HP Indigo Labels and Packaging powered by EskoArtwork

Basic Pack

User Guide

HP Indigo Labels and Packaging powered by EskoArtwork

Basic Pack

User Guide

HP Indigo Labels and Packaging
powered by EskoArtwork

Basic Pack User Guide

Part Number:
CA294-05730
First Edition:
February 2008

CE

Printed in Israel

Contents

Preface

Who is this guide aimed at?

This manual gives an introduction to the HP Indigo Labels and Packaging solution powered by EskoArtwork.

Next to the complete reference manual ‘FlexRip to HP Indigo User Manual’ that is a true reference manual; you find a more concise how-to manual here. The main goal is to get you up and running in no time, by means of 3 practical examples.

This manual concentrates on a static workflow, i.e. how to produce non-variable jobs. Producing jobs with variable data is explained in the two following manuals:

- VDP Pack user guide

What does this guide contain?

This guide consists of the following parts:

1. Introduction to the concept of the software
2. Possible workflows
   2.1. Ready-to-use hotfolders for PDF and PS, rip to ws4500
   2.2. PS and PDF, tabular Step and repeat and rip to ws4500
   2.3. DeskPack workflow (Adobe Illustrator) with Step/X step and repeat, rip to ws4500

Introduction to the concept of the software.

The Software running on your DFE consists of several modules. By the correct installation and configuration (i.e. connecting the modules to each other), the system is ready to handle files, step & repeat, rip and output your jobs.

Concerning the installation, we refer to the installation and configuration manual. To get to know all the components in detail, we refer to the *FlexRip to HP Indigo 7.0 manual*. We recommend that you familiarize yourself with the following:

What is the FlexRip?

What is Workflow Manager?

What is the Pilot?

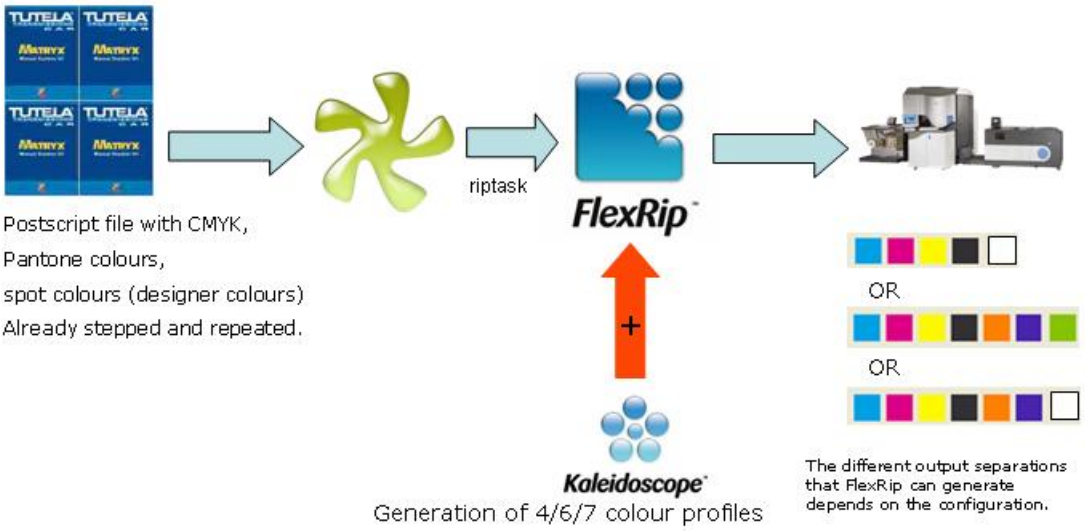
What is a Job?

What is a Task?

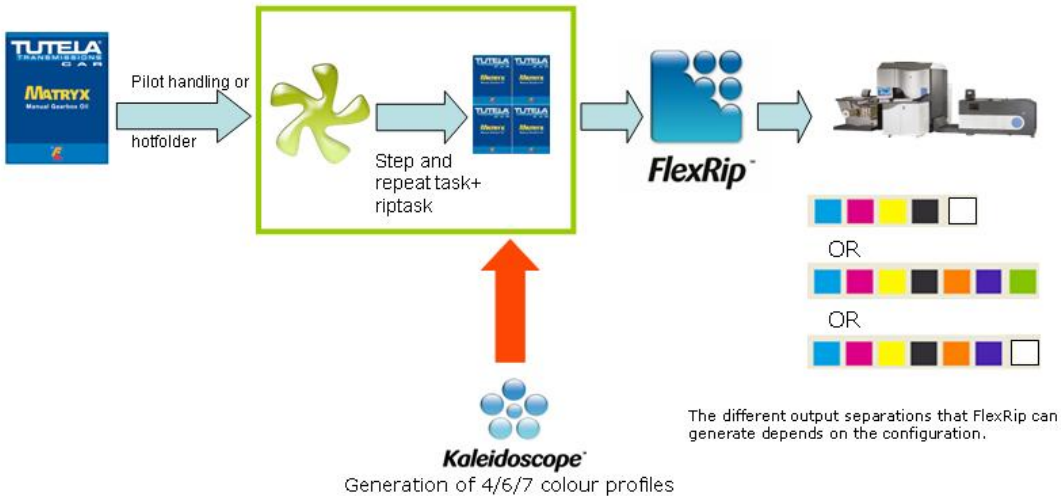
What are Tickets?

Essential is that the WorkFlow manager will serve as the front end for most incoming jobs. It is controlled by the Pilot. The user creates one or more tickets for each workflow to the HP Indigo. You do this in the Pilot. The Pilot acts as an interface with the WorkFlow manager. These tickets will appear in the ticket lists in the pilot, or in Illustrator, when using the optional pack HP Indigo Labels and Packaging VDP tools powered by Esko.

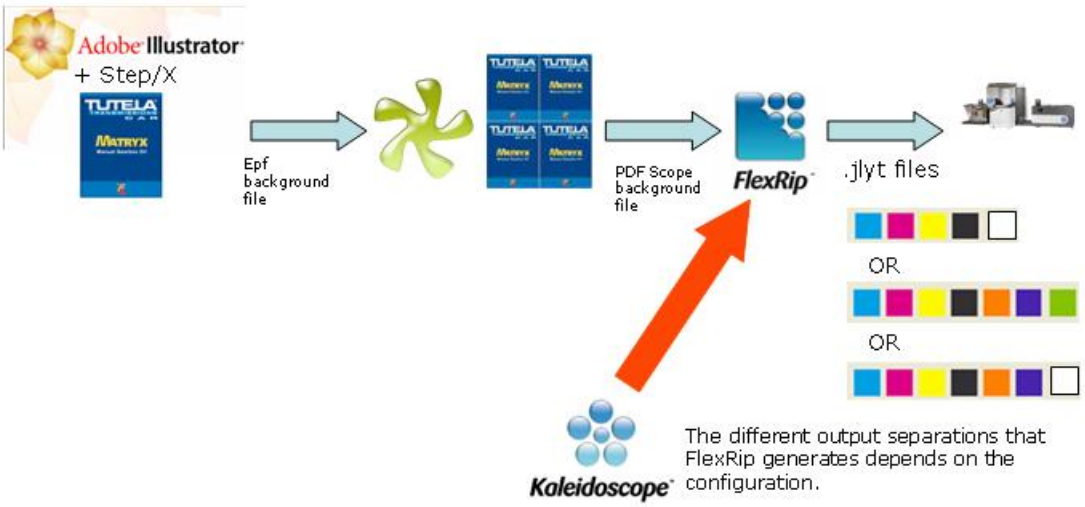
You can start from an already stepped and repeated file. This file is handled with the WorkFlow Manager Pilot hotfolder or Pilot. You use a normalize (every file needs to be converted to an Esko native file) ticket and a rip ticket.



