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### Introduction



For 15 years, CrossTech Communications has been printing with the latest offerings from the leader in digital print, HP Indigo. Today, CrossTech utilizes the HP Indigo 7600 Digital Offset Press. With this technology, we are able to print on a vast array of papers and non-paper substrates. All at prices that make it more affordable than ever.

# The HP Indigo 7600 Digital Offset Press Expands on Previous Digital Printing

- Improved Print Quality & Speed
- High Value Effects (Raised Print, Textured Effects, White, Spot Varnish)
- Enhanced Productivity Mode (EPM, prints in CMY for projects where cost-efficiency is paramount)
- Stock weights up to 18 pt.



# CrossTech: A Valuable Resource for Over 30 Years

Since 1981, CrossTech has built a reputation for expertise and service excellence in one of the most demanding industries in the business world – graphic services.

customers as we've met their needs throughout our history. Today, we offer a full-range of graphics services to clients of all types and sizes. HP Indigo and our in-house finishing services are an integral part of that offering.

# Another Tool for Competitive Advantage from CrossTech and HP Indigo

We don't have to tell you that the marketplace is more dynamic and competitive than ever. CrossTech's digital printing capability adds a valuable tool to your arsenal. Providing that marketing edge you're looking for.

Indigo's variable data capabilities enable you to produce one-to-one marketing materials — customize names, copy, even images for each and every person that receives them.

### Call Us Today

With CrossTech and HP Indigo, you can have it all: service excellence and technical expertise coupled with leading-edge technology. Call to see samples and discuss the many ways this technology can put you ahead of the pack.

## File Prep



### Maximum Image Area & Press Sheet

The HP Indigo 7600 Digital Offset
Press has a maximum sheet size of
13" x 19". The maximum live image area
is 12.48" x 18.2". 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**

The HP Indigo 7600 Digital Offset Press can accommodate a wide variety of stocks and substrates. Generally, stocks up to 18 pt. run efficiently. Please contact our customer service department or your CrossTech sales rep for more information on stock availability.

### **Image Formats**

Images may be saved in almost any format, including: EPS, TIFF and PSD. Color images should be saved as CMYK (not RGB).

#### Resolution

The HP Indigo 7600 Digital Offset Press images at a resolution of 812 dpi. Minimum image resolution is 300 dpi for continuous tone and 800 dpi for line art (at finished size). The HP Indigo 7600 Digital Offset Press has the ability to print several different screen resolutions (lpi) and angle sets. CrossTech uses a 175 lpi screen set for most projects.

### **Applications**

CrossTech can handle nearly any Macbased graphic application, including: Adobe CS Applications (InDesign, Illustrator & PhotoShop), QuarkXPress, Microsoft Office (Word, Excel & PowerPoint) and high-resolution PDF.

### **High-Resolution PDF**

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

- Where possible, use PDF-X1A format.
- 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

CrossTech's HP Indigo 7600 Digital Offset Press prints using 4-color process plus the options of adding white and/or transparent (varnish) inks and high value special effects.

### **High Value Special Effects**

A series of new "high value" special effects available only on the HP Indigo 7600 Digital Offset Press.

- White Ink
- Spot Varnish/Watermarks
- Raised Ink Textures (3 levels)
- Textured Effects (Digital Embossing)
- Metallic Simulations using foil paper and white ink for non-metallic areas



### File Submission

Acceptable methods include: CD, DVD and flash drive. Files may also be sent via email or FTP. Please visit our website (www.crosstechinc.com) for more information on uploading files to CrossTech.

### Fonts, Graphics

Remember to include all fonts and linked graphics.

#### 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 0.125" is required for all bleed edges.

#### Standard Production Flow & Turnaround

All jobs being printed on the HP Indigo 7600 Digital Offset Press require a client approved "proof" prior to the actual

Upon arrival of your project at our location, CrossTech will generate a proof (directly from the HP Indigo 7600 Digital Offset Press) for your approval. Typically, this proof will be delivered the next business morning.

We also have the ability for proofing via PDF. Where possible, we would like to provide a hard-proof for your approval but we understand that time and cost factors sometimes require the use of PDF.

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

Many projects can be completed on rush schedules or for same day delivery. Please let us know your schedule needs and we'll make sure you get delivery when needed.



# **Image Samples**



# **Image Samples**



# **Image Samples**





The following pages contain swatches simulating the Pantone color chips. These swatches have been produced with screen tints of the CMYK process colors and printed on CrossTech's HP Indigo 7600 Digital Offset Press. By selecting a color from these charts, you can be assured that the color printed 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 HP Indigo 7600 Digital Offset Press uses a combination of Cyan,

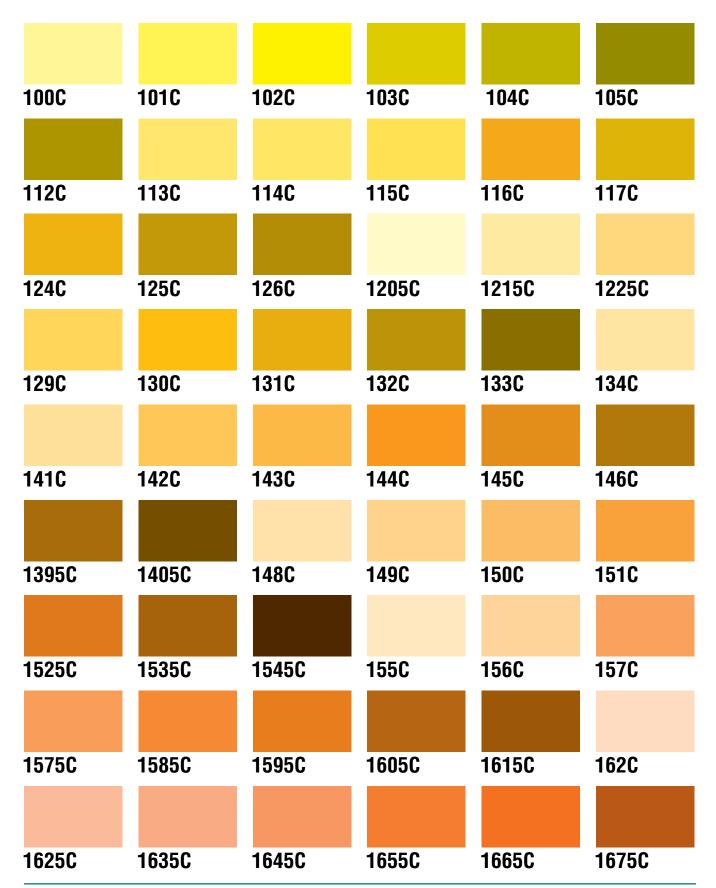
Magenta, Yellow and Black inks (process colors) to achieve a wide variety of colors. Through the use of varying size dots of the four process colors, the appearance of different colors is achieved.

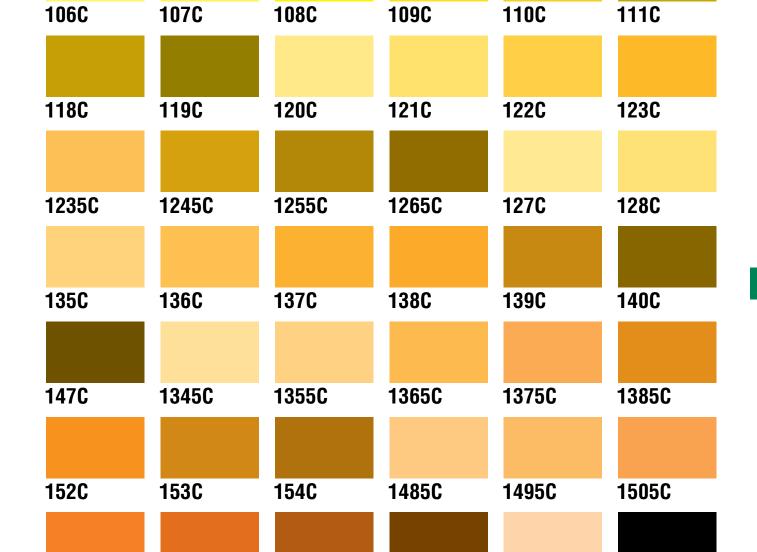
The CMYK color gamut is much smaller than that which may be achieved through ink mixing, therefore not all colors can be exactly simulated on the HP Indigo 7600 Digital Offset Press (or in any process color printing environment). The best way to specify color for the Indigo is to use the color chips which follow.

If you have any questions, please contact CrossTech's customer service department or your sales representative at 312-382-0111.









161C

166C

171C

1555C

167C

172C

1565C

168C

173C

160C

165C

170C

159C

164C

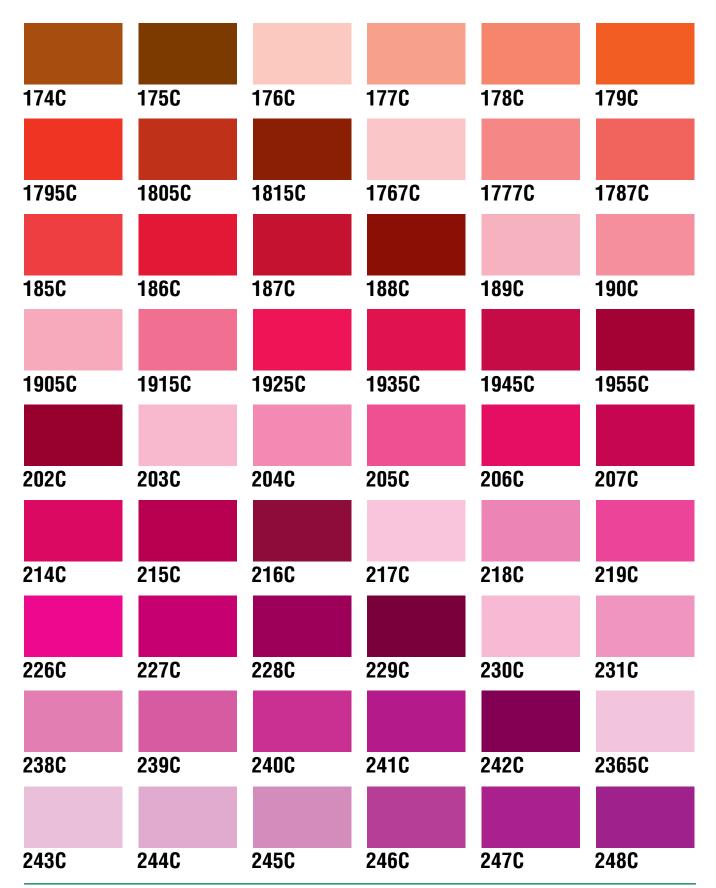
169C

158C

163C

1685C



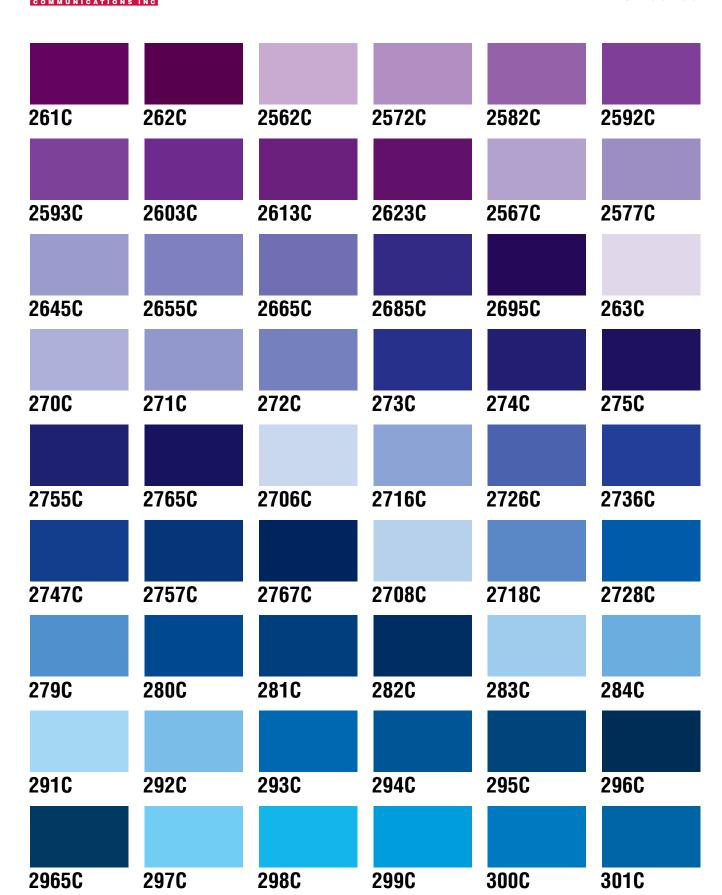




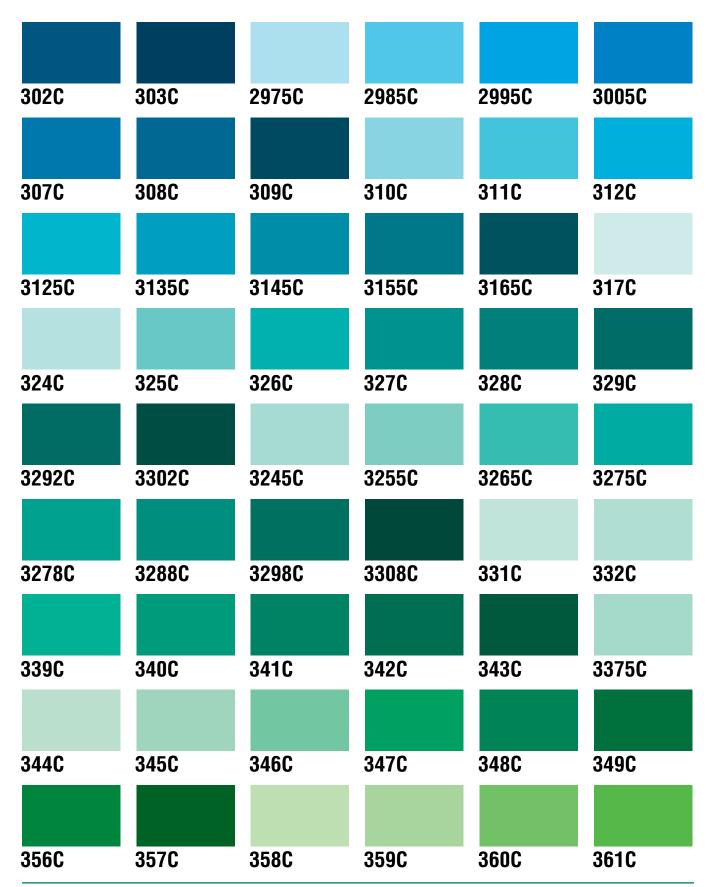




























































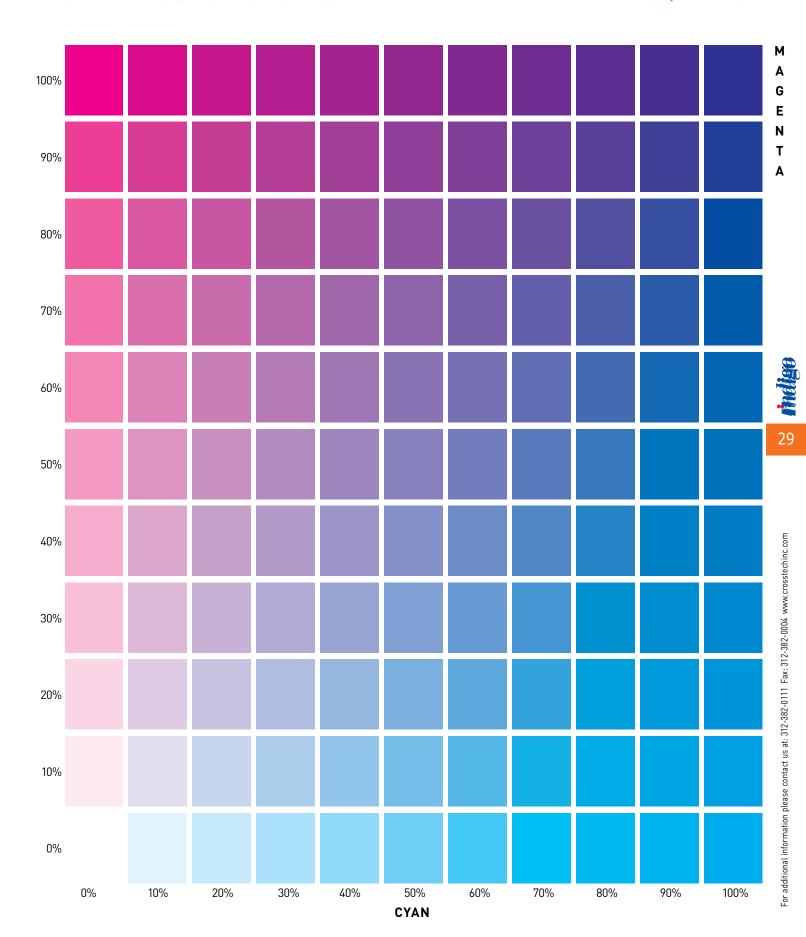


The following section contains color swatches that have been produced on CrossTech's HP Indigo 7600 Digital Offset Press. Each process color has been "stepped" in 10% increments. By using these percentages in your file, you can be assured that the results will match your selection very closely. Please keep in mind that the stock selection will have an impact on color accuracy.

