

Are your PDFs Print-Ready?

*How to save time and money with
print-optimized workflows*



Meet the Presenter

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Sales Engineering | Datalogics

Technical lead, Business Development team



Datalogics

What will be covered

- Why & how to improve your print workflows
- Good vs Bad PDFs
- Internal PDF structures
- Color management
- Transparencies
- PDF/X

The image features a central dark blue circle with the text "Why improve your print workflows?" written in white, bold, sans-serif font. The background is light gray with abstract geometric elements: two parallel lines in the top-left and bottom-right quadrants, and four light blue circular shapes at the corners.

**Why
improve
your print
workflows?**

Why improve your print workflows?

- Reduce time to print
- Improve quality
- Save money and resources
- You don't want to find a problem with your files when you are going to press



**What can you
improve?**

What can you improve?

- Files
- Processes
- Tools

The image features a central dark blue circle with the text "Not all PDFs are created equal" in white, bold, sans-serif font. The background is light gray with abstract geometric elements: two parallel light blue lines crossing the circle from the top-left and bottom-right, and four light blue circular segments at the corners.

**Not all PDFs are
created equal**

PDF files are created for different purposes

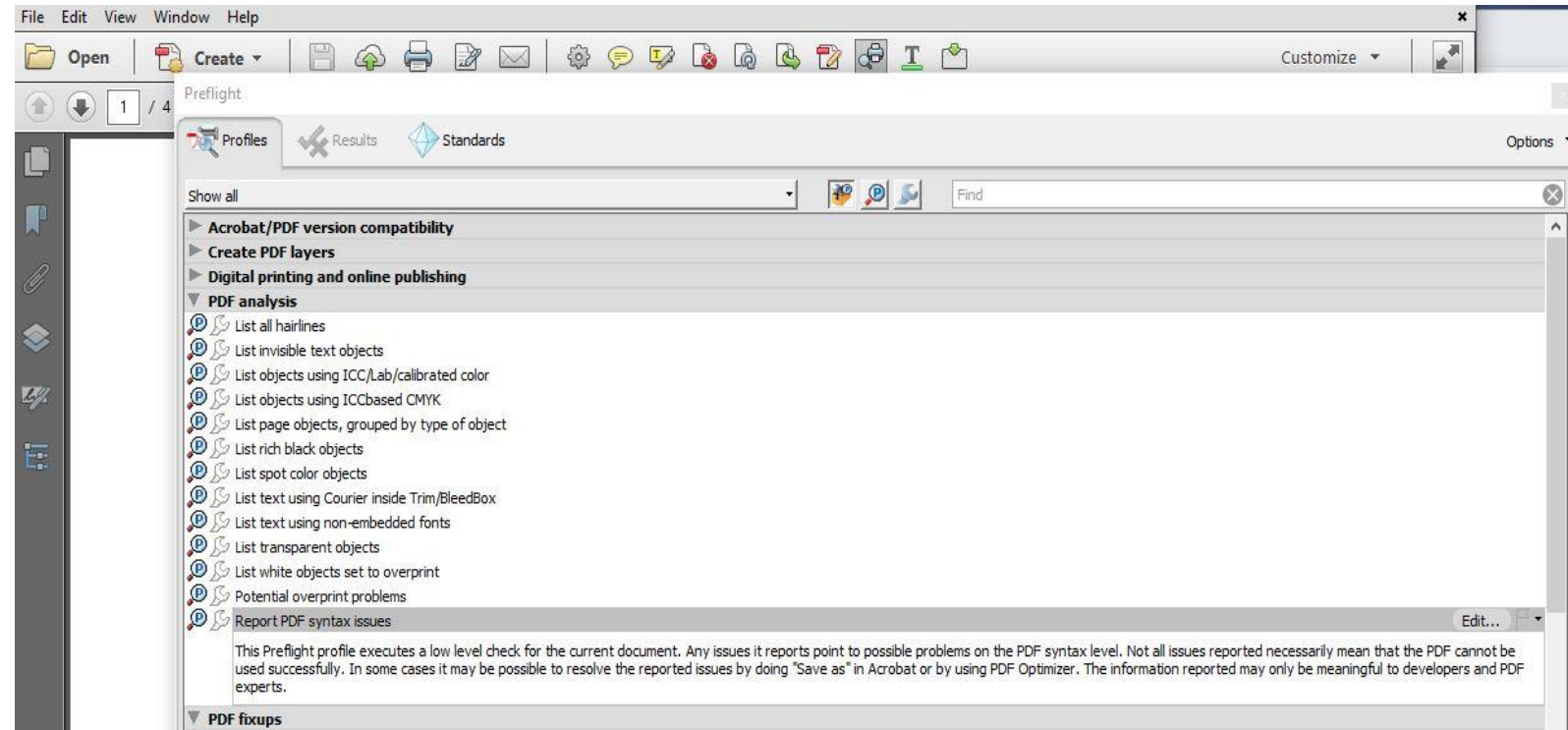
- **Print-specific**
- **Online distribution**
- **General PDFs**