In another, slightly different workflow, you start from a one up PostScript or pdf file. This file can be stepped and normalized, stepped and repeated and ripped, by means of the tabular step&repeat ticket on your Workflow server.



With the optional pack HP Indigo Labels and Packaging VDP tools powered by Esko), you are in full control of the whole Workflow from your Adobe Illustrator station. The VDP pack is designed to handle variable data jobs, but it is equally convenient to use the Step/X plugins in Illustrator to step and repeat non-variable jobs. In this workflow tickets are selected in the final window of Step/X, after designing your one-up and step&repeating the jobs. Your Illustrator jobs can be created, stepped&repeated and ripped to the HP Indigo press without leaving your computer.



In all these cases the optional HP Indigo Labels and Packaging Color Kit powered by EskoArtwork color management pack offers full color control. HP Indigo Labels and Packaging Color Kit powered by EskoArtwork color management is a complete color system. It offers profiling tools to profile presses and proofing devices and offers all required features to create, modify and execute profiles.

Possible workflows

Easy startup workflow with hotfolders.

We designed a workflow allows you to output files on the HP Indigo press in no time. It is designed for pdf or separated Postscript files that are already stepped&repeated. The WorkFlow manager provides 4 hotfolders. These hotfolders come with the standard installation of the HP Indigo Labels and Packaging Server.

Three of them offer support for white ink. When you job contains white ink, you will get a white separation on the press.

Hotfolders where color management is applied

- a hotfolder for CMYK(White). All incoming separations are converted to CMYK, white is kept as a separate separation. (when observing correct rules for naming the white in your job) HPI-White is the correct inkname for the white separation. The colormanagement table, used for translating Pantone® inks into CMYK is HP Indigo CMYK 1.0 table. Its location is \\nameoftherip\jobs\rip\input\CMYKW
- a hotfolder for CMYK Orange Violet (White). All incoming separations are converted to CMYK Orange and Violet, white is kept as a separate separation (when observing correct rules for naming the white in your job) HPI-White is the correct inkname for the white separation. The colormanagement table, used for translating Pantone® inks into CMYKOV, is HP IndiChrome. Its location is \\nameoftherip\jobs\rip\input\CMYKOVW
- a hotfolder for CMYK Orange Violet Green. All incoming separations are converted to CMYK Orange Violet & Green. The colormanagement table, used for translating Pantone® inks into CMYKOGV, is HP IndiChrome Plus 1.0 Its location is \\nameoftherip\jobs\rip\input\CMYKOVG

One hotfolder designed for pre-separated files

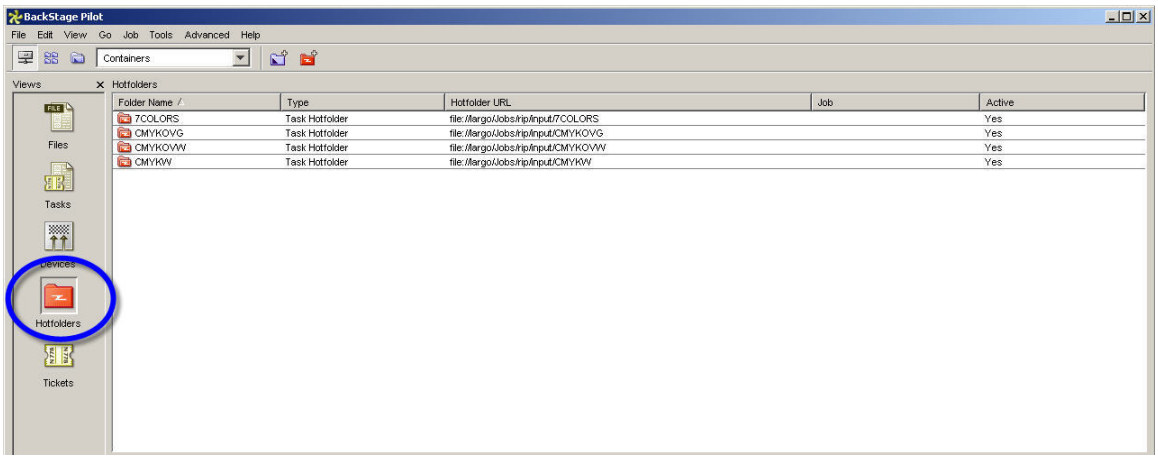
- a hotfolder for 5,6 or 7 colors. This hotfolder is suitable for jobs that are already separated in the HP Indigo output inks, whether it is CMYK Orange Violet, White, CMYK Orange Violet Green or specially mixed inks. All incoming inks are left unconverted, provided you observe the rules for Ink names and you observer of course the maximum of 7 inks on press. Its location is \\nameoftherip\jobs\rip\input\CMYKOVG

What are the rules for naming your inks in this case?

HPI1, HPI2, HPI3 are the ONLY correct names for all inks next to CMYK. DO NOT use any other names. Note that in this case, white must also be named with one of these 3 inks. The operator that makes this jobs needs to communicate with the press operator with ink on press corresponds to which inkname in the job!

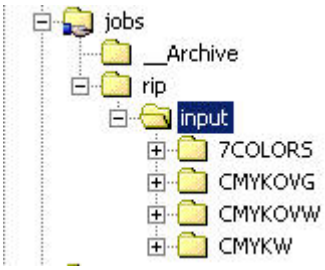
Where are these hotfolders?

In the location description above we write '\\nameoftherip'. It refers to the hostname of your FlexRip PC, which is unique for every FlexRip that leaves the factory.



In the Pilot, when double clicking the Hotfolders icon in Views folder, the tab 'HotFolder URL' gives you the full file path on the server, so that you know where your files physically have to arrive. In our example the name of the rip is 'Largo'.