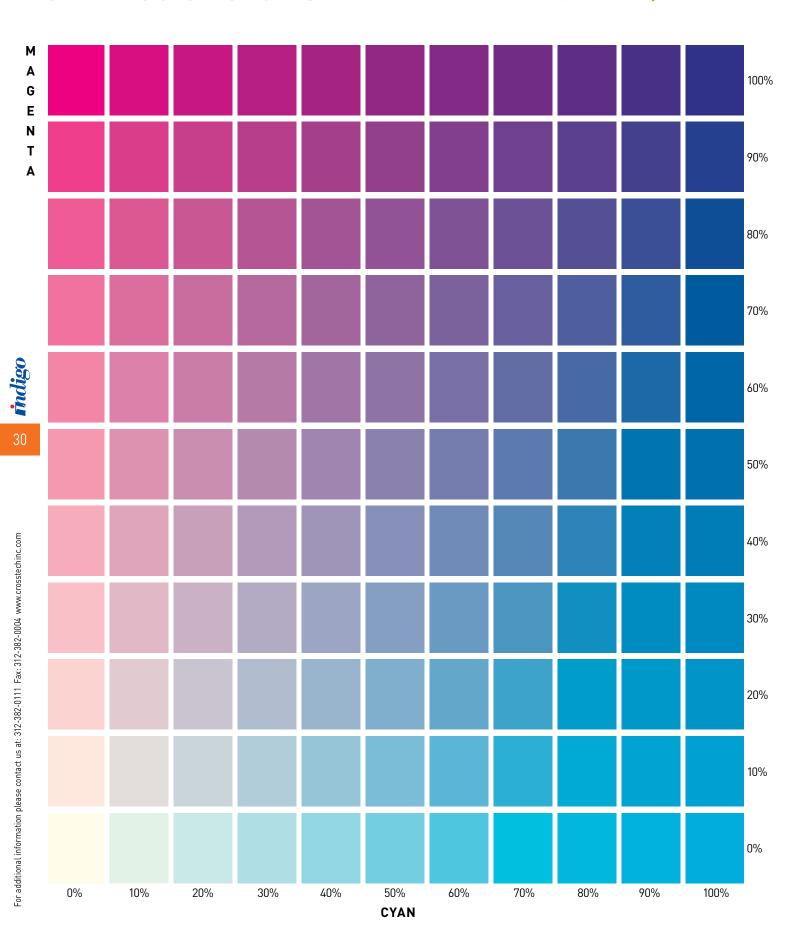
For best results, the color chips should be viewed individually under color corrected lighting. To view colors individually, make a cut-out in the middle of a white sheet of paper (the size of each color chip). Overlay this cut-out on the color to be viewed, thereby "knocking out" the remaining chips on the page. Throughout the 66 charts, Cyan and Magenta are shown complete (0% through 100%). Each subsequent chart adds yellow in 10% increments. When yellow reaches 100%, the next chart adds 10% black and the yellow increments start anew. We have only shown the black in increments up to 50% as the colors beyond this point appear mostly black.

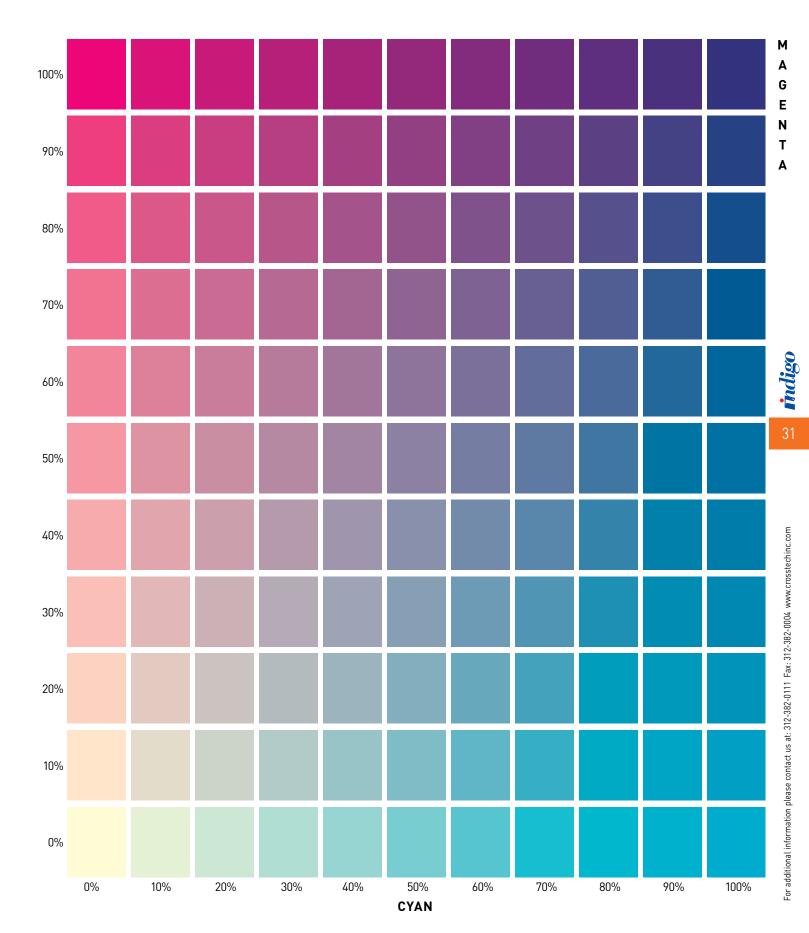
If you have any questions about color specification please contact CrossTech's customer service department or your sales representative at 312-382-0111.



