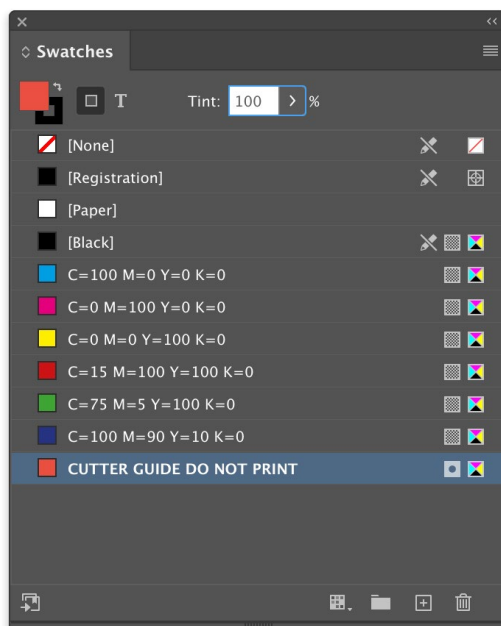
CUTTER GUIDES

If your print job requires extra finishing, such as a folder with a pocket, packaging or a die-cut card, you will need to supply a cutter guide.

It is important that this is set up properly so that the final job is cut and folded correctly.

Top Tip

When setting up you artwork it is best practice to set your Cutter Guide on a separate layer.
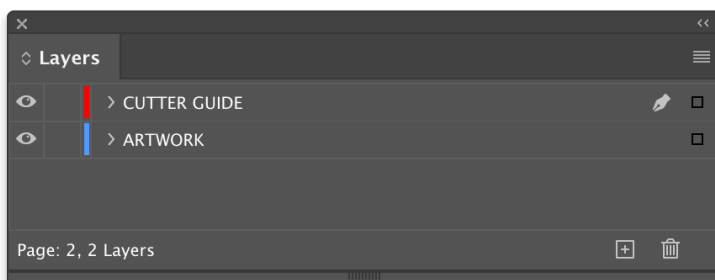
Set your cutter guide colour to a bright spot and always set to overprint in attributes.

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SETTING UP YOUR
ARTWORK CUTTER GUIDES

CUTTER GUIDES

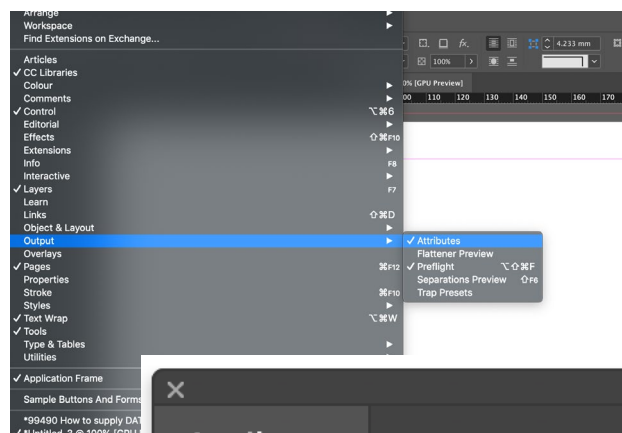You can add notes on your cutter guide layer in that same Pantone these will not be used for production but are a great way to insure you cutter works how you intended. Please be sure to supply a key for Cuts, Folds, Creases and Perforation.

Always supply 3 PDFs when supplying artwork with a special cutter guide. You can do this by turning off the relevant layer(s) and exporting.
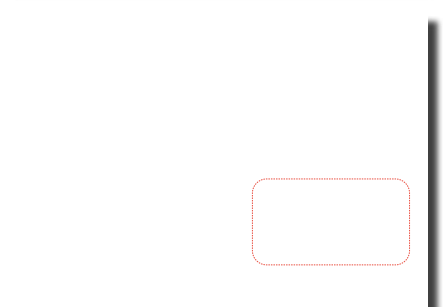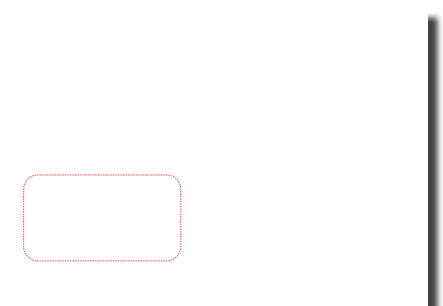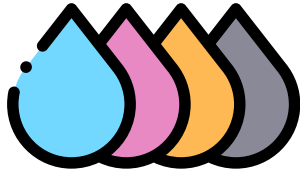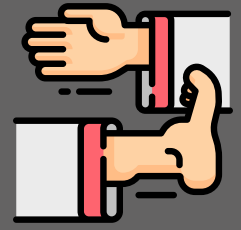
1. Without the cutter guide

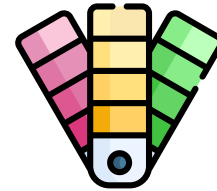**2. With the cutter guide**

3. Cutter guide Only

COLOUR

CMYK

Also known as PROCESS COLOUR

PANTONE®

Also known as SOLID, OR SPOT COLOUR

At Pepper, our machines are set up as standard to print CMYK. If you require Pantone printing this is no problem at all, we can purchase the exact Pantone(s) you require and you can expect excellent results.