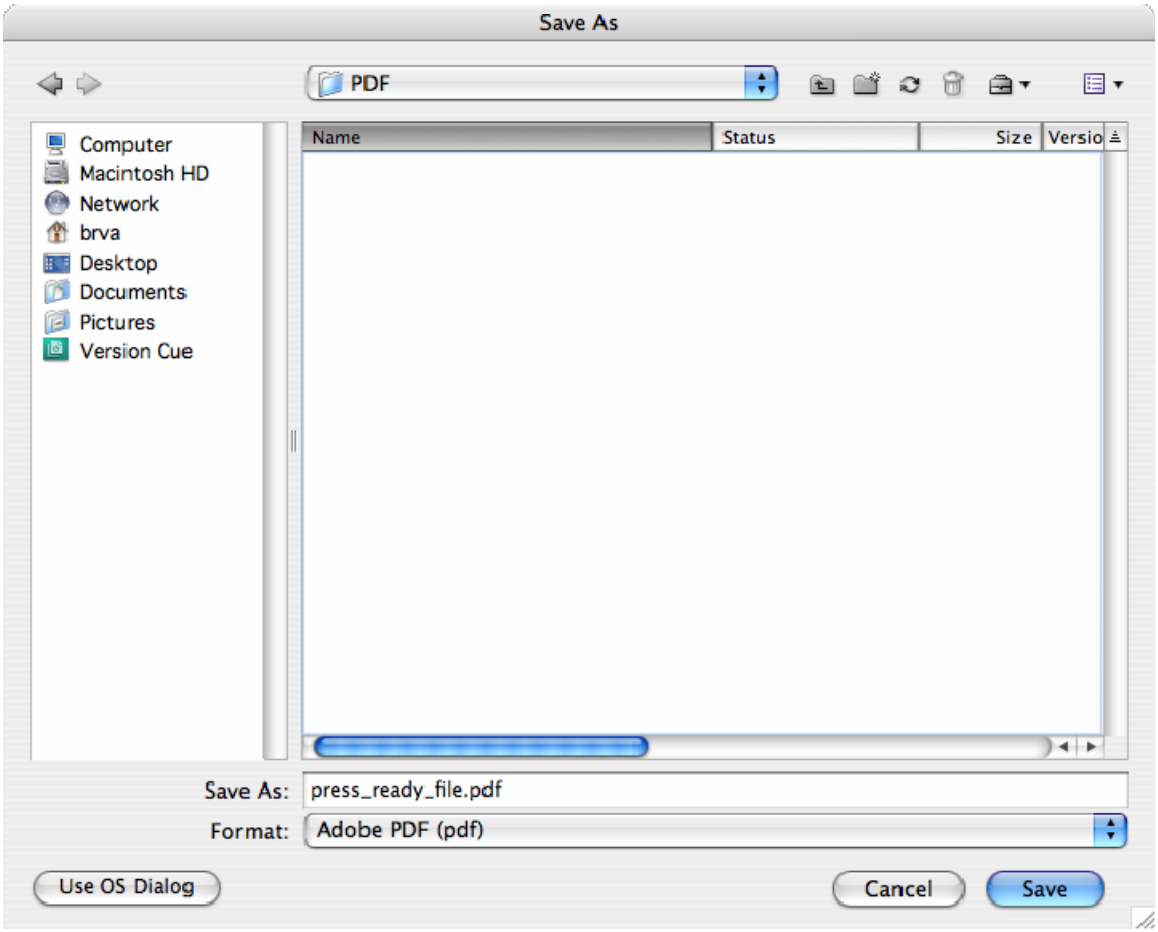
In Windows the folder structure looks like this:



'Jobs' is shared on the FlexRip, for both windows and Mac. These hotfolders can therefore be 'mounted' on both Mac and PC for access from the computer where the designs are created.

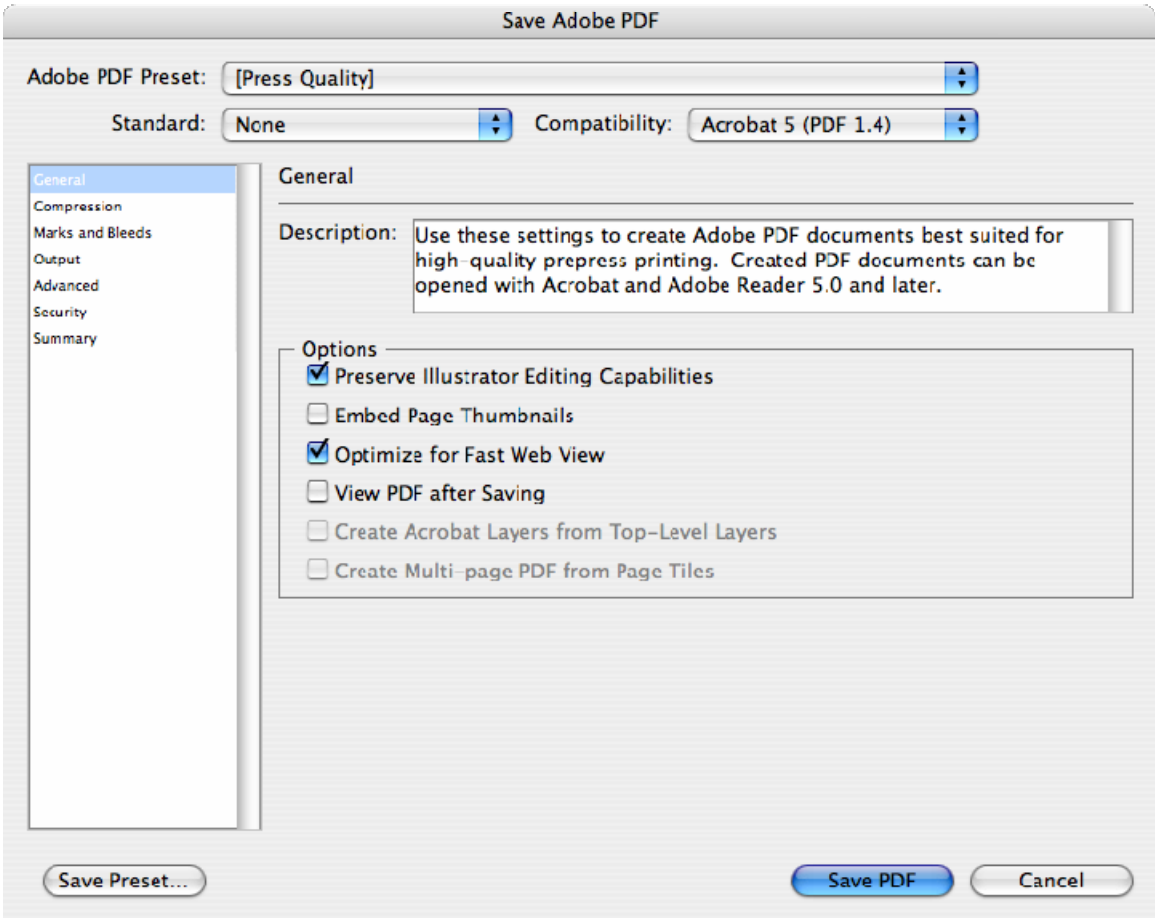
All images and fonts must be embedded within the files being submitted to the hot folder.

All PDF files must be single page and prepared in press quality. Follow these instructions to create press quality PDF from Adobe Illustrator:
1) Open the file in Adobe Illustrator
2) Go to menu "File" and select "Save As..."
3)



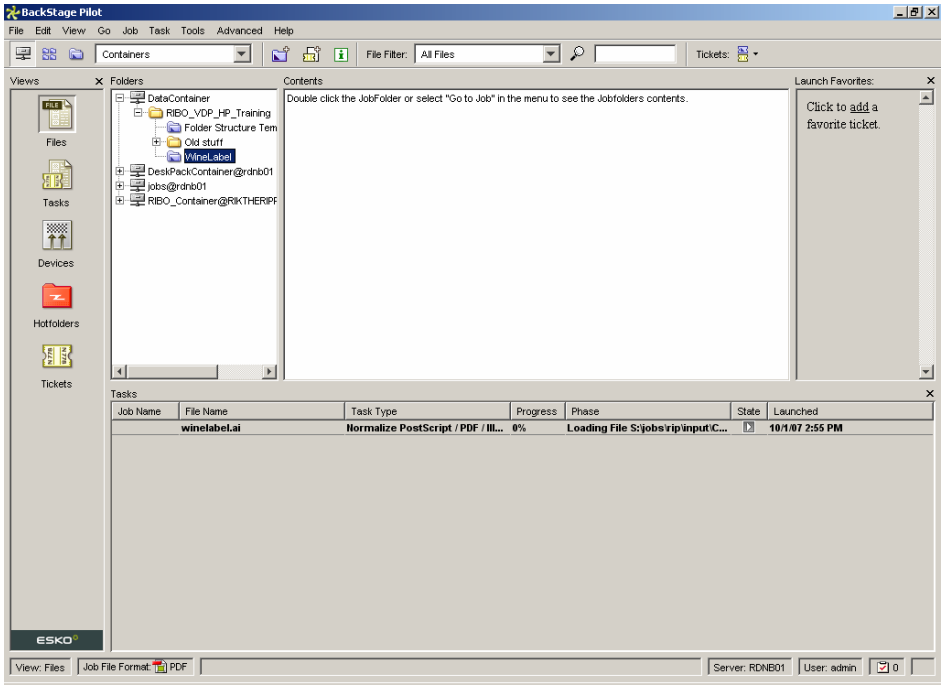
Set the "Save as type:" to "Adobe PDF (*.PDF)" and click on button "OK".

