



WHAT TO AVOID

Today's common graphics packages are incredibly advanced. So much so, that many contain features not compatible with the latest developments in printing technology. Using our extensive expertise, we've prepared a list of features that we know don't work. So please, don't use any of the items listed below.

ITEM	WHY NOT?
Borders	Avoid a pronounced border (especially on Business Cards), since even a half millimetre movement when guillotined will be noticeable.
Hairlines	Hairlines are 'device dependent'. This means that they print at different resolutions on different machines. They may print fine on your 300dpi laser printer, but will disappear on our 2500dpi platesetter. Use 0.25 or 0.5pt instead.
Corel Texture Fills	These print erratically (or not at all). It is best to select the object with the fill and choose 'Convert to Bitmap' from the 'Bitmaps' menu. Make sure you choose a minimum of 300dpi and CMYK though, and please don't make the background transparent.
Postscript Fills	These are very erratic... and they don't look good, use something else.
Compression	You can use WinZIP or StuffIT to compress your files, but never compress images using LZW compression or JPEG encoding. Doing so will cause lots of problems and may result in your file not printing at all.
Quark Picture Boxes	A 'feature' of Quark Xpress is that if you don't fill a picture box with colour, the TIFF inside may print with a ragged edge. So, make sure your picture box is filled with 'white' rather than 'none'. EPSs with embedded clipping paths are OK.
Overprint	Be careful with overprint settings (especially in Quark). If you set objects to overprint, they will not 'knock-out' the background, and will look very different to what you see on screen or proof. Black text is generally set as default to overprint. This is usually OK. Please refer to your application help files for more details.
OLE objects	Windows applications are happy to copy objects back and forth between themselves. Unfortunately, they don't print properly. Always convert OLE objects to bitmaps before sending your file.
EPSs within EPSs	Not advisable. Postscript errors are at their greatest when this is done. Certain Illustrator EPSs also cause problems in Quark.
Duotone/RGB images	These will either print in black and white, or with very washed out colours – always convert to CMYK.