However printing in Pantones is not always the most cost effective option. We can achieve great results using CMYK and doing so could save you money.

Sometimes using Pantones is essential, especially for larger companies or when Brand colours really count. There are many reasons for using Pantones, however if you are on a smaller budget CMYK maybe more suitable.

	CMYK	PANTONE®
Cost effective	✅	❌
Short print run	✅	❌
Essential Branding or design requirements	❌	✅
Fluorescent and Metallic colours	❌	✅
Fine line technical drawings	❌	✅

If you would like further information on colour and ink usage ask to speak to one of our Studio team.

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Spot Vs. Process Colour

CMYK (Process) Printing

The CMYK acronym stands for Cyan, Magenta, Yellow, and Key: those are the colours used in the printing process. A printing press USES DOTS of ink to make up the image from these four colours.

'Key' actually means black. It's called Key because it's the main colour used to determine the image outcome. Black ink provides depth and shading, whereas the other colours create different colours on the spectrum depending on how they are mixed. For example, cyan and yellow create a green when one is overlaid on the other.
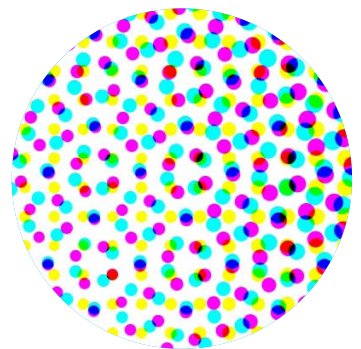
Pantone (Spot) (Solid)

Colours created without screens or dots, such as those found in the PANTONE MATCHING SYSTEM®, are referred to in the industry as spot or solid colours. From a palette of 18 basic colours, each of the spot colours in the PANTONE MATCHING SYSTEM is mixed according to its own unique ink mixing formula developed by Pantone. You probably mixed yellow and blue paint to get green in your youth. Creating a PANTONE Spot Colour is similar in concept, but with the added need for precision.

The precision begins with the printing ink manufacturers who are licensed by Pantone to manufacture inks for mixing PANTONE MATCHING SYSTEM Colours. To retain their license, they must annually submit samples of the 18 basic colours for approval by Pantone. Printers can then order the colours by number or mix it themselves according to the ink mixing formula in a PANTONE® FORMULA GUIDE. A PANTONE Chip supplied with the ink and/or job ensures that the printer achieves the colour desired by the customer.

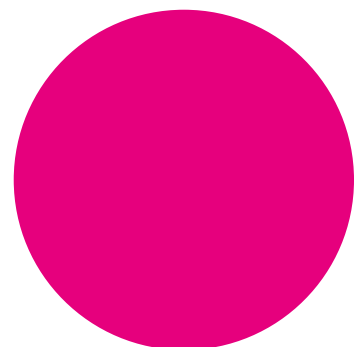### CMYK
Also known as PROCESS COLOUR

Colours are achieved by printing dots.