4)

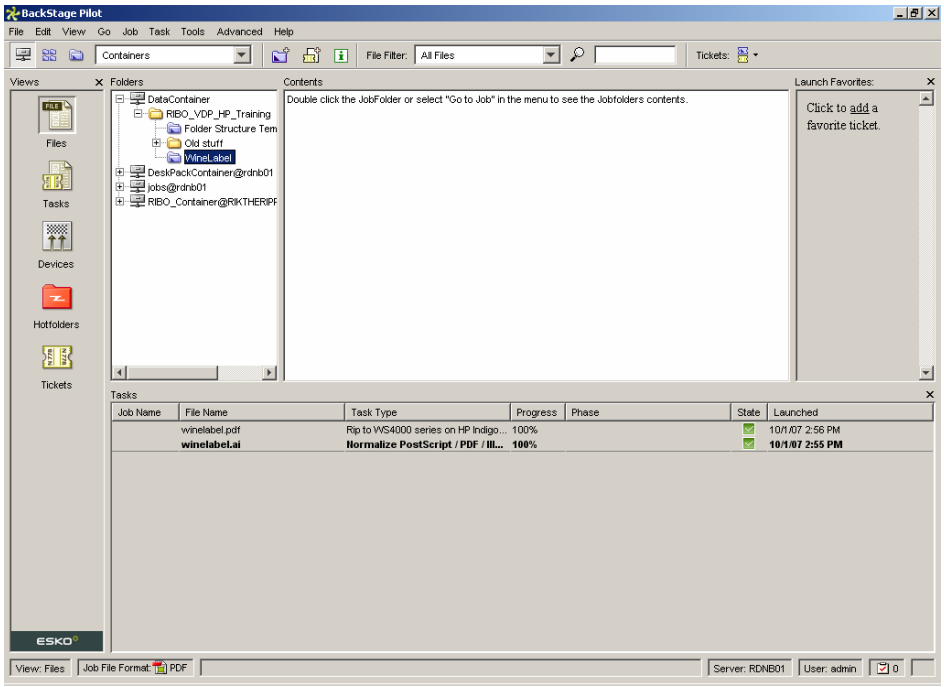


Set the "Adobe PDF" to "[Press Quality]" and click on button "Save PDF".

When you copy a file on a hotfolder, activity starts in the WorkFlow manager Pilot. The preset task consists of a normalization of your input file (like for all workflows) and a rip sequence straight after that.



Your files appear in your job manager after completion of the process and are now ready to be printed on the HP Indigo. Logfiles are available by right clicking on your task in the Task window, or from the history view in the dispatcher. For more info about this, we refer to the FlexRip Indigo reference manual.



Ripping one-ups, using tabular step&repeat on the workflow server.

Use another workflow when you want to send a one-up file (pdf or postscript) to the workflow server.

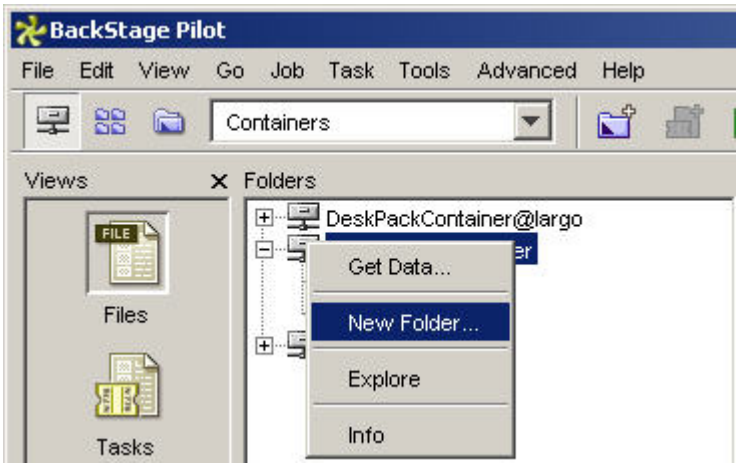
When should you use this method?

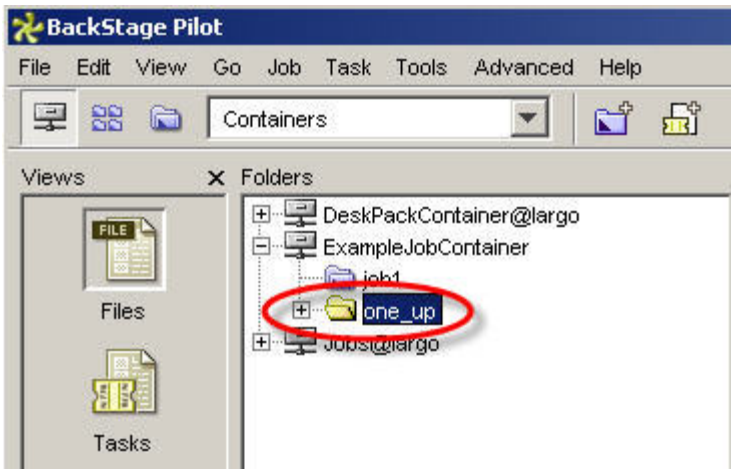
You want to use tabular step&repeat functionality on your workflow server to output this on your HP Indigo press and where you do not (yet) have the HP Indigo Labels and Packaging VDP Tools powered by Esko.

Create a new job

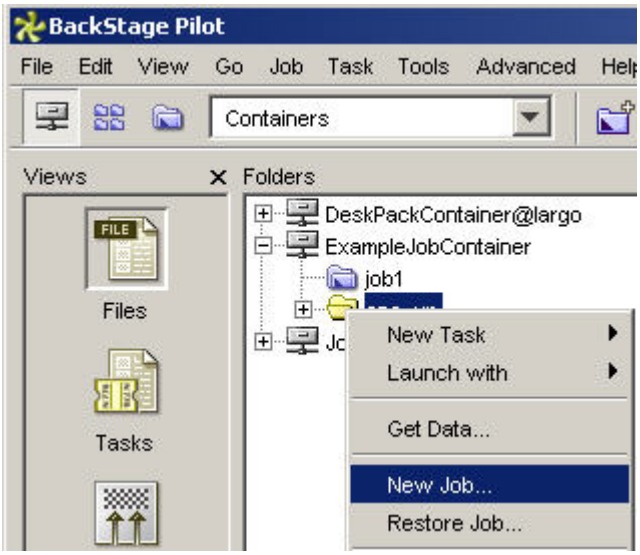
It makes sense to make use of the job concept in your workflow manager. We recommend to make a new job on a container. In this example we create a new job on the ExampleJobContainer, this is a container that is part of the standard installation. In most cases you will create your own personalized containers.