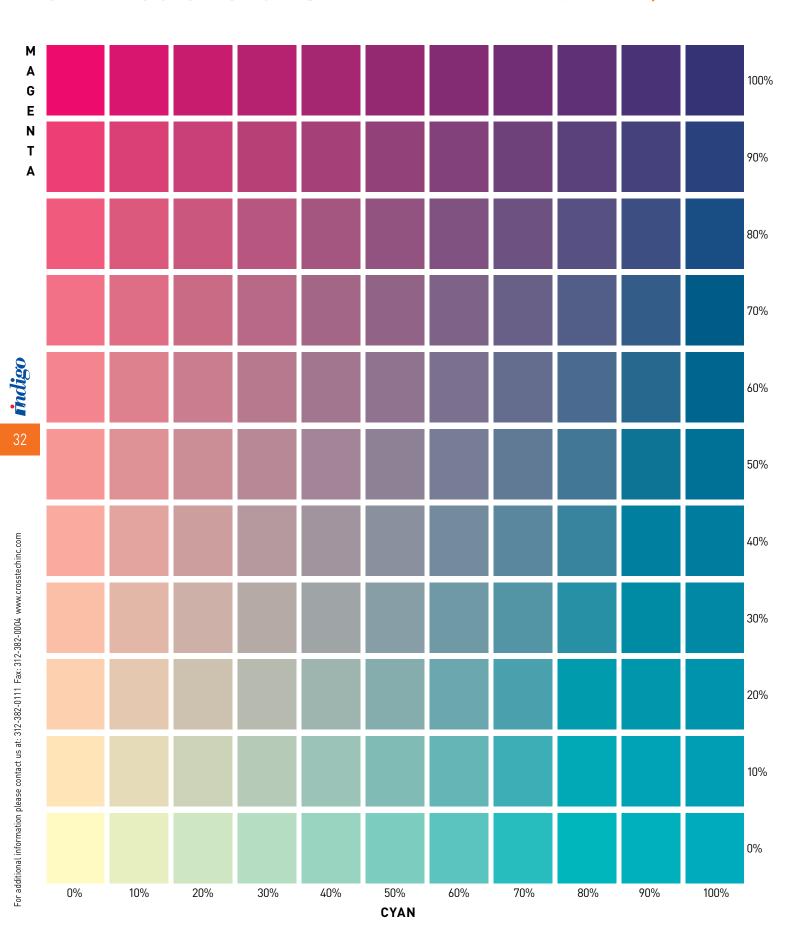


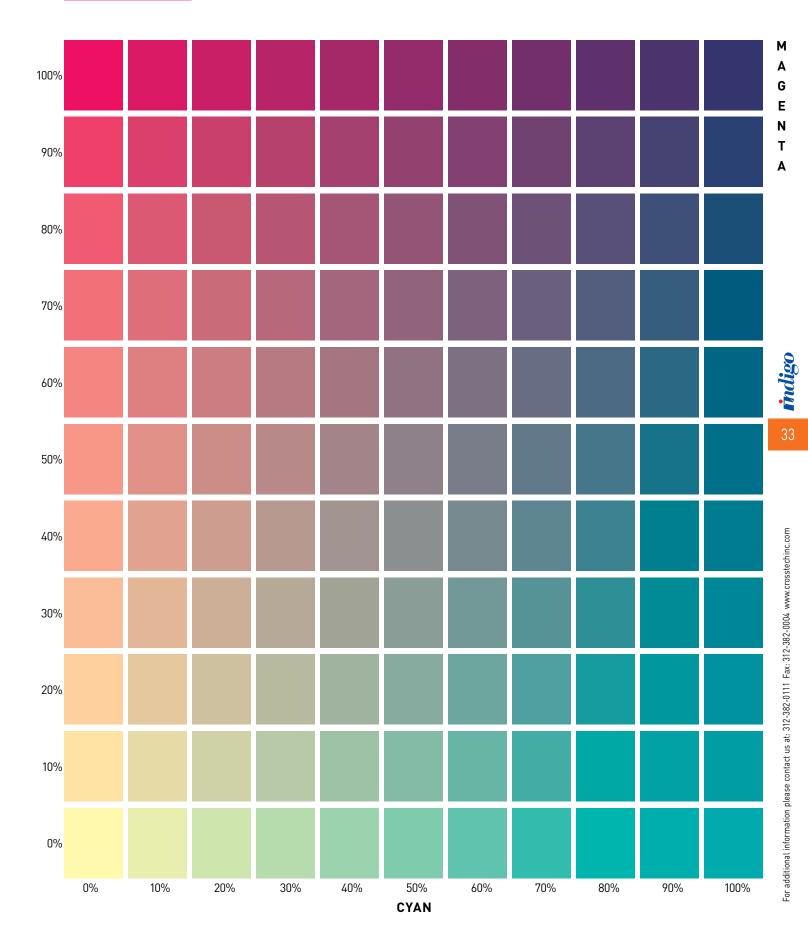
**Yellow = 10% / Black = 0%** 



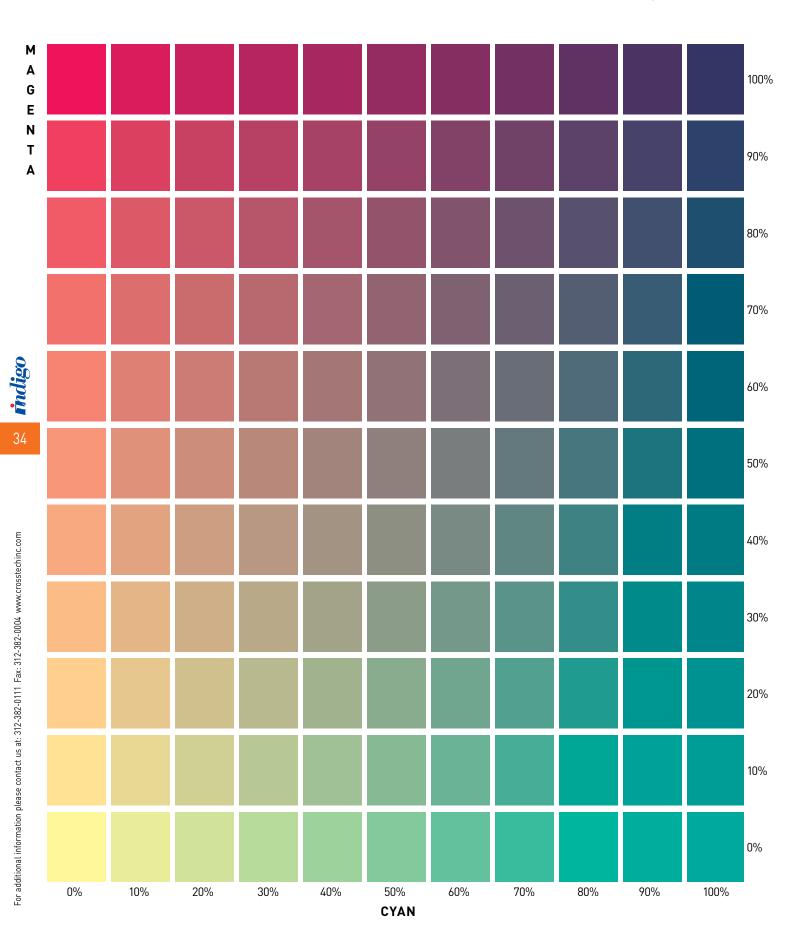


**Yellow = 30% / Black = 0%** 

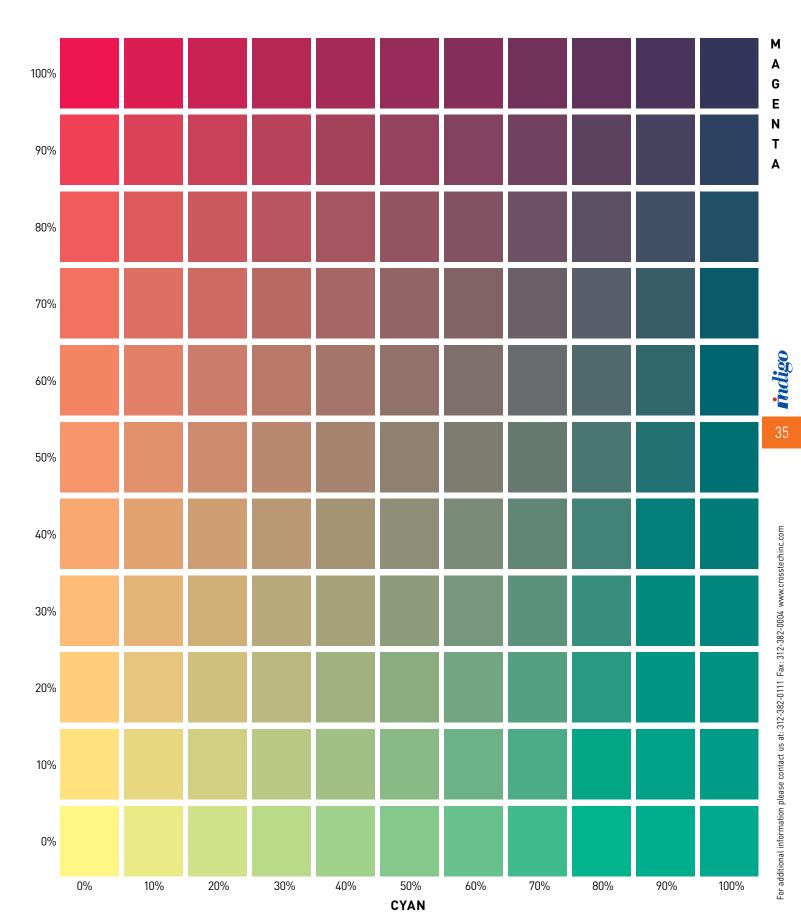




**Yellow = 50% / Black = 0%** 

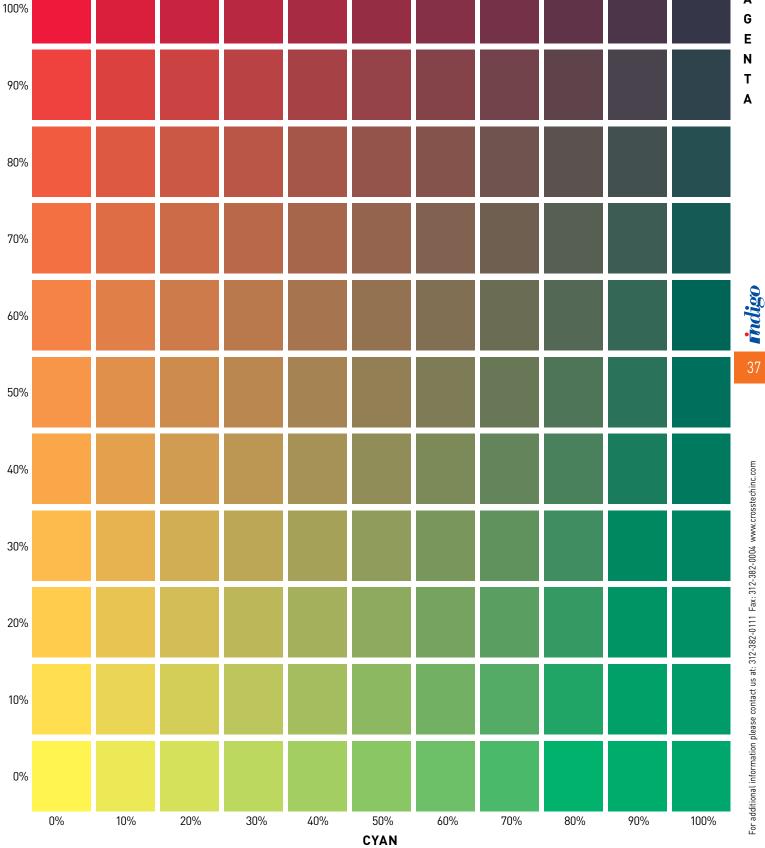






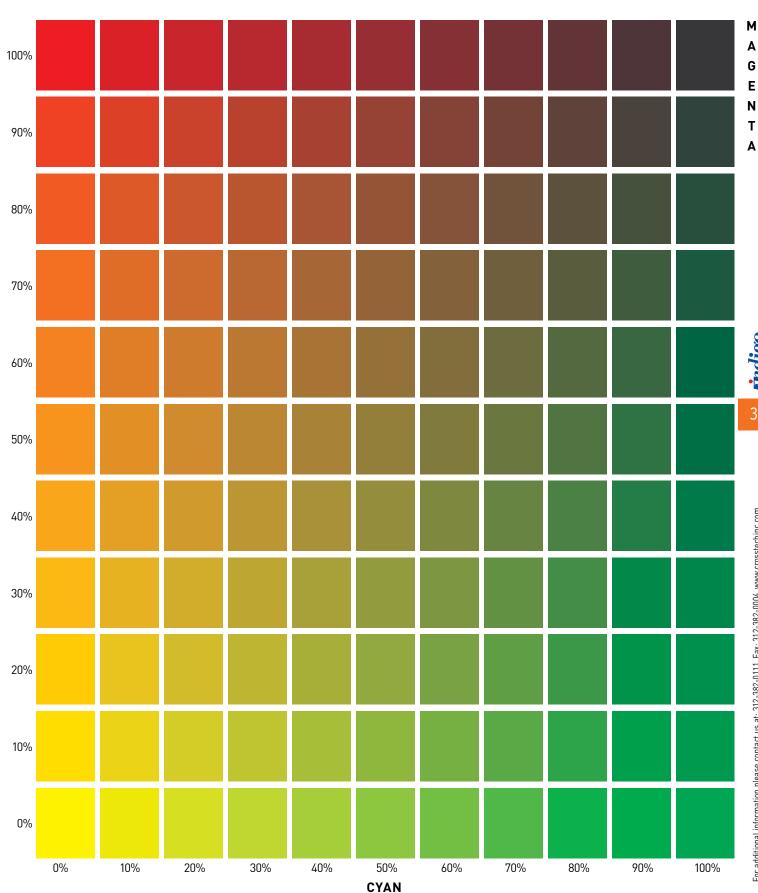