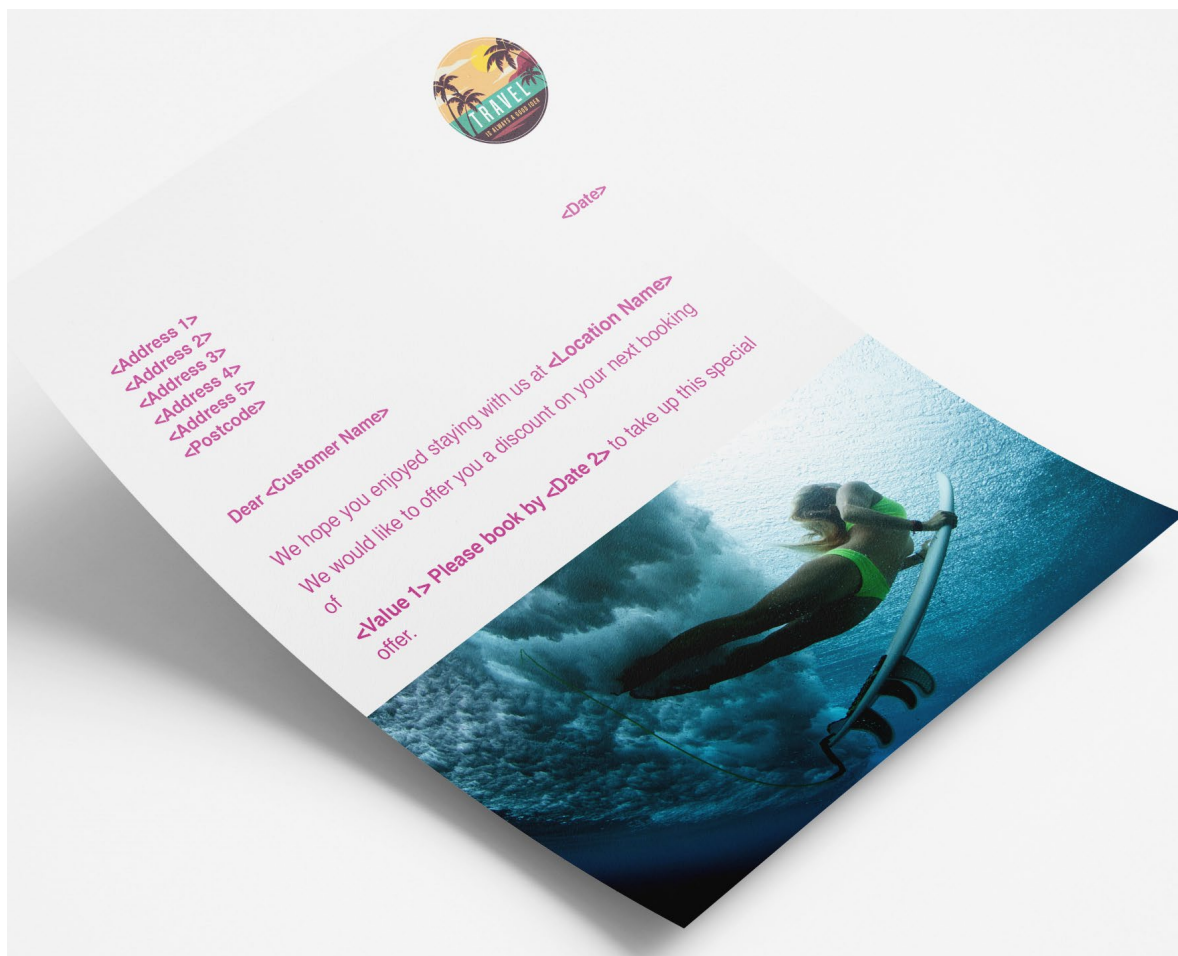### PANTONE®
Also known as SOLID, OR SPOT COLOUR

Pantones are often refereed to as Solid colours because they are printed without a dot, hence solid colour.

Personalised/Variable text

Variable text such as address, names, amounts etc, is printed using a different process to your base artwork. **Please set all variable dummy copy to a spot colour (Pantone Colour)** and call the colour 'Personalisation'. We recommend using PANTONE Rubine Red CMYK 0 100 13 0 set as a spot and renamed.

A really good practice!

When designing for variable work it can be really helpful to put the exact field names within **<>** brackets so when we produce your final data merge we can be sure we have all the data elements in place required for your campaign.

Please note: If you have variable content within body text the whole section will be treated as variable so lines will return to allow longer field content to be placed.
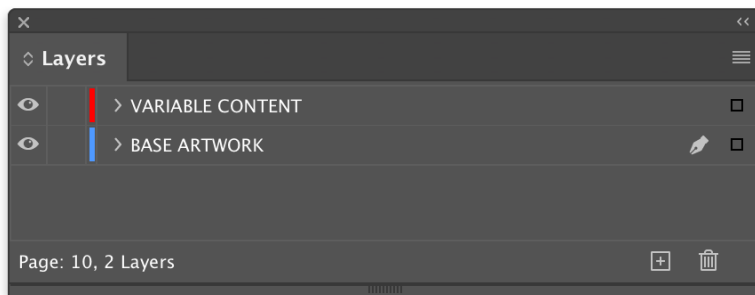
Please note all variable text appears as 100% black when printed unless your job is specified **Colour Variable.**

SETTING UP YOUR ARTWORK FOR DATA

Top Tip

When setting up your artwork it is best practice to set your variable content on a separate layer.


Then supply 2 PDFs one with the variable data and one without by simply turning off the layer and exporting.