First make a new folder under the container (make sure you are in Container View (see screenshot, notice the Containers box): right-click on the ExampleJobContainer in the Folders window and select 'New Folder…', as seen below. Call it one-up.

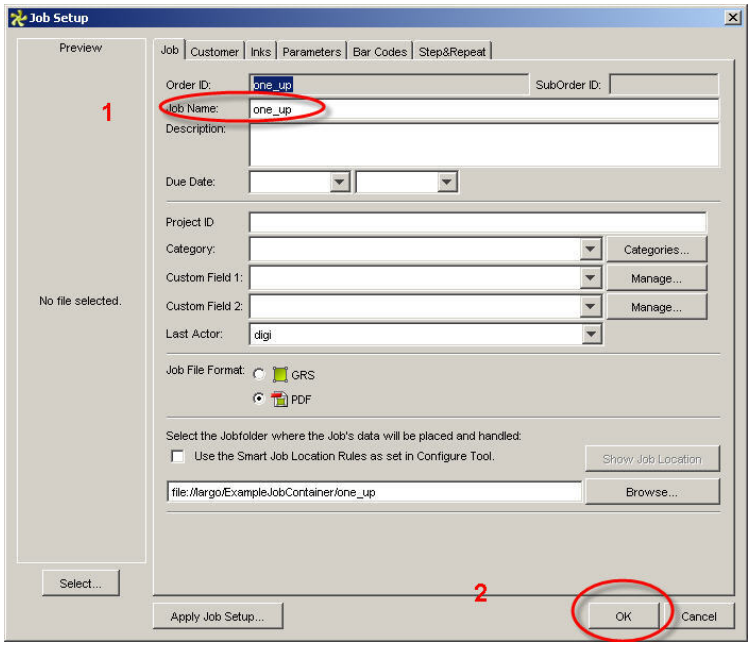




Next, make a new Job from that folder by right-clicking on the yellow folder and clicking New Job.

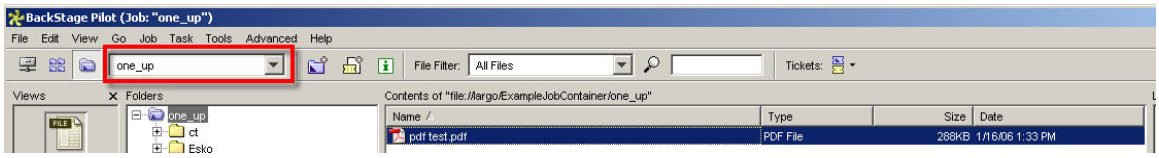


When making a new Job, we can add many parameters. The reference manual tells you more about this. We keep it simple here, and use the same name for the Job as the name of the folder: ‘one-up’, and press ‘OK’



The new Job is now blue. Your file that you want to step and repeat and rip needs to be in the Job. In this example a pdf is in the Job. When you right-click a container or Job, you can access it via Explorer, and copy the necessary files in this way.

Notice that when you select your Job, your view changes from container view to the practical Job view! You can go back anytime to container view to make more folders and jobs later.



Make the tickets

We will select a file in a job, pick a ticket and launch. This ticket needs some preparation. After that you can use it every day in production, make variants on this ticket and add these to your favorites, for easy access.

- A necessary first step for every ticket is the normalizing. This means they are converted to an Esko native file, a PDF file, with added features.
- Then we will step&repeat the resulting file. We make a single ticket with all step&repeat parameters.
- Finally, we will rip the stepped&repeated file. We make a single ticket with the rip parameters.

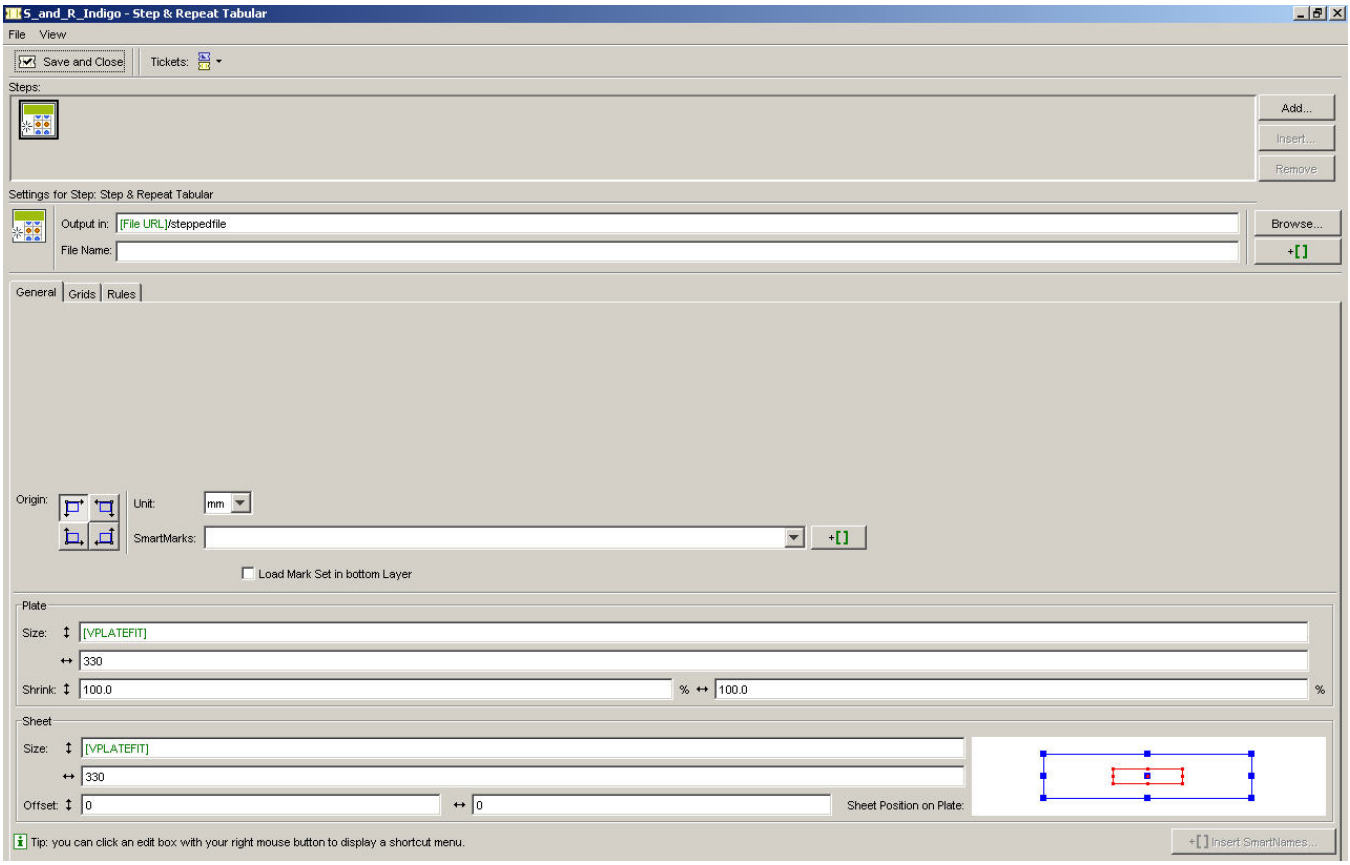
Finally we make one ticket that contains these 3 actions, a chained ticket.