М Α

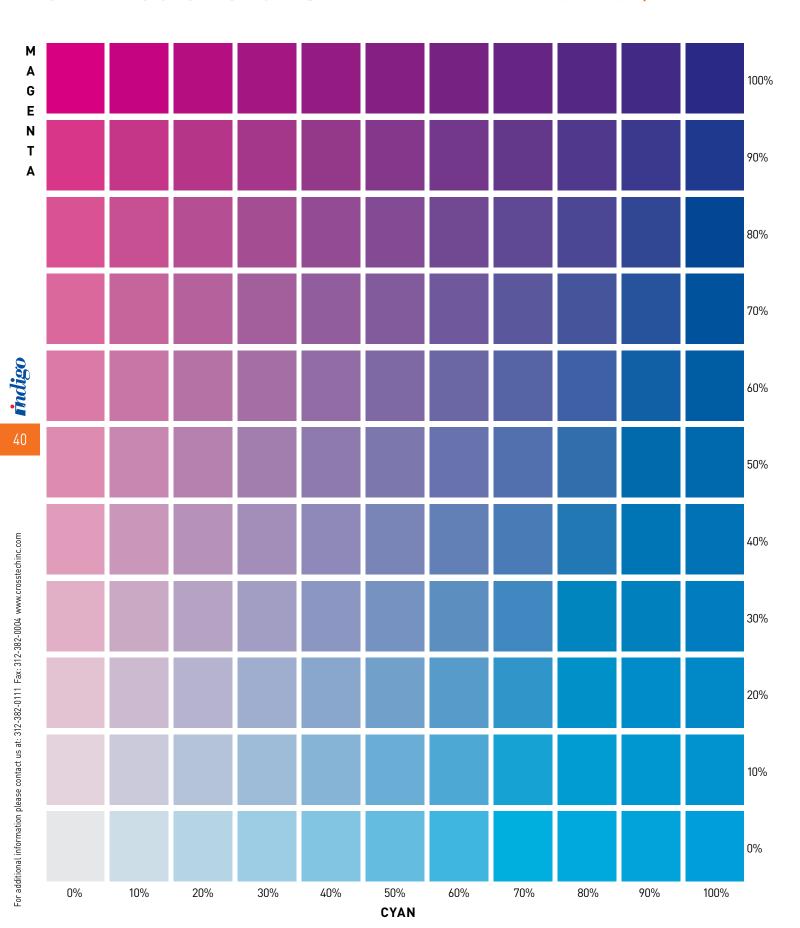






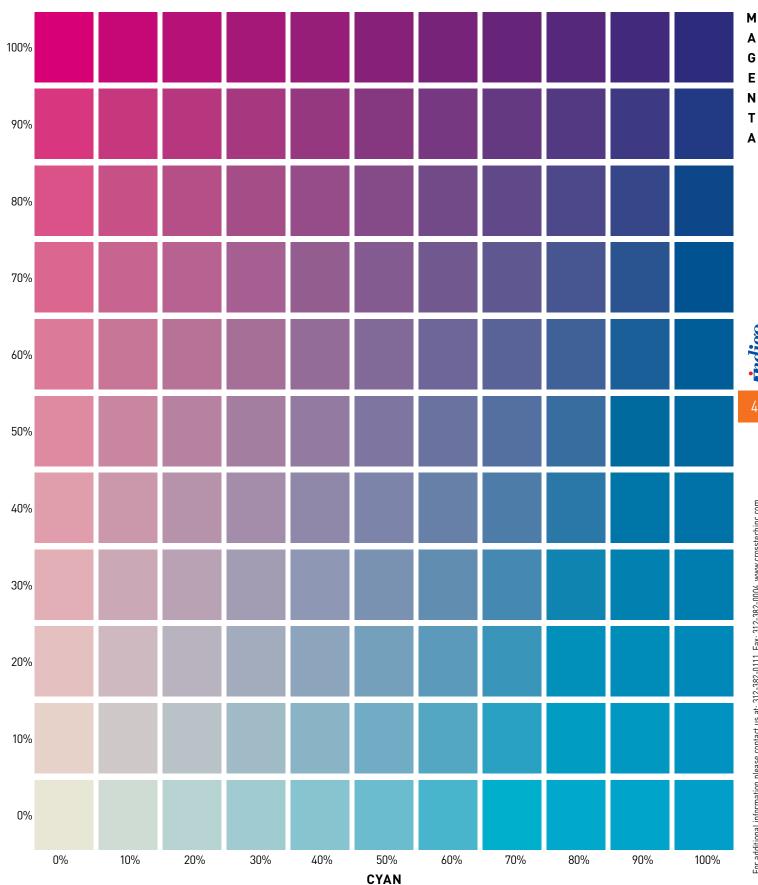


**Yellow = 0% / Black = 10%** 

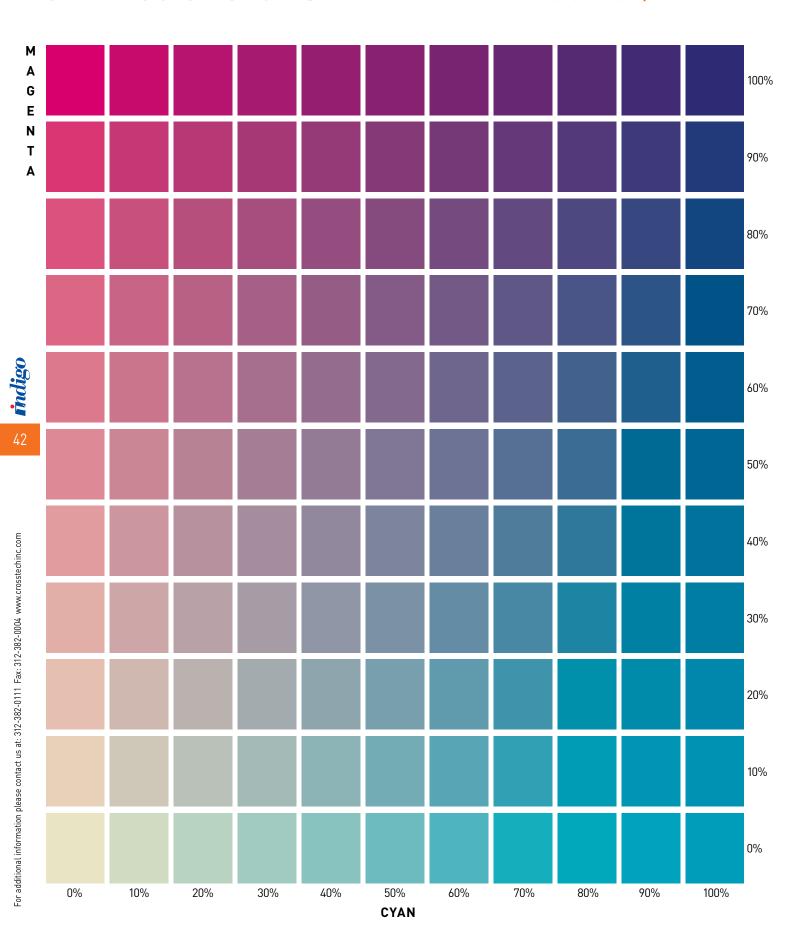






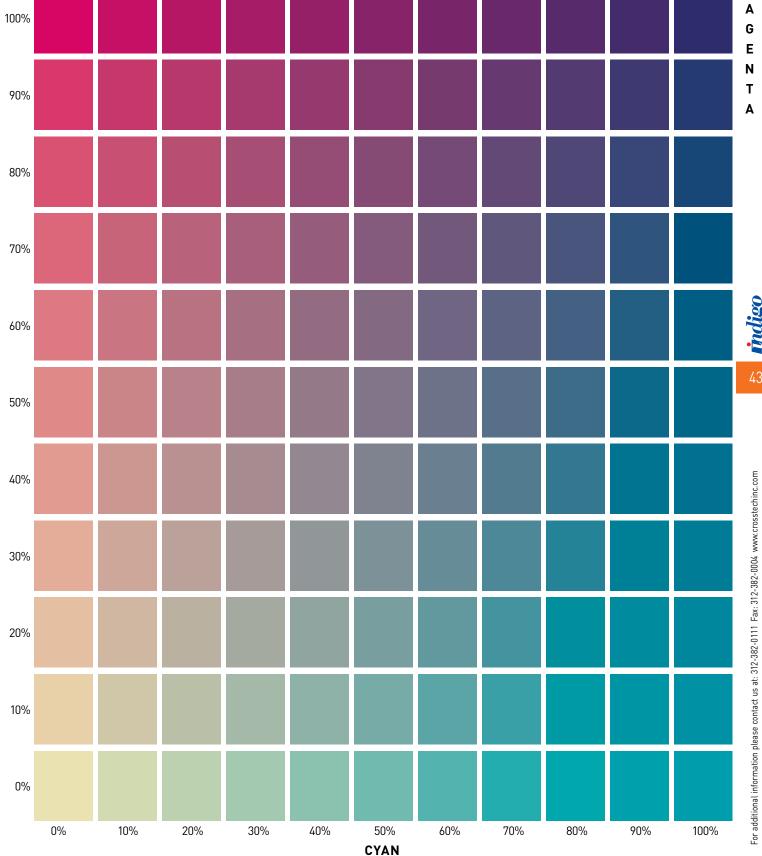


**Yellow = 20% / Black = 10%** 





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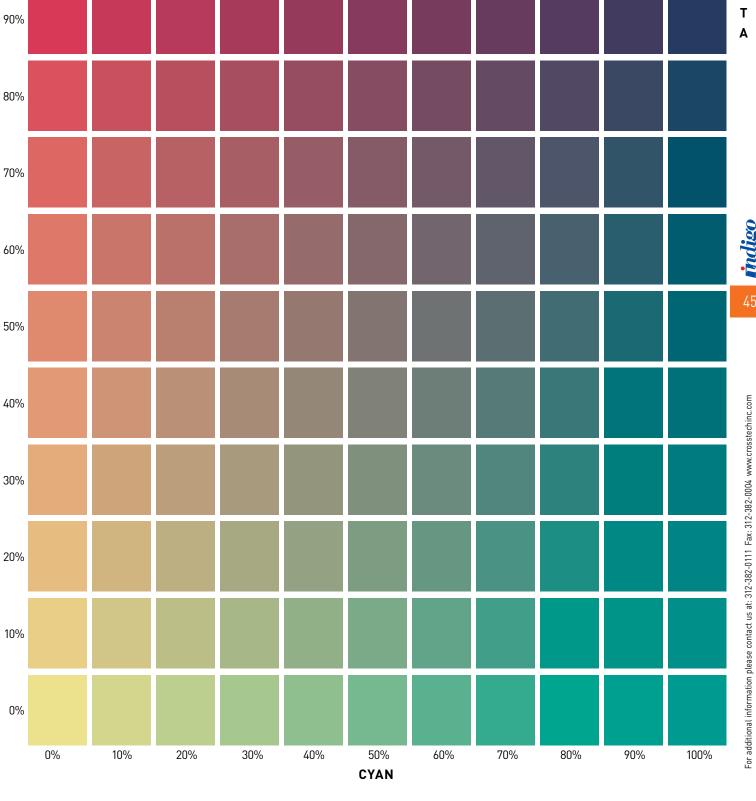