If you have set you artwork up like this, it can speed up our process if you additionally supply a packaged InDesign file. This will assist us in the composition and creation of the variable content.

PLEASE NOTE: We will use your supplied PDFs for any base print as this eliminates any unwanted movement or changes. We will only use the layer of your InDesign document to apply variable content.
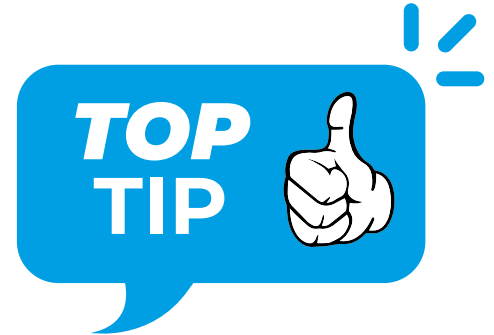
What the Font!
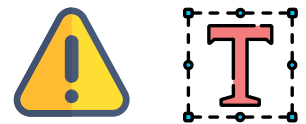
Fonts used for variable must be

Open Type (OT) ✅
Or
True Type (TT) ✅

PostScript (PS) fonts ❌ do not work with our system

Adobe Typekit ⚠️

**Adobe type kit fonts are not always compatible.
Best practice is to supply copies of your fonts with your files.**

SENDING DATA
To Pepper

It is essential that all Data being sent to Pepper is password protected* in order that you do not breach GDPR rules. By failing to do so you could be accountable for large fines.

Security:

We ask for all data to be ***password protected**, with the password being sent separate to the actual data. We recommend using a **strong Random Password generator,** such as **https://passwordsgenerator.net/**

For your safety and so that we comply with GDPR your files are encrypted when they are being transferred (TLS) and when they are stored 256-AES protection. Your files can only be accessed using the unique links sent to the sender and recipient.

Some software will not allow you to password protect some file types; for example Microsoft Excel wont let you password a CSV file, in this case **we recommend using winzip (Mac or PC) or 7-zip (pc only)** or something similar to password protect your files to a sufficient level. This also means if you are sending multiple files you only need to generate one password as you can send them all together.

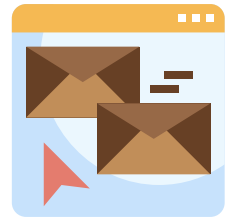**https://www.winzip.com/mac/en/**

https://www.7-zip.org/

(CONTINUED)

File types and formats

Ways to send:

- Via the Pepper Upload **peppercomms.wetransfer.com** (preferred)
- Via Email attachment (size limitation)
- Pepper retrieve the data from the customers SFTP** site (not preferred)
- Physical disk (not preferred)

Formats:

CSV file (preferred)
All other common formats we accept – examples: Fixed Width, Microsoft Excel*, Microsoft Access, Microsoft FoxPro.

We ask for all data to have either a Header or a File Structure supplied separately so we know what each field is.

Anything bespoke or unique to a customer would need to be tested first.

*   Please note you cannot Password protect a CSV file in some versions of Microsoft Excel

** Prefer SFTP? Contact your Account Manager if you wish to have a dedicated SFTP account configured.

SENDING DATA
To Pepper

Notes:

1 Separate tabs in an Excel spreadsheet are counted as separate files when importing into our system.

| Customer Data File 1 | Customer Data File 2 | **Customer Data File 3** |

2 Where multiple files are supplied it helps us for the File Structures to be the same where possible.

	A	B	C	D
1	**Title**	**First Name**	**Surname**	**Company**
2	Mr	Dave	Smith	Test 1
3	Mrs	Dawn	Smith	Test 2
4				

3 Only send us data that is required for mailing, we don't need D.O.B, credit card info or anything other than name & address or specific codes required.

	A	B	C	D
1	**Full Name**	**Title**	**D.O.B**	**Company**
2	Dave Smith	Mr	23/10/1982	Test 1
3	Dawn Smith	Mrs	05/05/1990	Test 2
4				

4 We need separate address elements to be in separate columns. Please see example in column A1:

Separate Address Elements in Separate Columns (Preferred):

	A	B	C	D	E	F	G
1	Title	First Name	Surname	Company	A1	A2	PC
2	Mr	Dave	Smith	Simply Samples	1 Sample Street	Sample Town	AB1 1BA

Carriage Returns within a Cell:

	A	B	C	D	E	F	G
1	Title	First Name	Surname	Company	A1	A2	PC
2	Mr	Dave	Smith	Simply Samples	1 Sample Street Sample Town		AB1 1BA

5 **It is useful for our quality control to provide us with an expected quantity for each file.**