How do you do proceed? You make the individual tickets first and then chain them together:

a. Prepare the step and repeat ticket

In ticket view in the Pilot, double click the default Step&repeat tabular ticket

The reference manual explains all possible parameters for the step and repeat tabular ticket. Here you find an practical example. In the example the number of labels that can fit on 450x330 mm is calculated, taking into account that we choose for a gap of 3 mm.

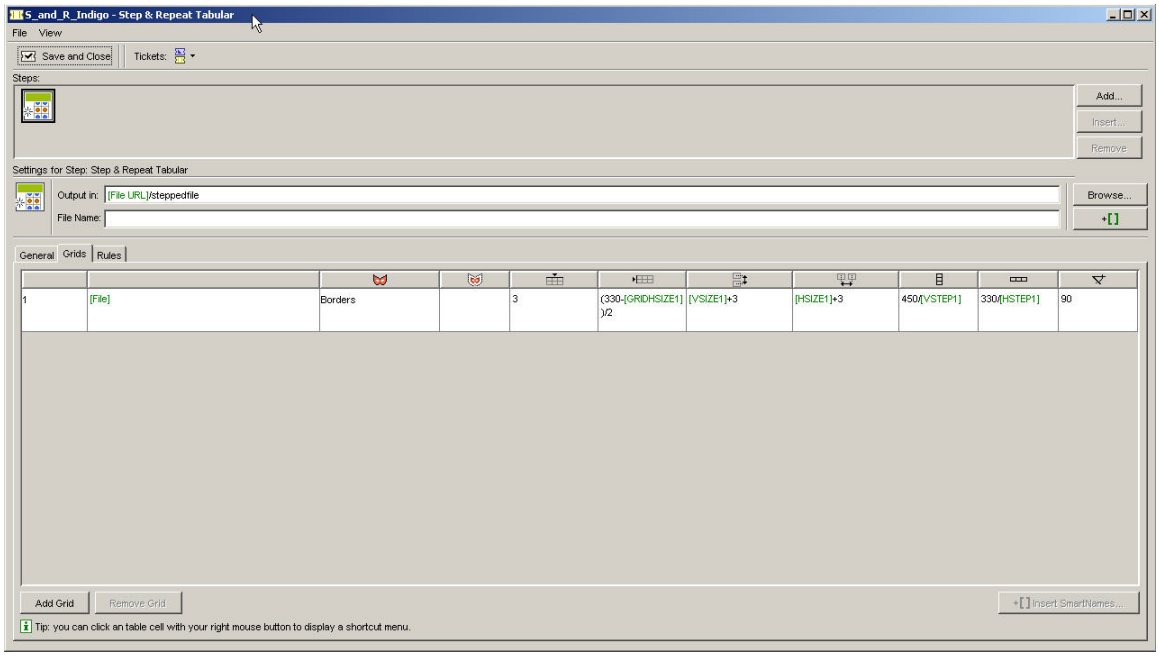


In the ‘output in’ field, you can insert [file URL]/stepped file. This will then create a nicely organized structure, where all the stepped files will be output in a subdirectory of the jobfolder, called ‘stepped file’. There is no need to create that subdirectory yourself.

Further down, in the ‘Plate’ field: Plate size vertical is a SmartName, [VPLATEFIT]. This will allow the final vertical repeat length to be flexible.

Plate size horizontal is 330 mm

Sheet size and Plate Size are identical in an Indigo workflow, so fill in the same in ‘Sheet’ as in Plate.



In the next tab, ‘Grids’, we use some formulas and SmartNames again.

In the second column with blank header, you write [file]. When you’d first select a file and then apply this ticket, the filename would be filled in. As we make a ticket in advance, for any file, you must use a SmartName: [File]. All Smartnames can be inserted with the +[] button on your right, under the ‘Browse’ button.

 Fill in the vertical offset of the grid. NOTE! The vertical offset has to be the same value as the gap between 2 labels, to assure continuous output without extra unneeded space after each cylinder rotation. In this example it is 3mm.

 (330-[GRIDHSIZE1])/2. defines the right shift of the grid to put the grid in the middle of the max width of 330 mm: 330mm minus the horizontal size of the grid divided by two.

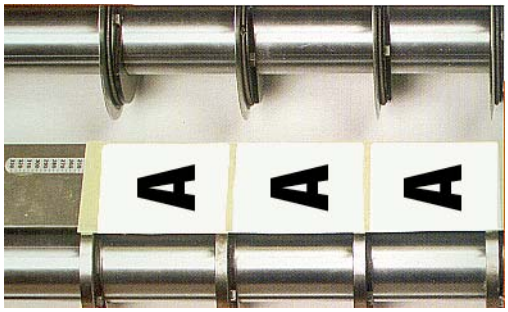
 The step size vertical, [VSTEP1] is defined here. It is the [VSIZE1], the vertical size of a label, +3mm. It is the distance between the center points of 2 labels.

 The step size horizontal [HSTEP1] is defined here. It is the [HSIZE1], the horizontal size of a label, +3mm. It is the distance between the center points of 2 labels.

 Here we calculate how many labels fit on the maximum format of 450mm

 Here we calculate how many labels fit on the maximum width of 330 mm

 We use 90 degrees rotation in this example, as this is in most cases the best orientation for inline slitting.