Bad PDFs (malformed)

- Malformed files / syntax issues

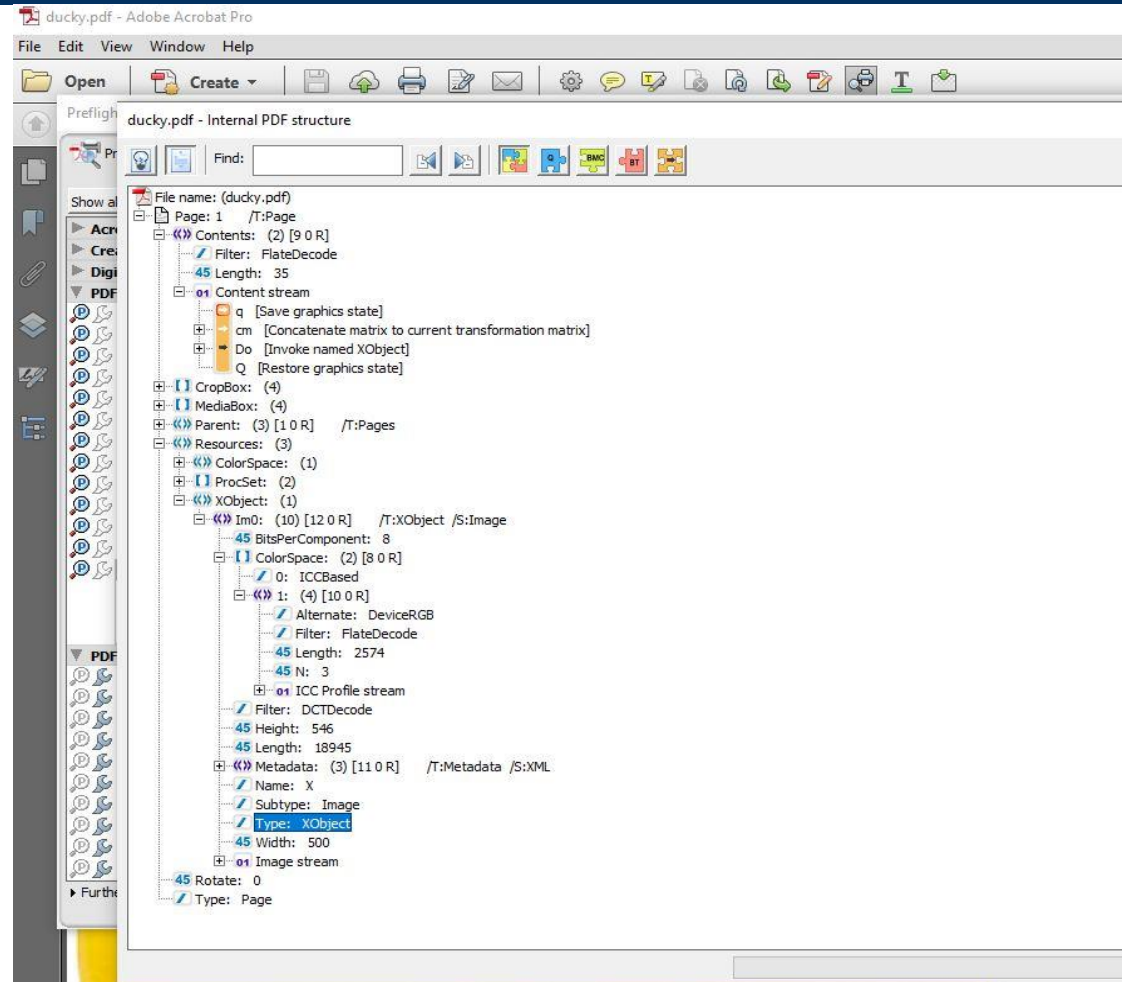
Internal PDF structure

- Acrobat Preflight
-> Report PDF
Syntax



Internal PDF structure

- Acrobat Preflight
→ Browse
Internal
Structure



Bad PDFs (content)