100%



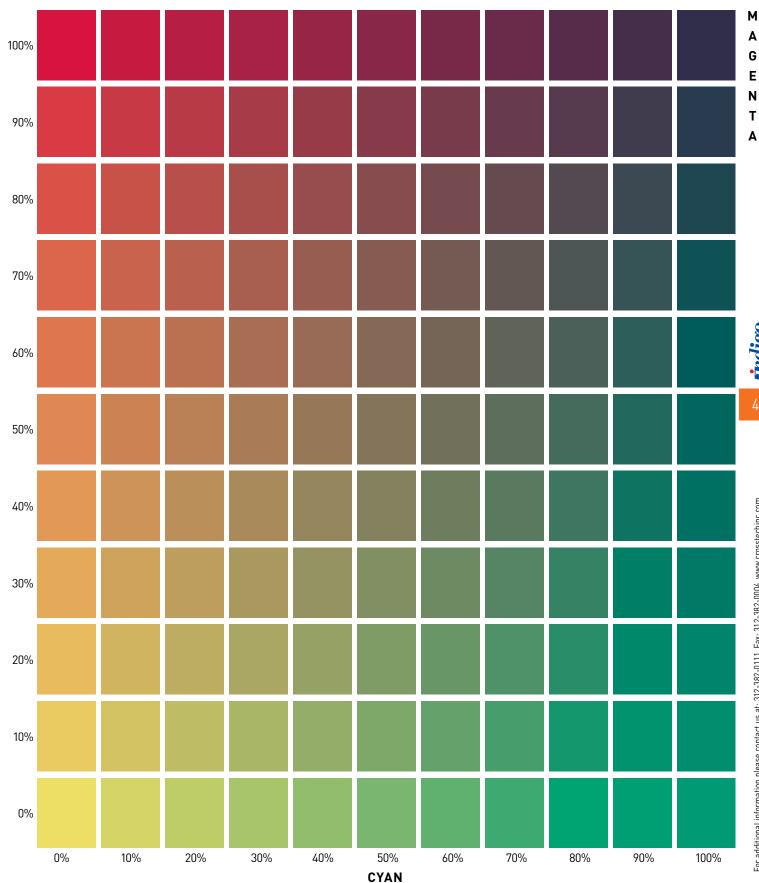
М Α

G Ε



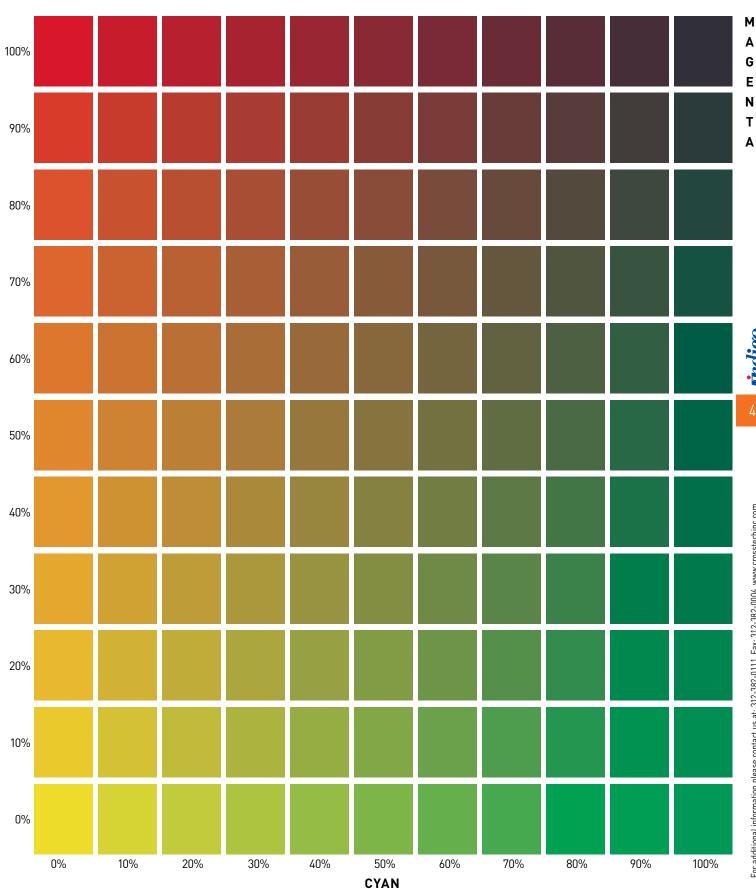




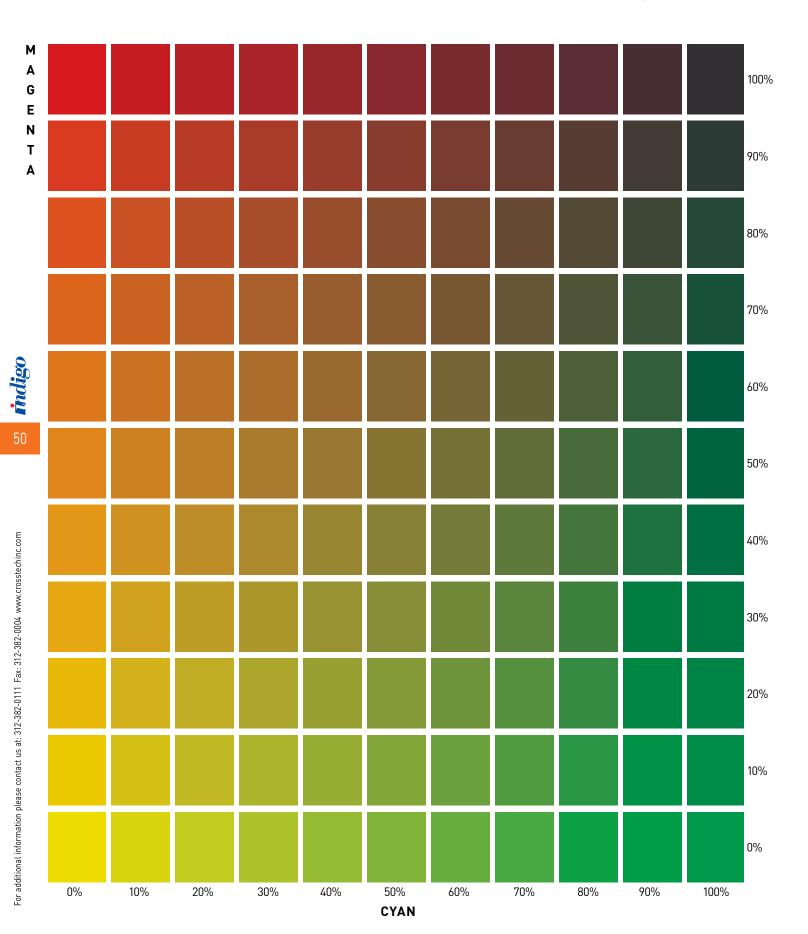






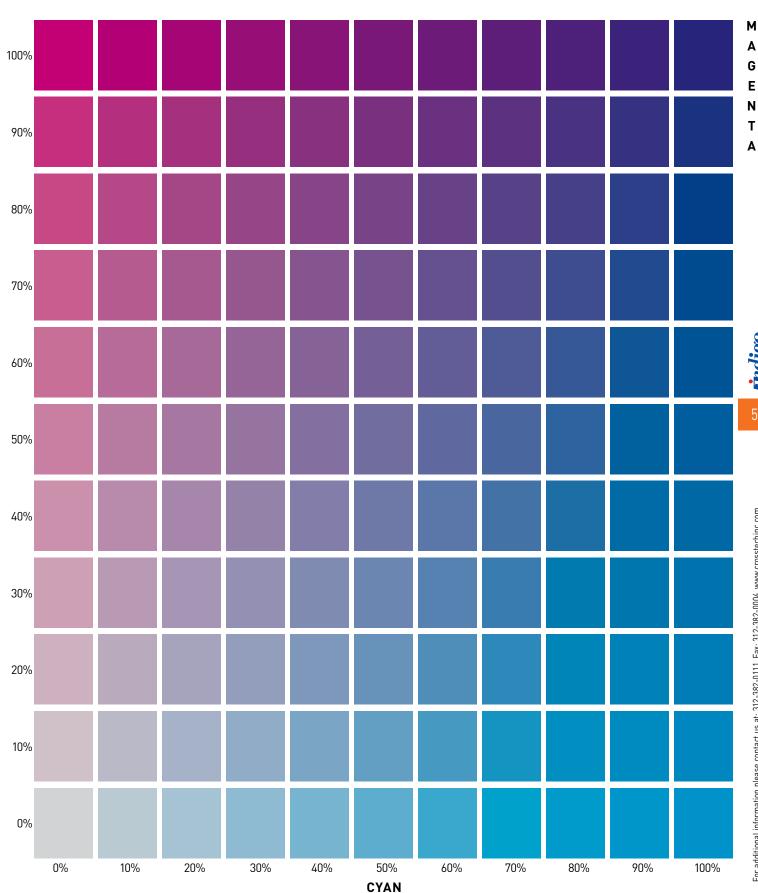


Yellow = 100% / Black = 10%

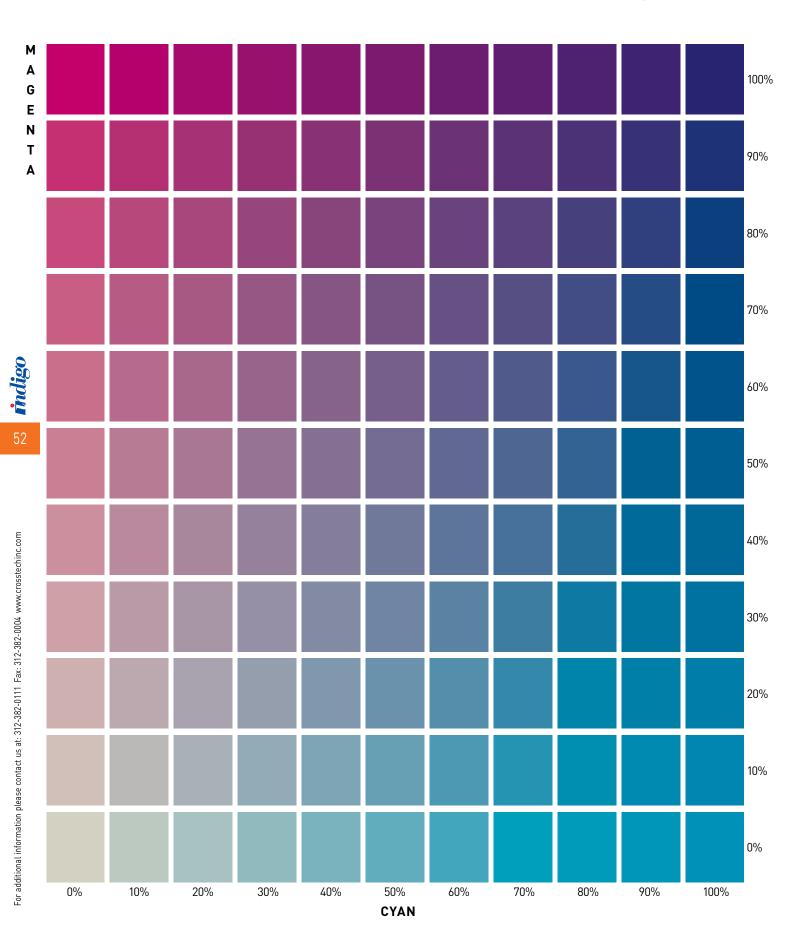


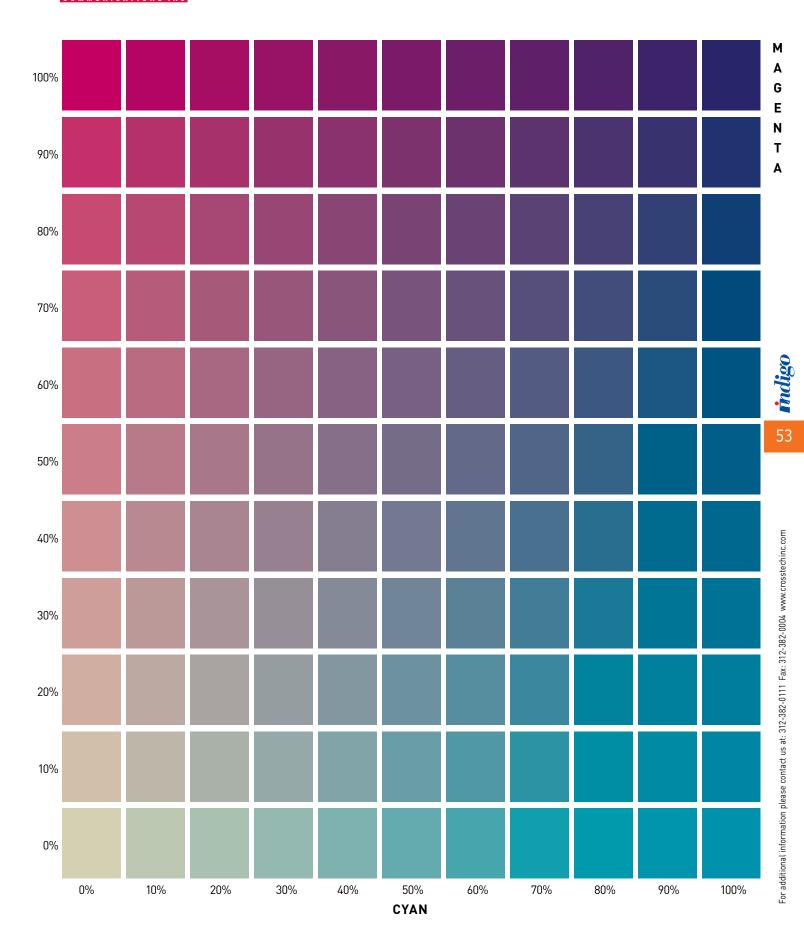




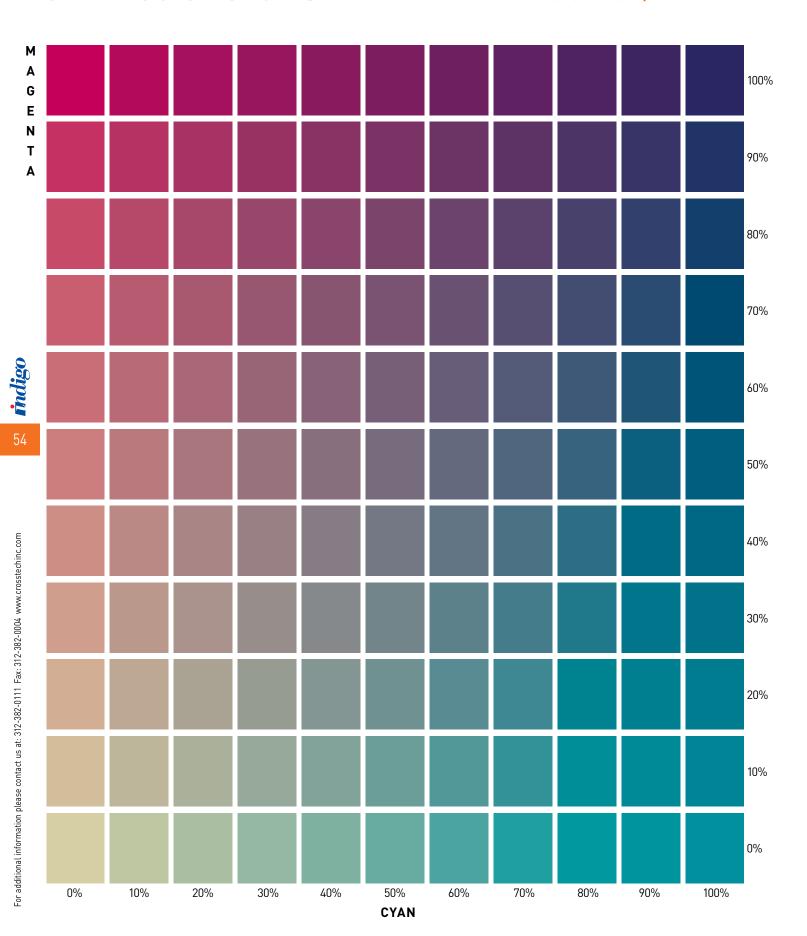


Yellow = 10% / Black = 20%



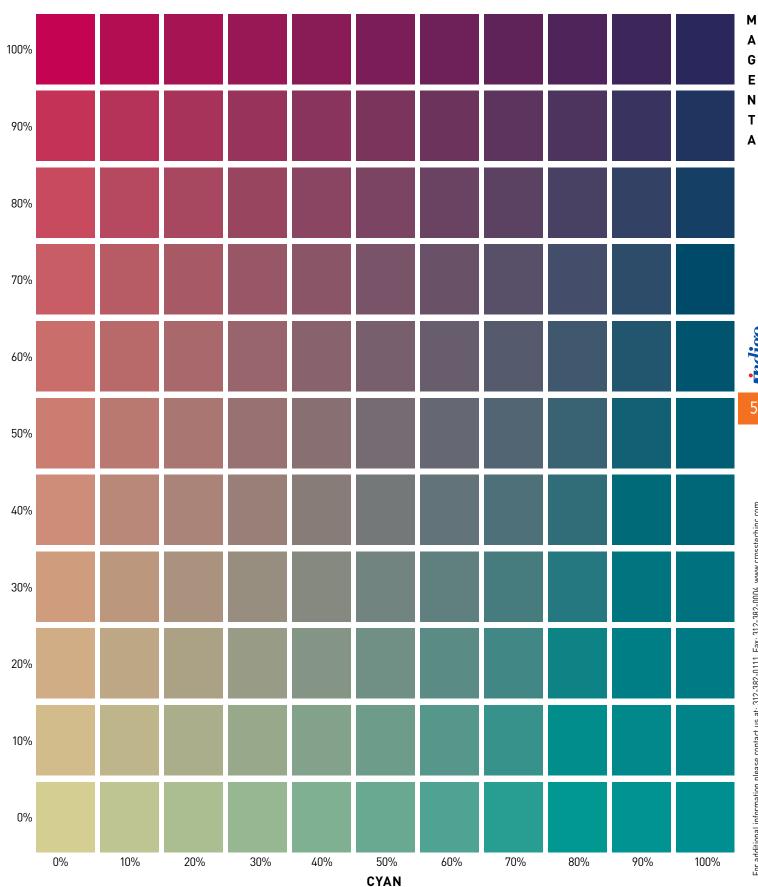


Yellow = 30% / Black = 20%



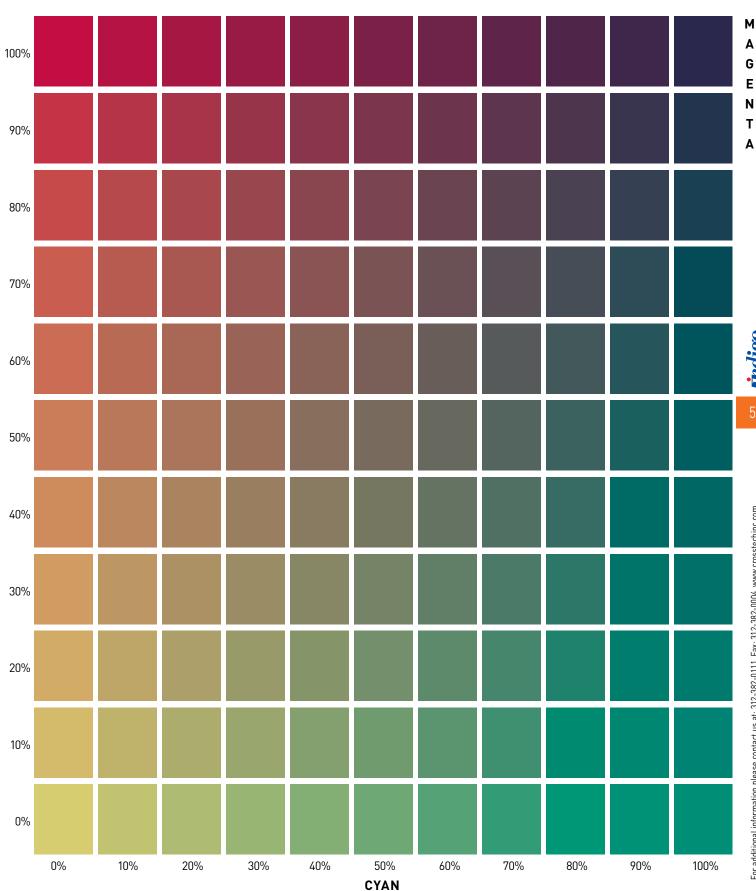








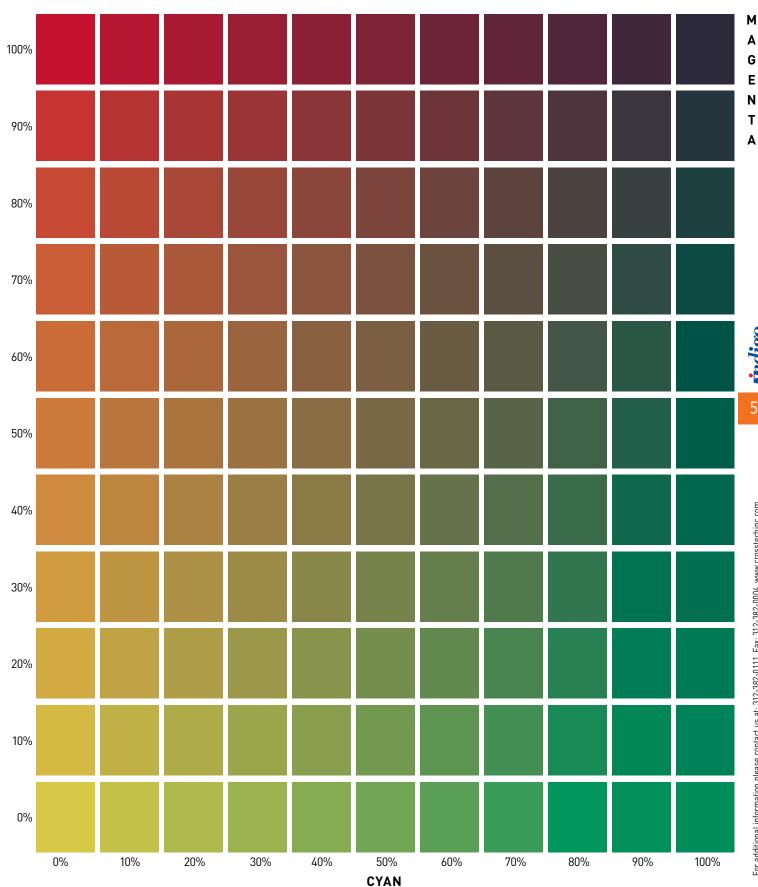




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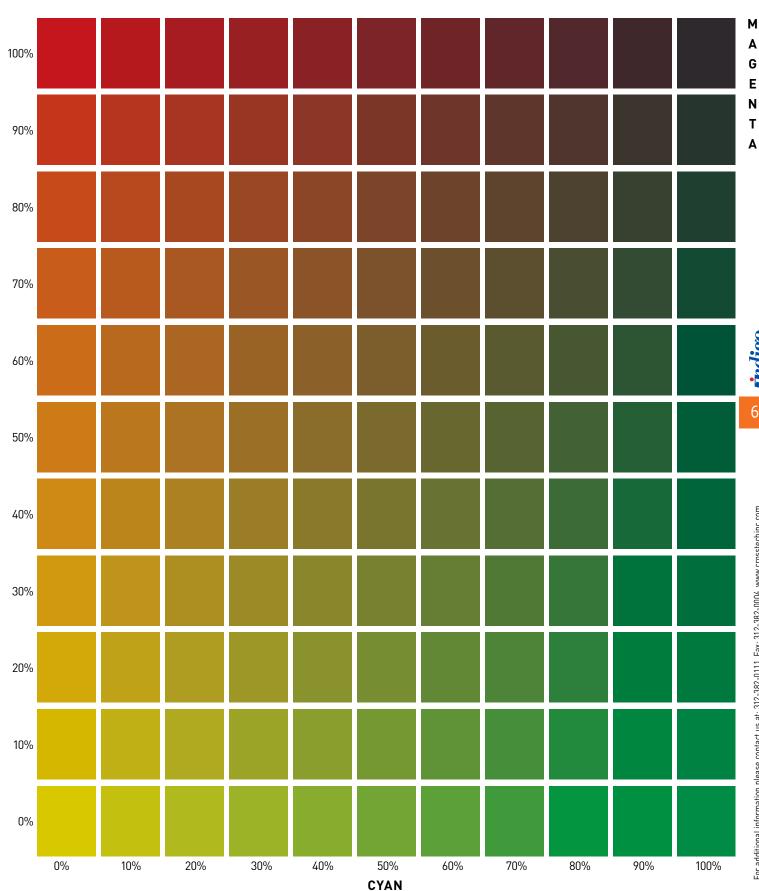