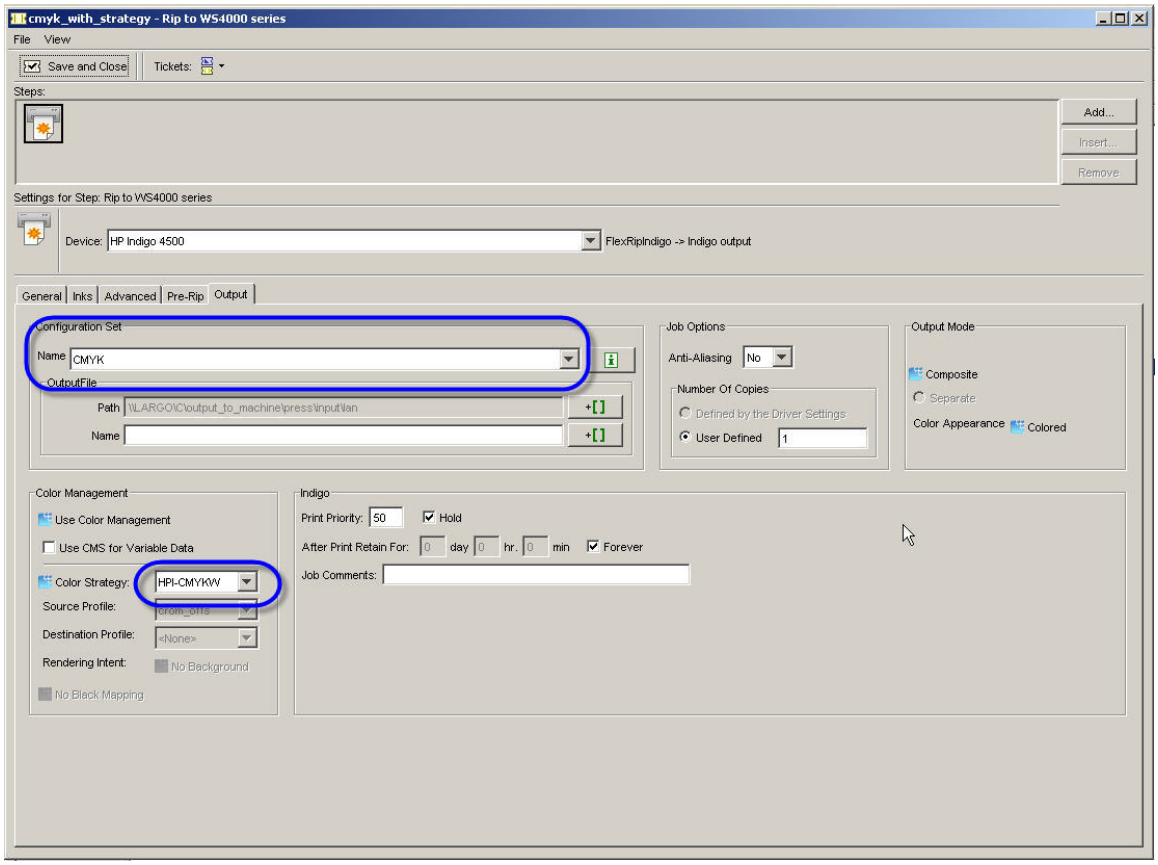


In the rules tab, there is no need to modify anything for this example. We save the ticket now with ‘file’, ‘save as’**.**

b. Prepare the rip ticket

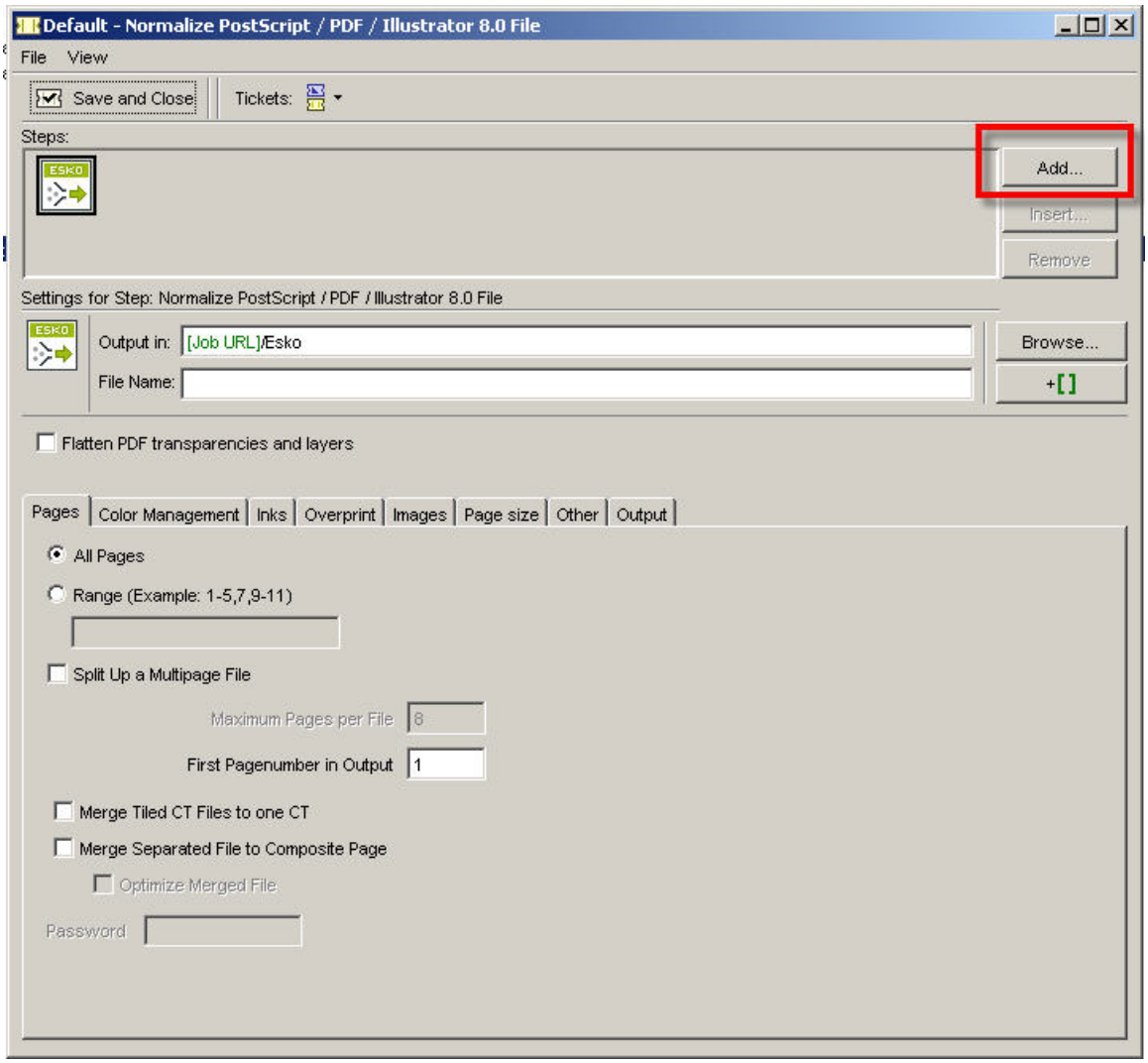
In the rip ticket, two important choices have to be made:

- the FlexRip configuration (Do you want to output to CMYK, IndiChrome or IndiChrome plus green?) In this example we output to CMYK.
- the color strategy. Even if you did not make your own personalized color strategies, color strategies are in the package as default, for easy startup. We refer to the explanation of the hotfolders for more info.
-