- Missing fonts
- Image quality
- Color problems
 - Affect how your customers communicate with their audience



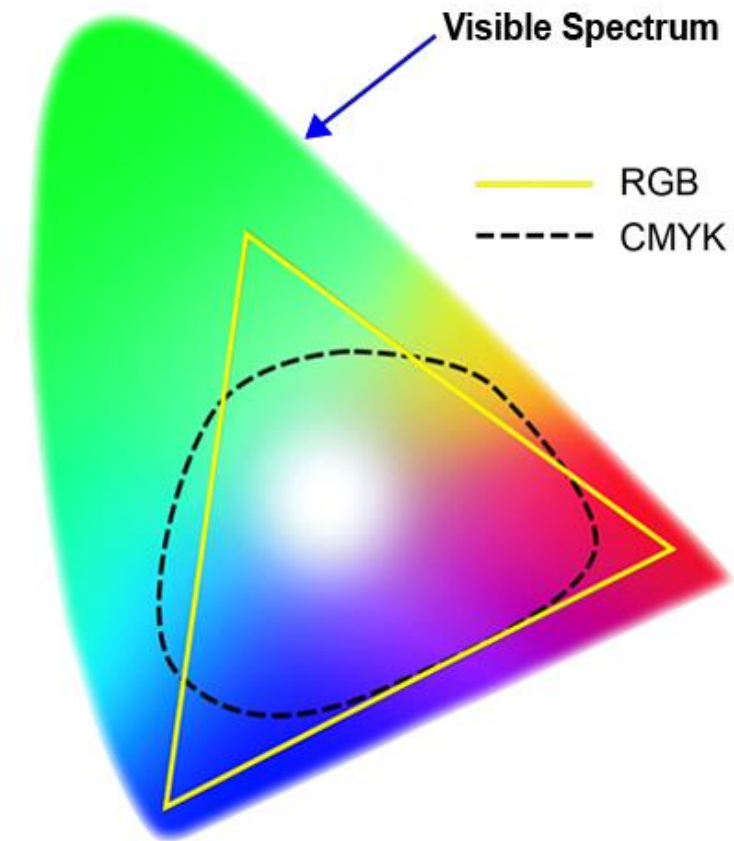
**Common
pre-print
processes**

Preflight

- Split & Merge
- Color conversion
 - RGB to CMYK, Spot colors
- Transparency Flattening
- Preflight