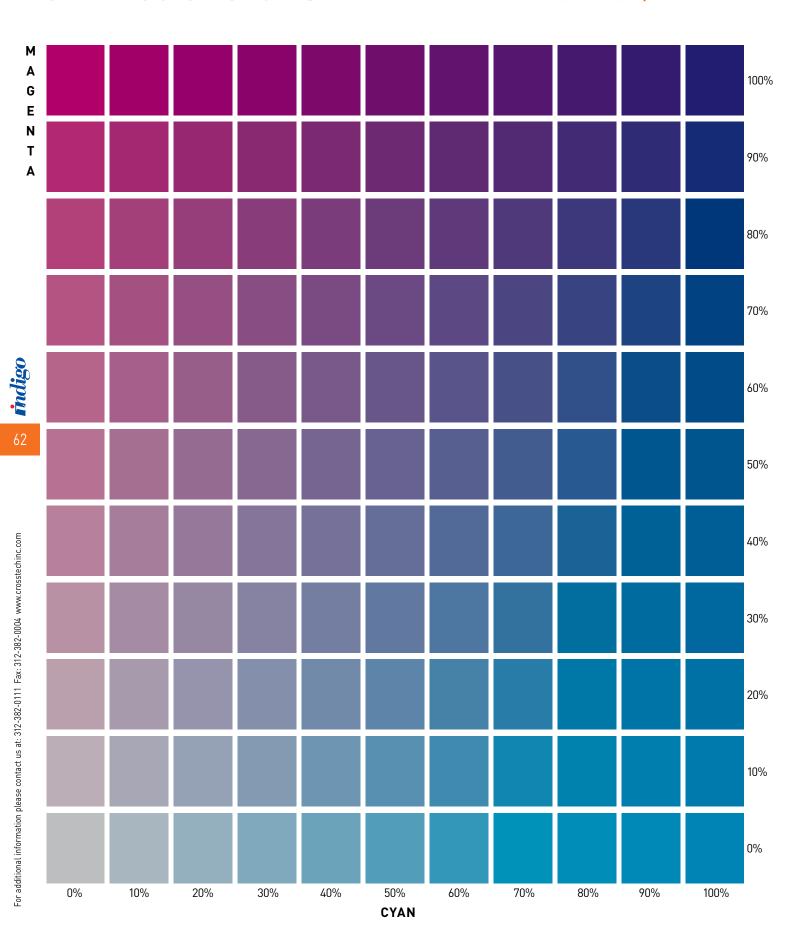






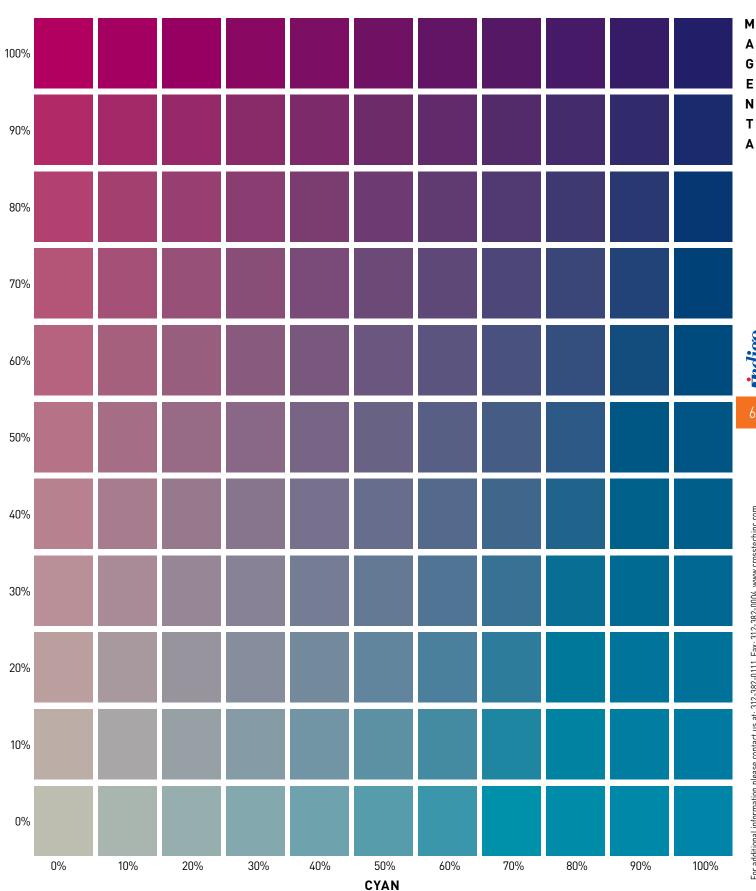


**Yellow = 0% / Black = 30%** 

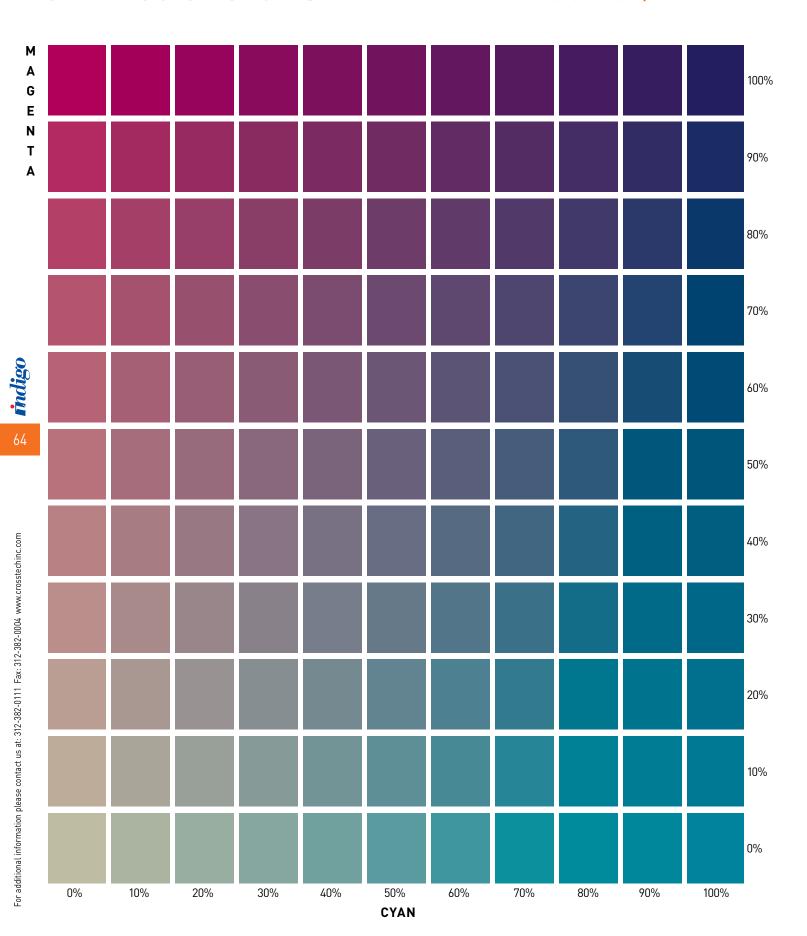




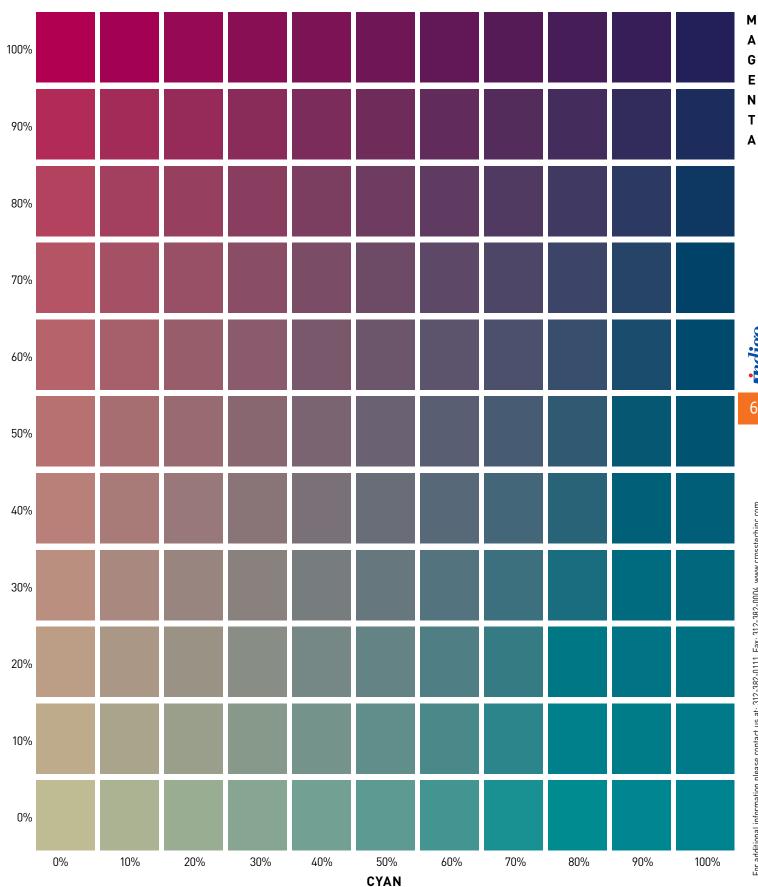




Yellow = 20% / Black = 30%

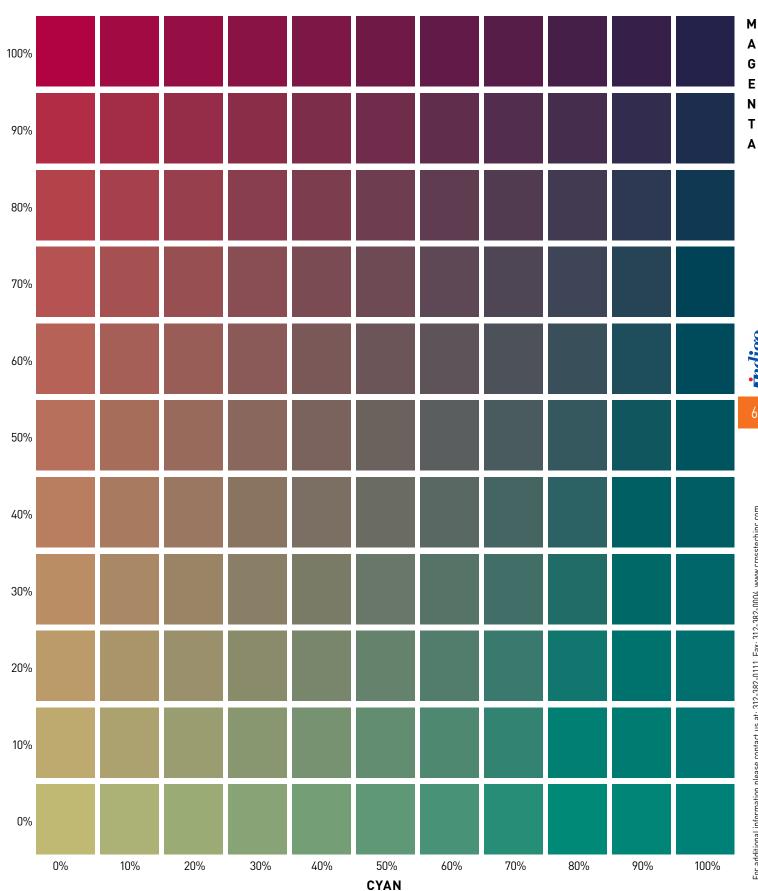








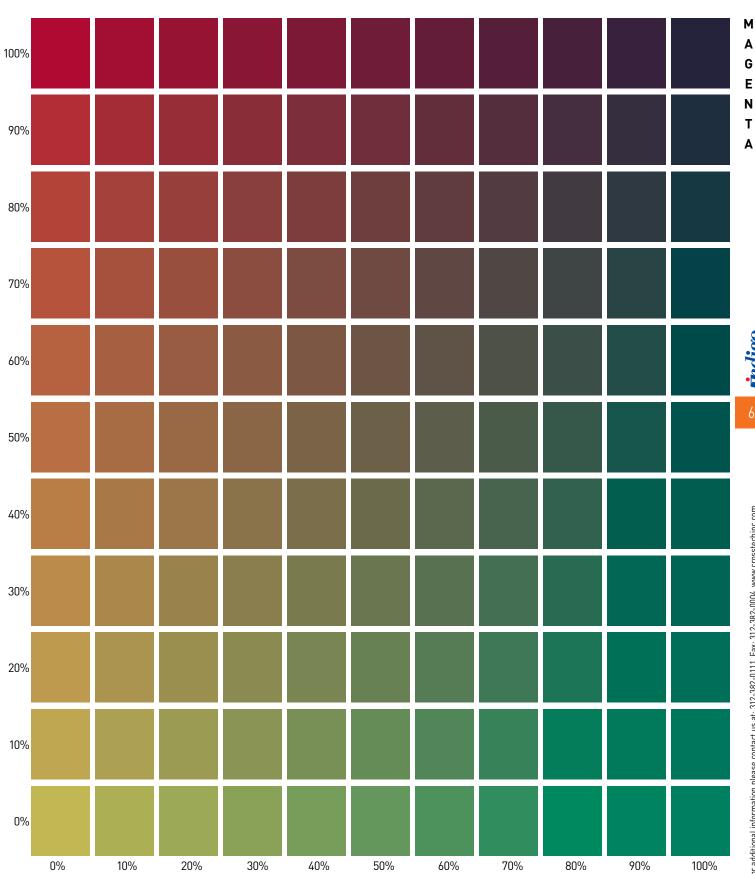




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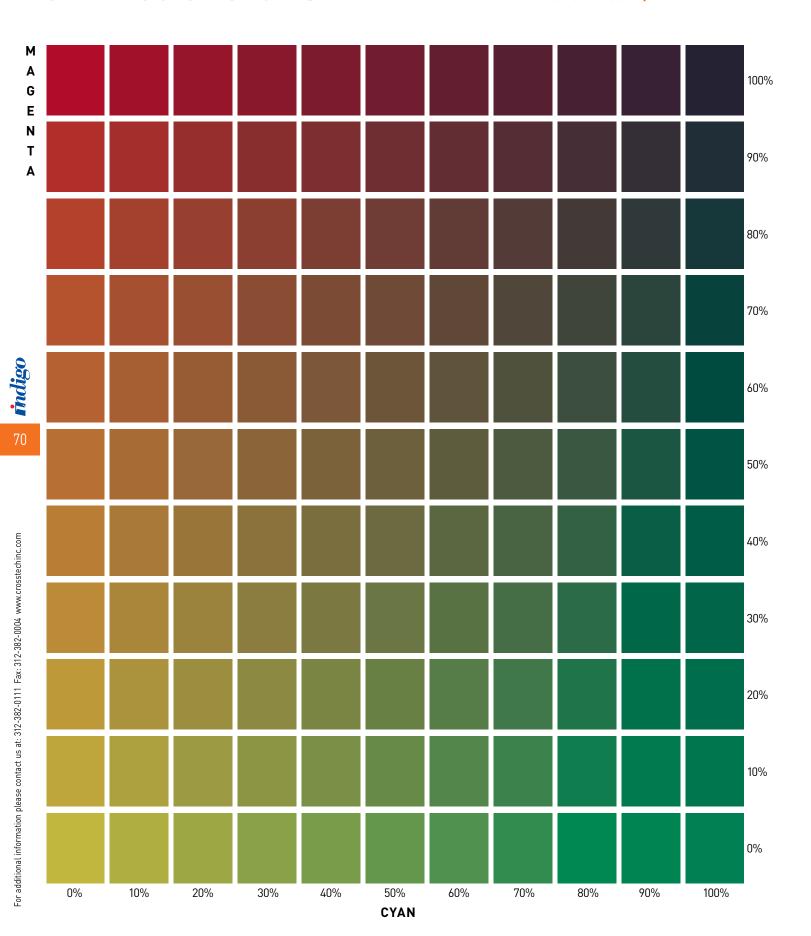






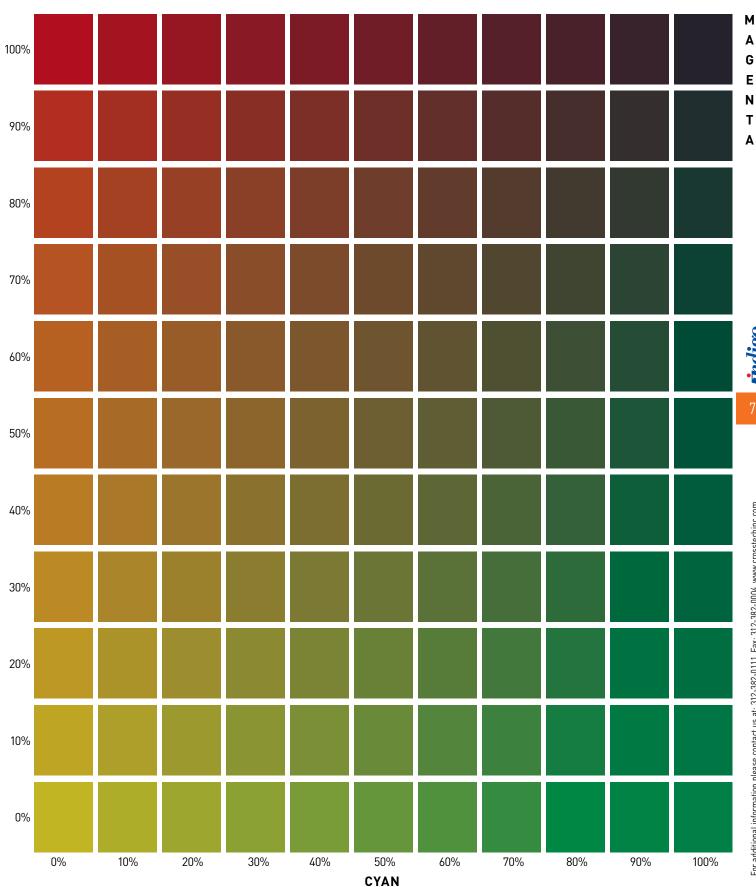
**CYAN** 

**Yellow = 80% / Black = 30%** 



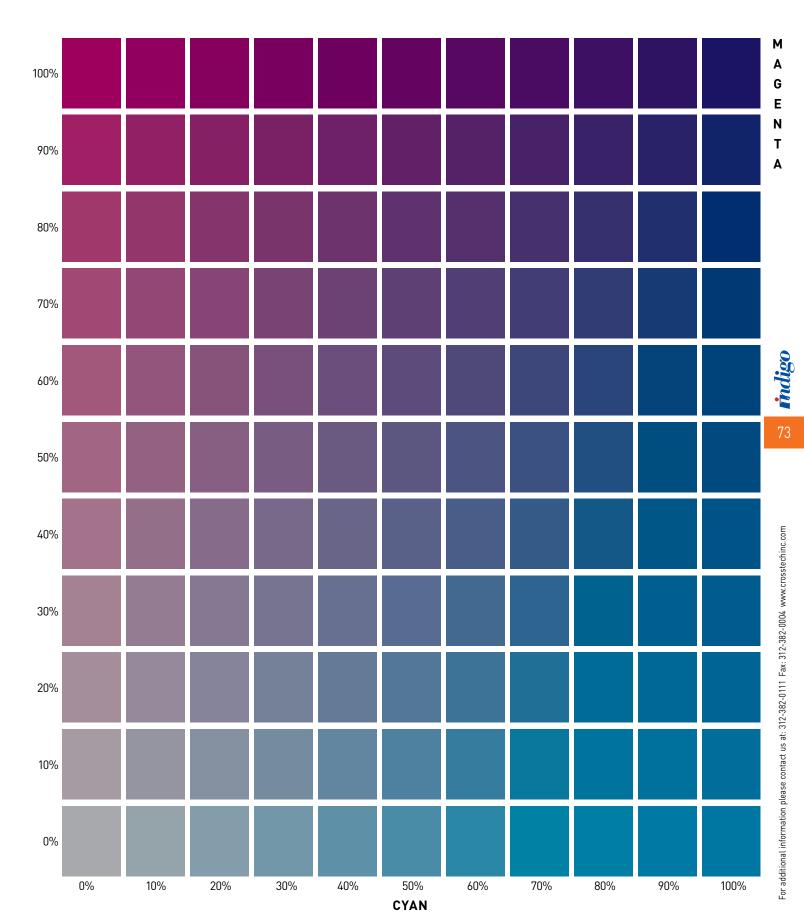




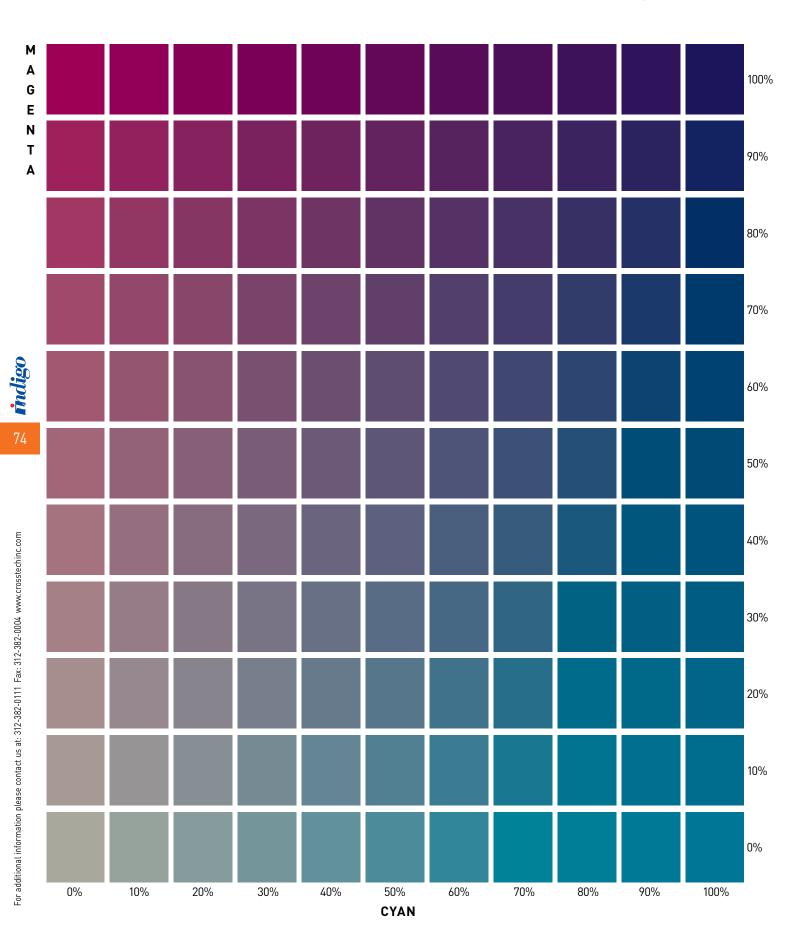


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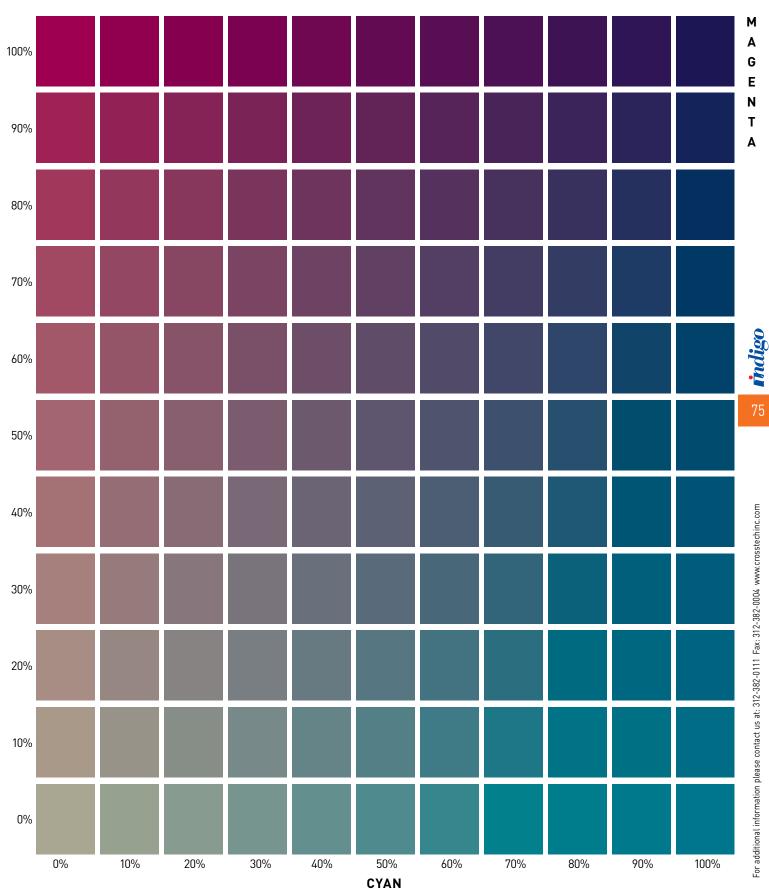


Yellow = 10% / Black = 40%

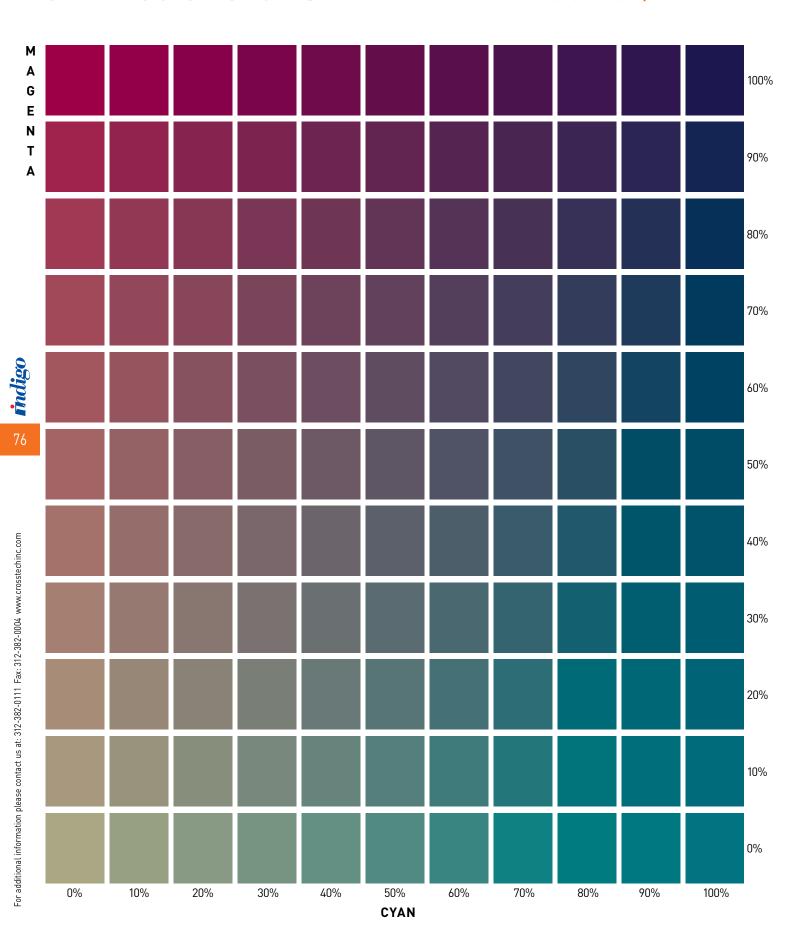






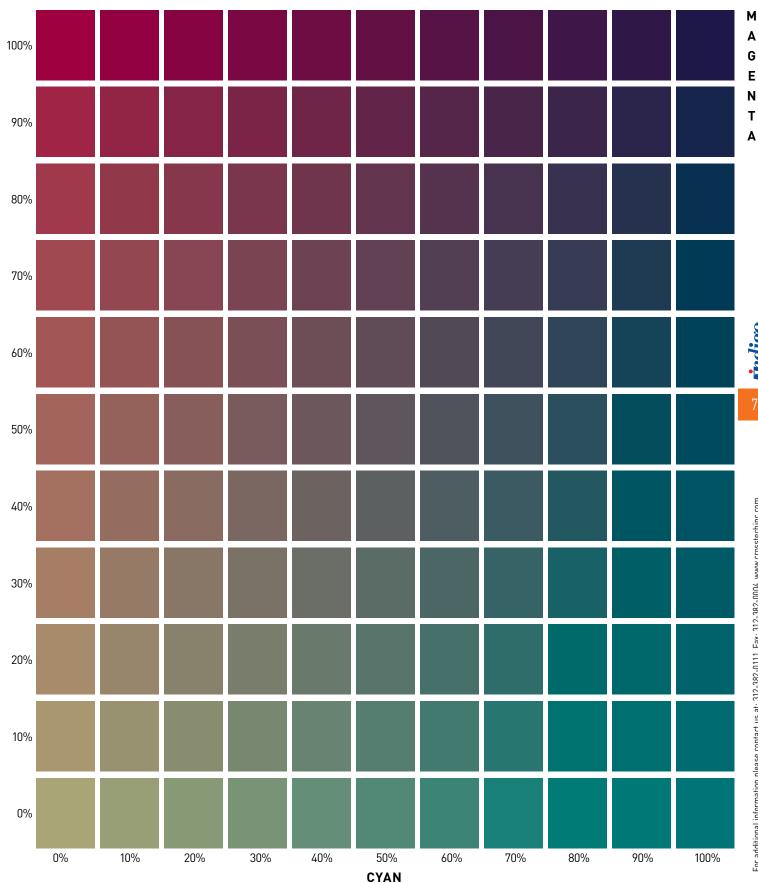


Yellow = 30% / Black = 40%



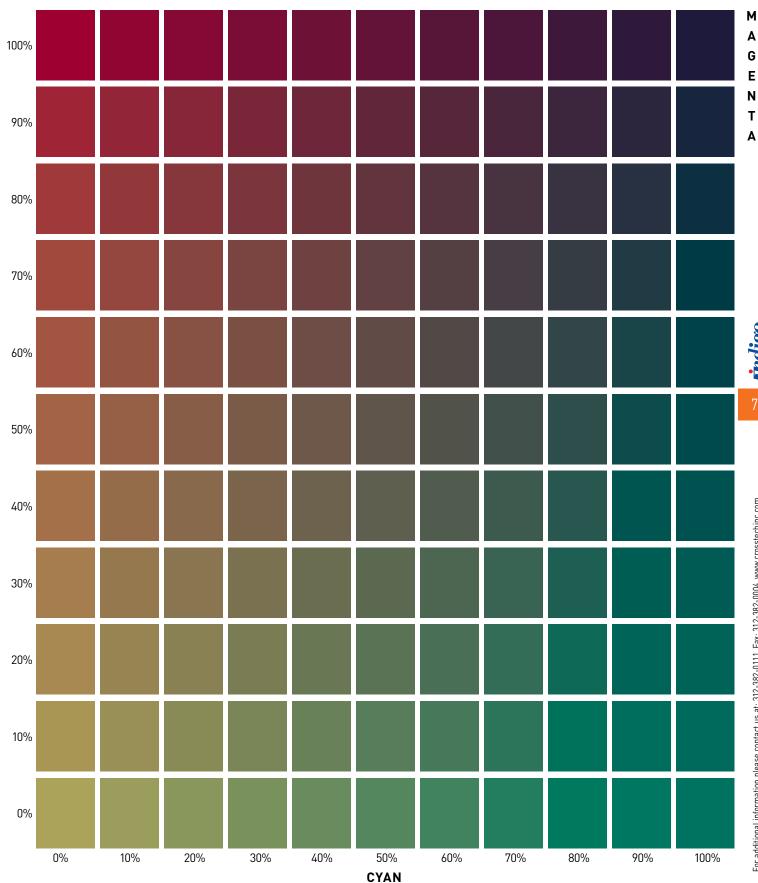




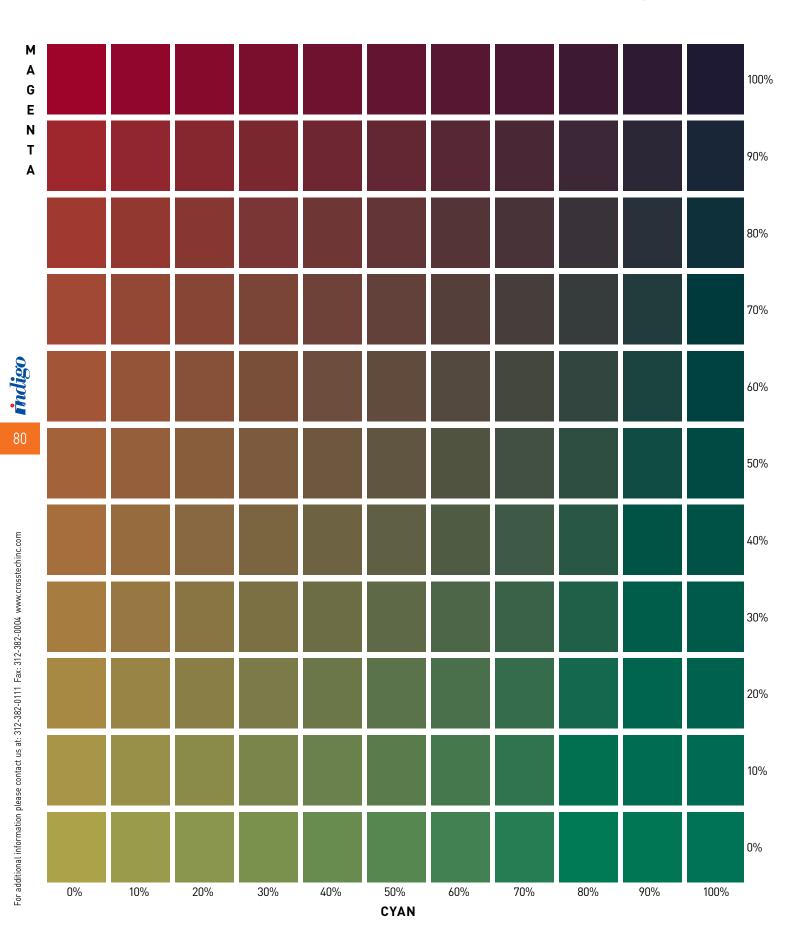






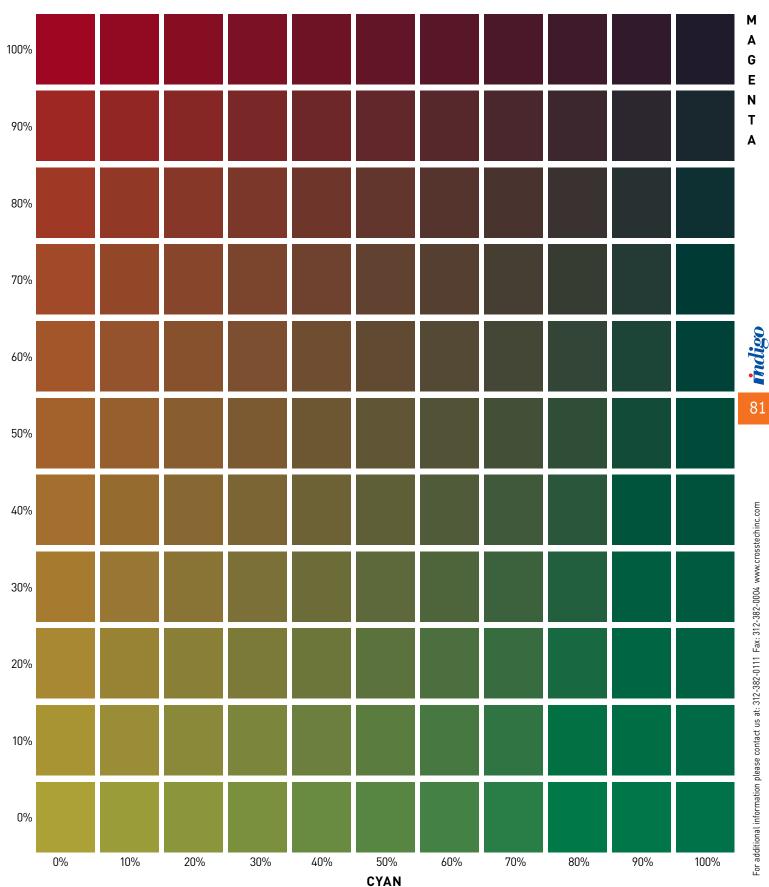


Yellow = 70% / Black = 40%

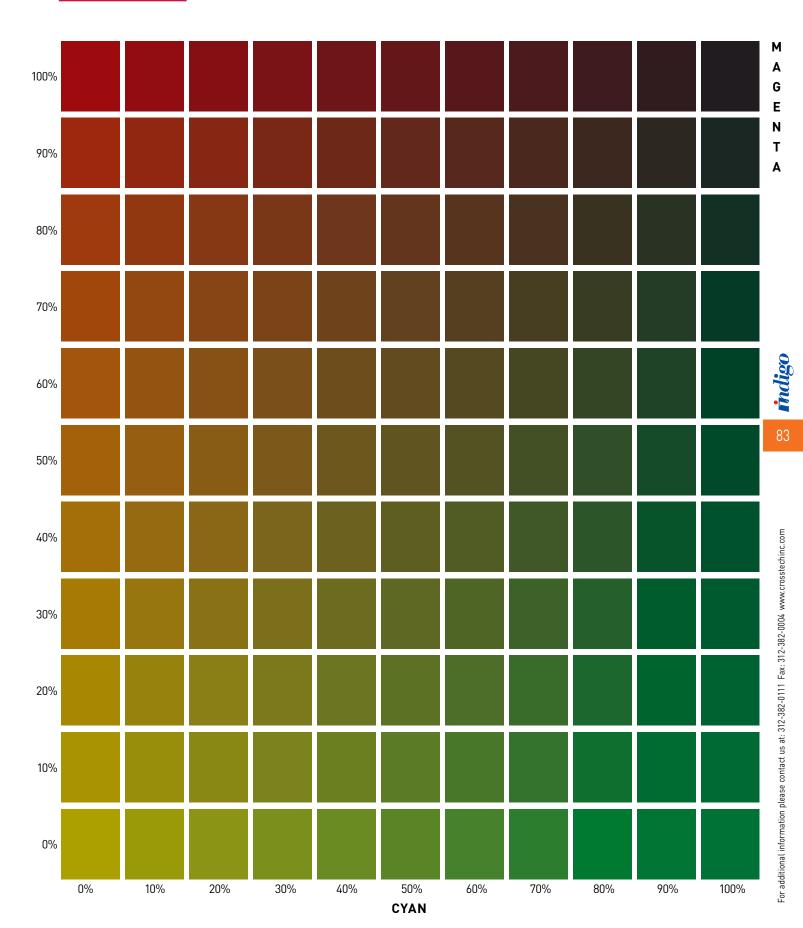




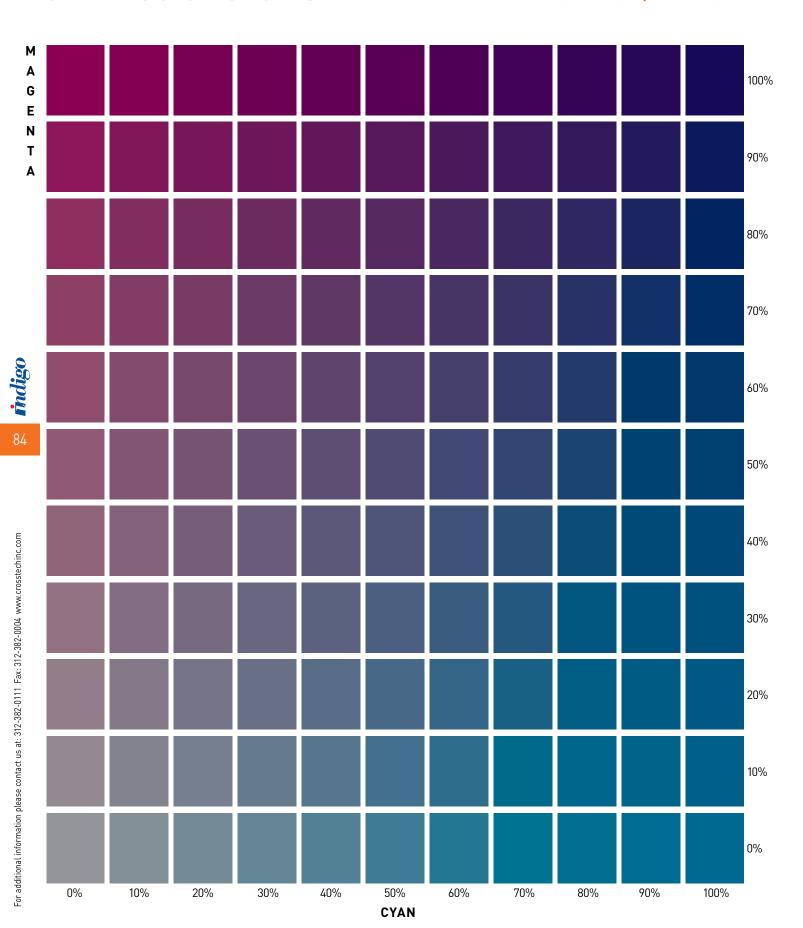






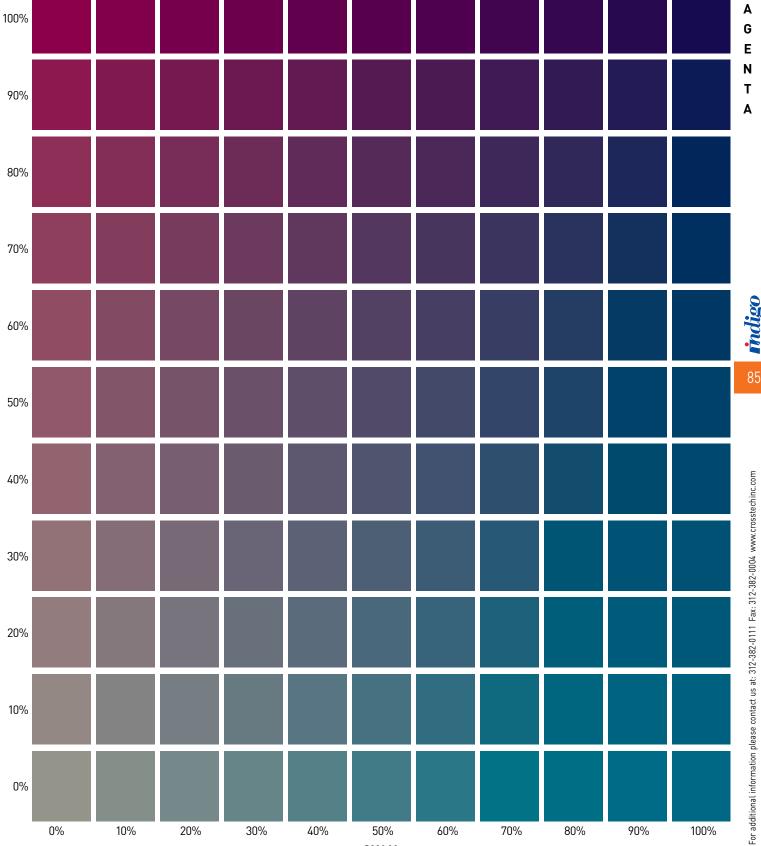


**Yellow = 0% / Black = 50%** 



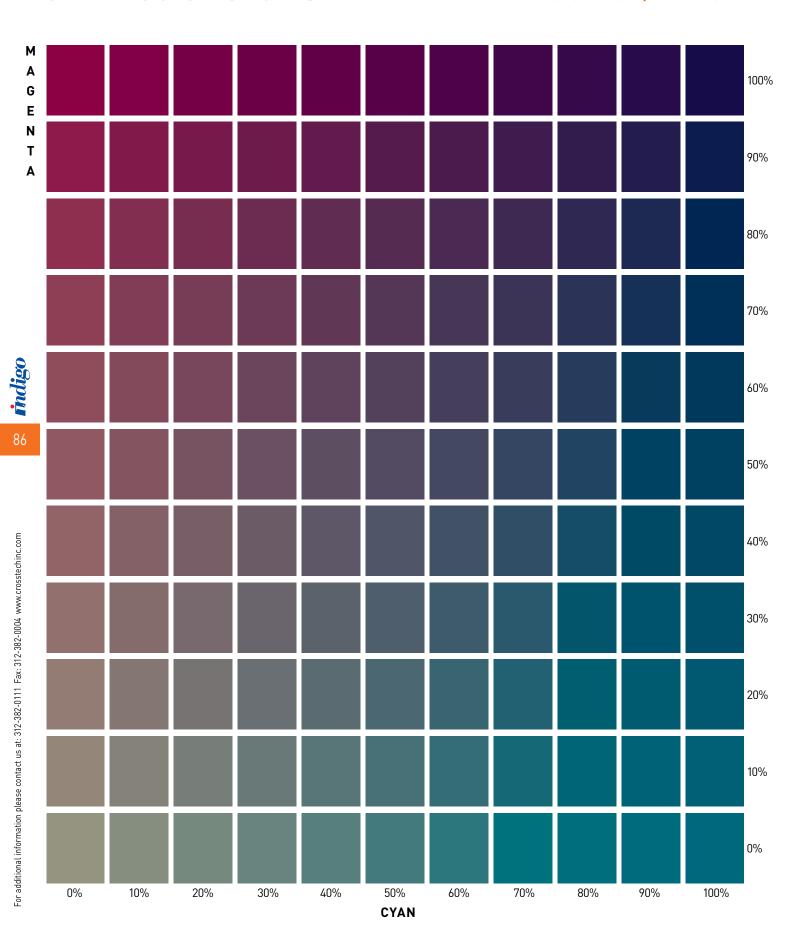