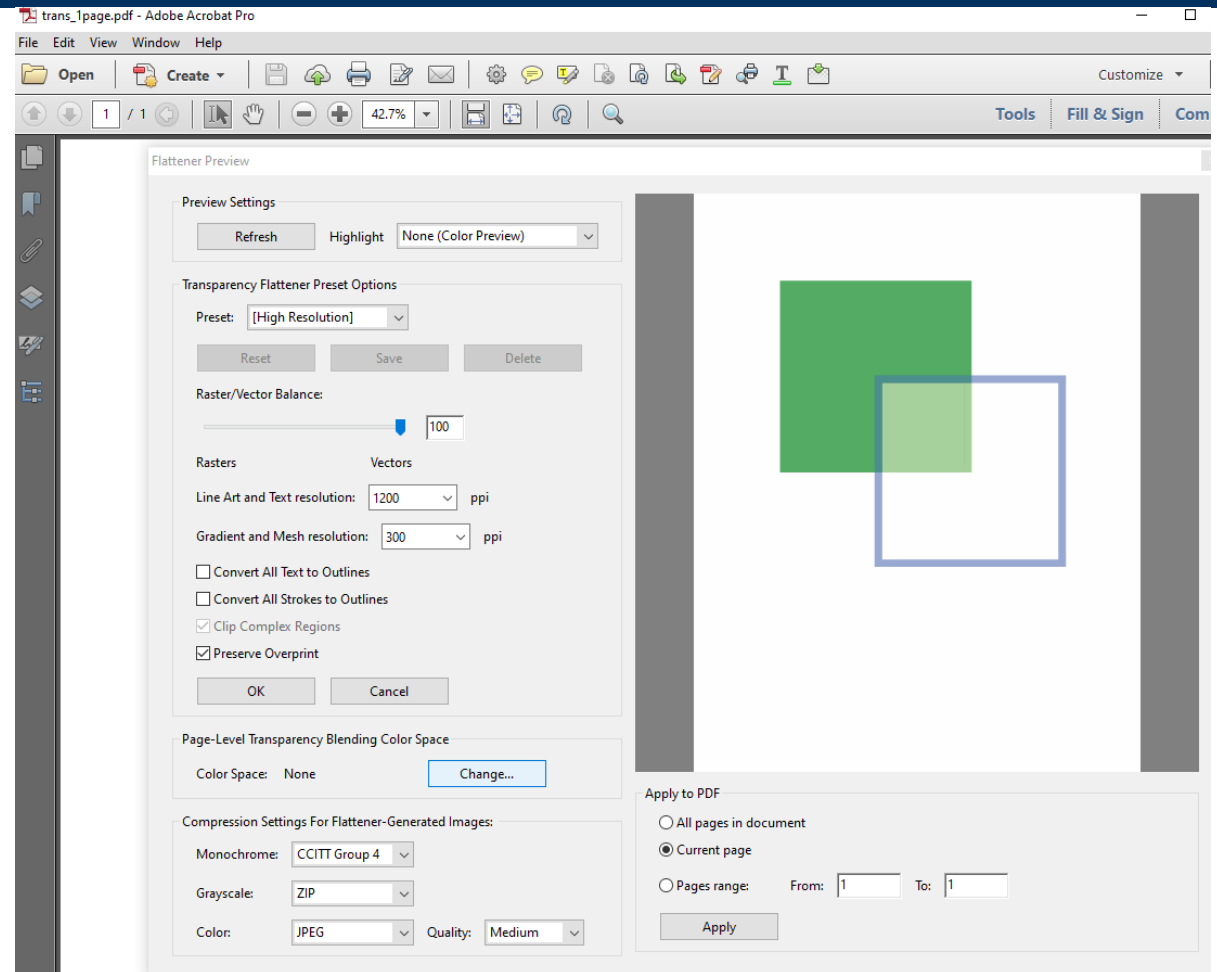
Color management

- Conversion to CMYK targeting specific profiles
- Render intent
 - Colorimetric (Absolute, Relative)
 - Perceptual, Saturation
- Output Intent



Transparency

- Should you flatten transparencies?



The importance of PDF/X

A subset of the PDF standard supporting a variety of print production workflows

- PDF/X-1 - CMYK and spot colors, based on PDF 1.3. Complete exchange.
- PDF/X-3 - Color-managed CMYK, gray, RGB or spot
- PDF/X-4 - Transparency. PDF 1.6
- PDF/X-6 - Under development. PDF 2.0



**How we can
help**

Who is Datalogics?



Established in
1967



Located in
Chicago



Providing Adobe
PDF toolkits to
developers since
1997



Active in the
developer
Community



Member of the PDF
association

How Datalogics Can Help

Adobe PDF Library

- .NET, Java, C++
- Color convert API
- Transparency Flattener API
- Optimization API
- PDF/X conversions

- Implement in existing workflow

** APDFL: Adobe PDF Library*

PDF Checker (free to download)

- Use PDF Checker as a pre-flight tool to check on any issues that could affect workflow

PDF Optimizer

- Use PDF Optimizer to embed fonts, reduce file size and more

Full Suite of Scriptable Server Tools & SDKs



PDF Checker

Identify common problems with your PDF files



FLIP2PDF

Easily convert PDF files to a variety of filetypes



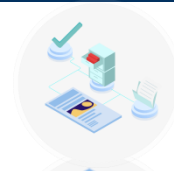
PDF2PRINT

Automate your printing processes



PDF Forms Flattener

Flatten XFA & AcroForms to PDF



PDF Optimizer

Reduce file size, enable archival compliance



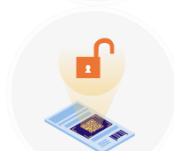
PDF2IMG

Convert PDF pages to a variety of image formats



PDF Alchemist

Easily convert PDFs to HTML, XML, and EPUB



Adobe Experience Reader Extensions

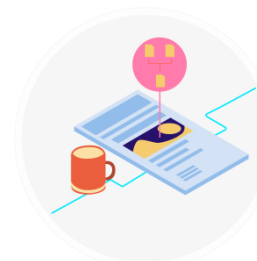
Reader extend PDF documents

Software development kits

Ideal for SaaS and OEM implementations



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Thank You!



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