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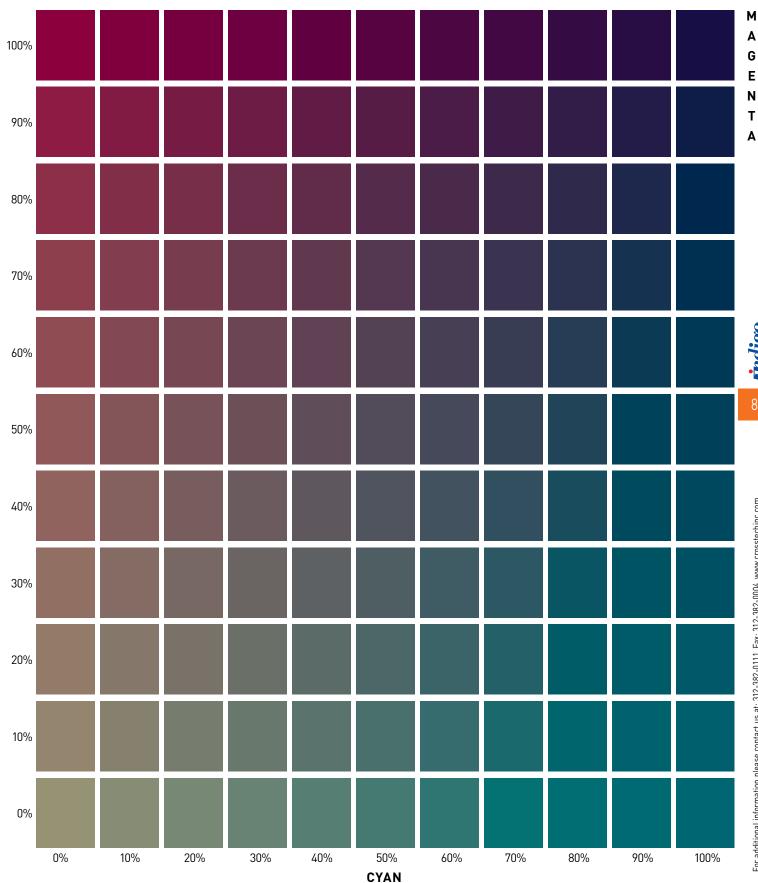
**CYAN** 

Yellow = 20% / Black = 50%





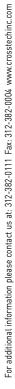


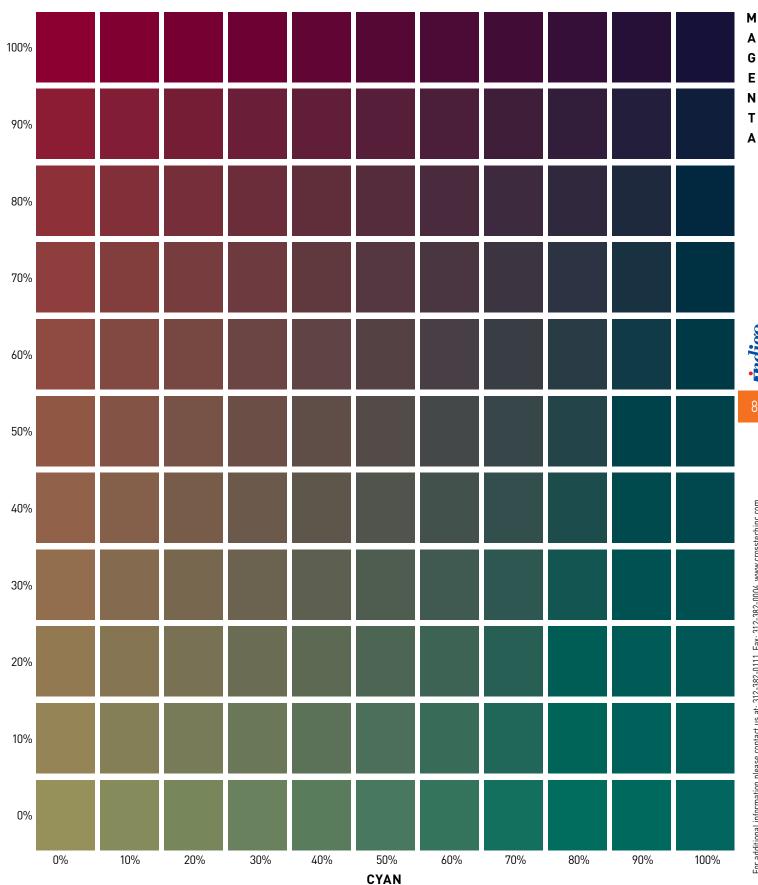


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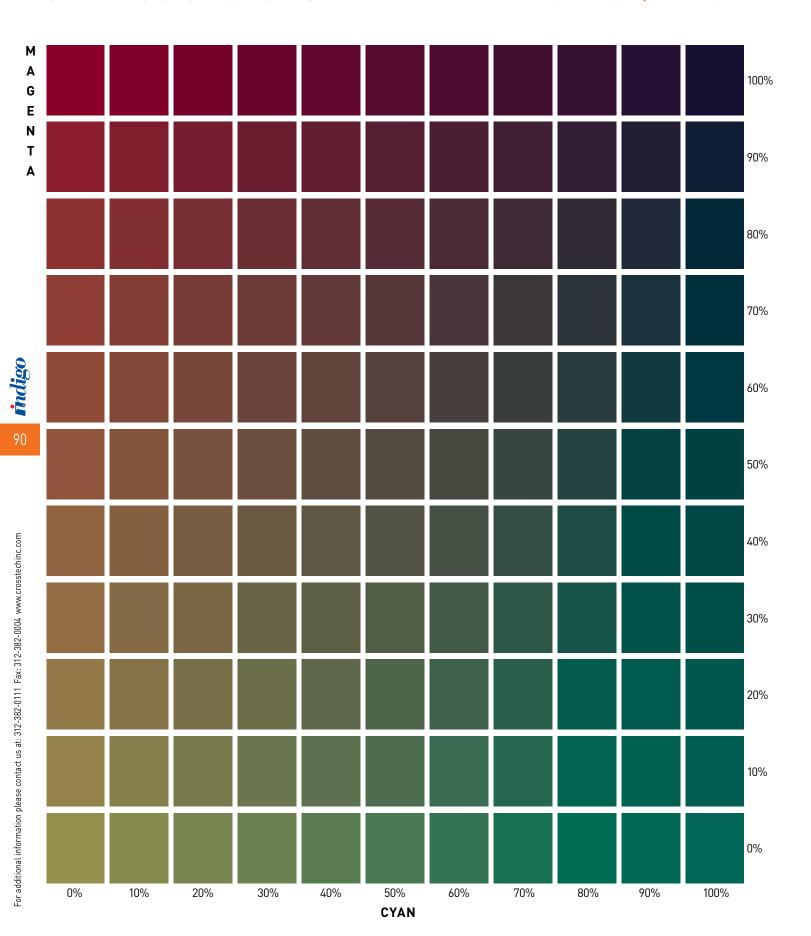
**CYAN** 





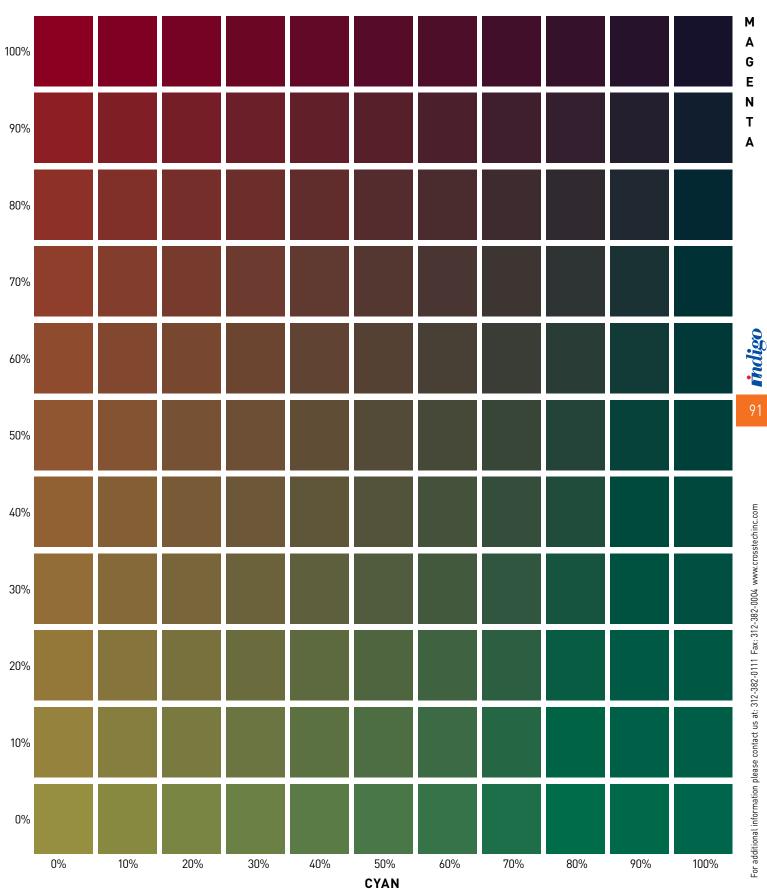


Yellow = 60% / Black = 50%

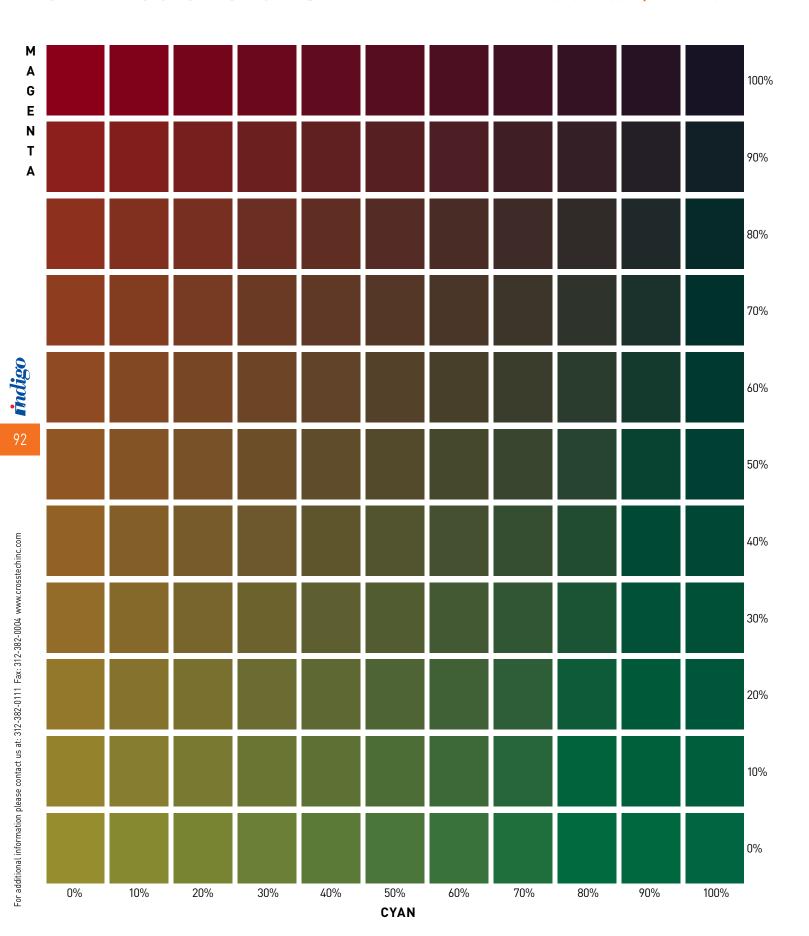






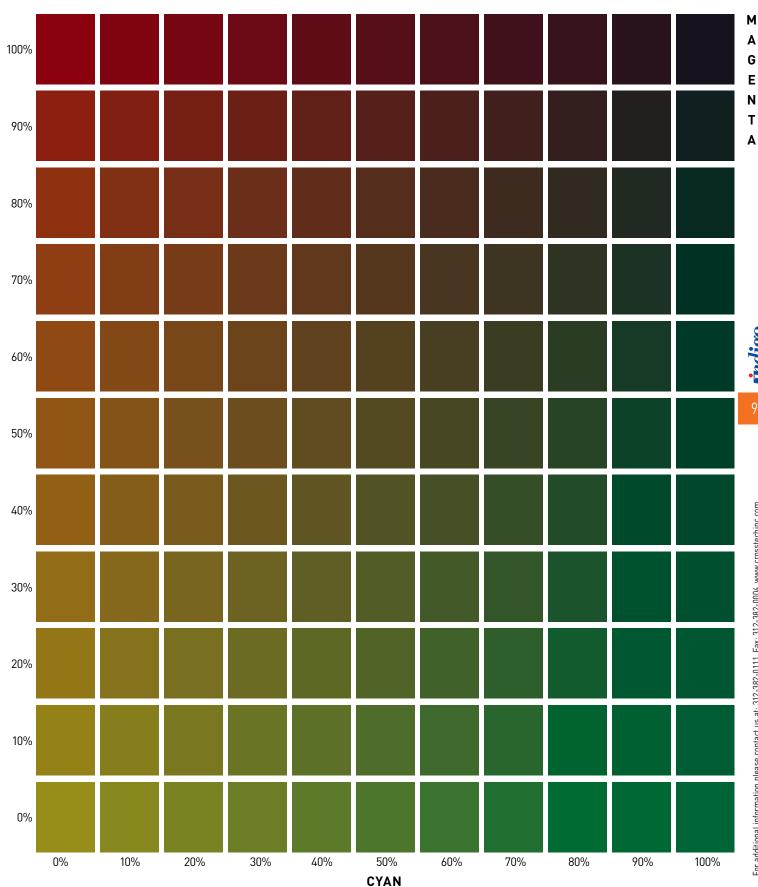


Yellow = 80% / Black = 50%









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