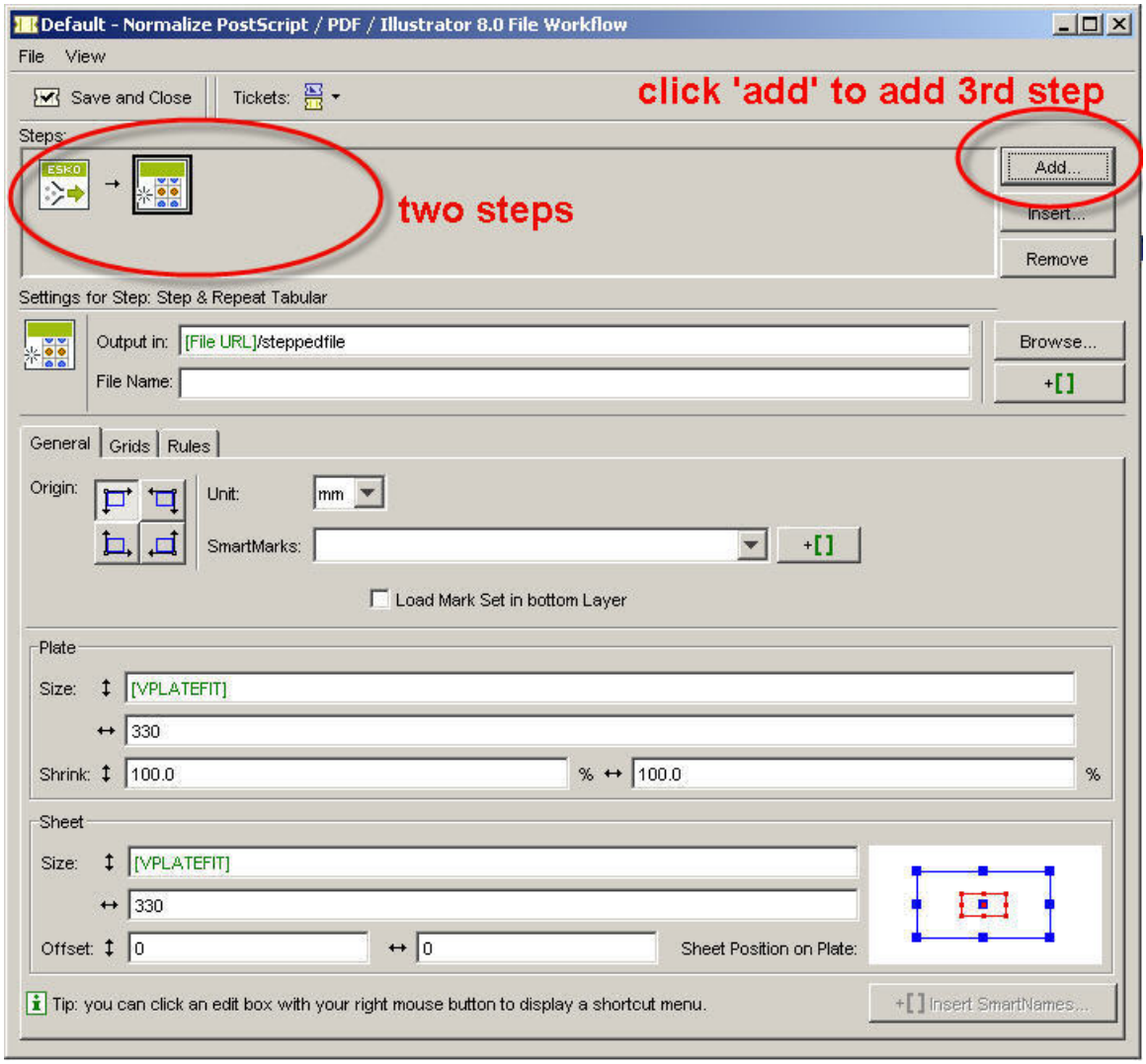


c. Combining the 3 tickets.

In ticket view, open the normalize ticket and click add.

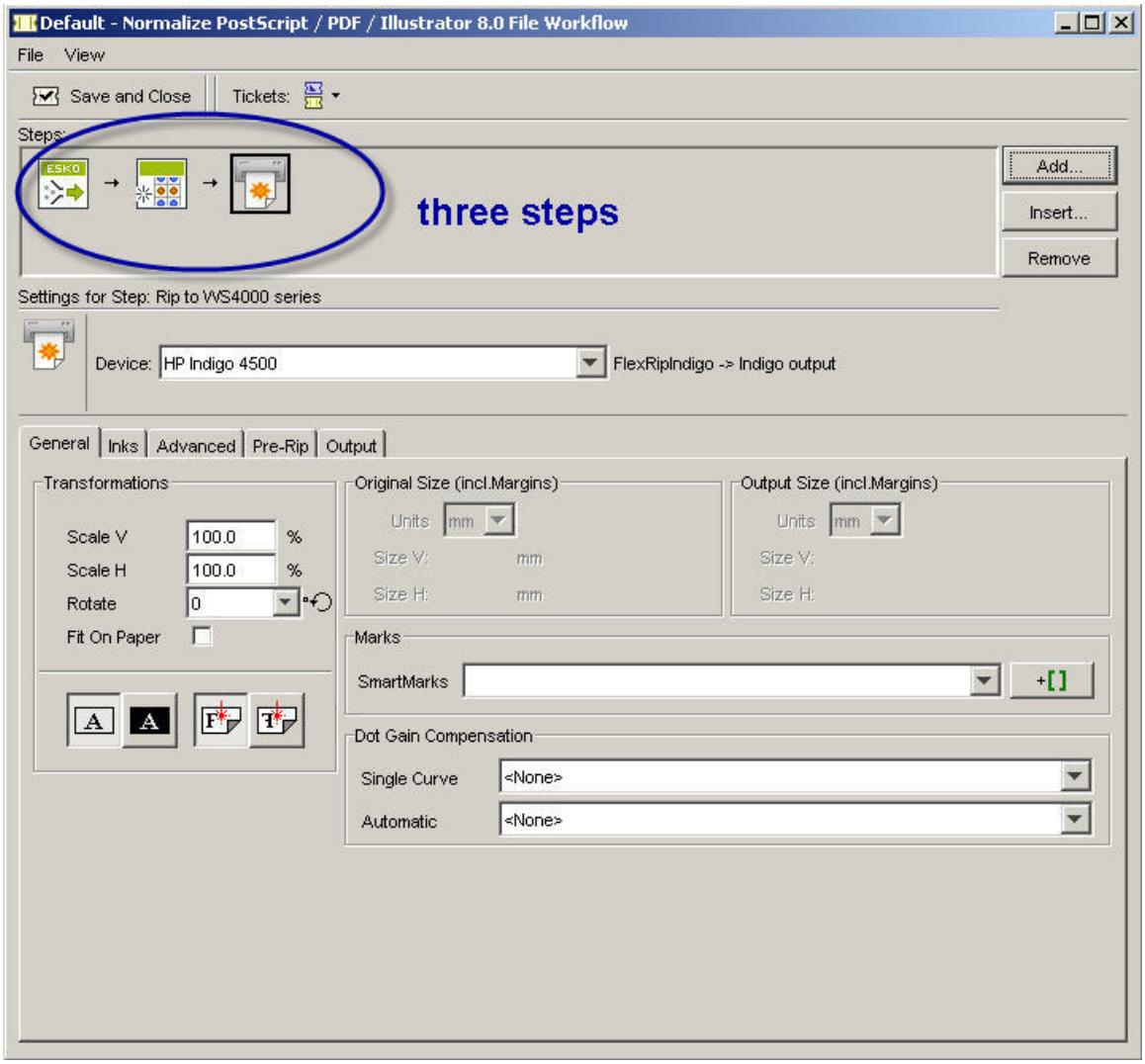


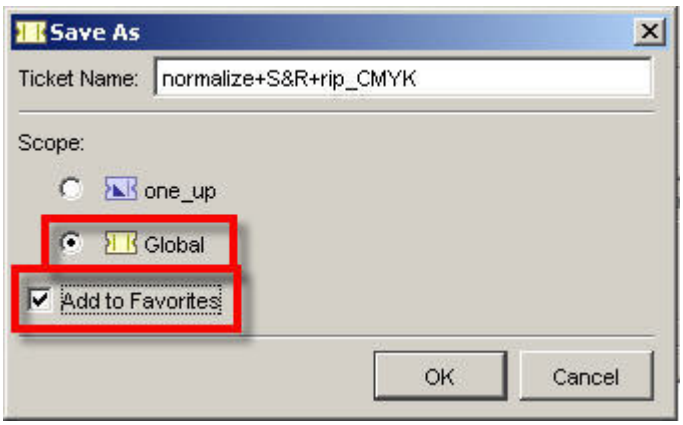
Choose the step and repeat ticket that you made in step a. In the steps window you see that you have 2 steps now! Click ‘add’ to add the final rip ticket.



Now add the last step, choose your rip ticket in the ticket list.

The completed ticket looks like this:



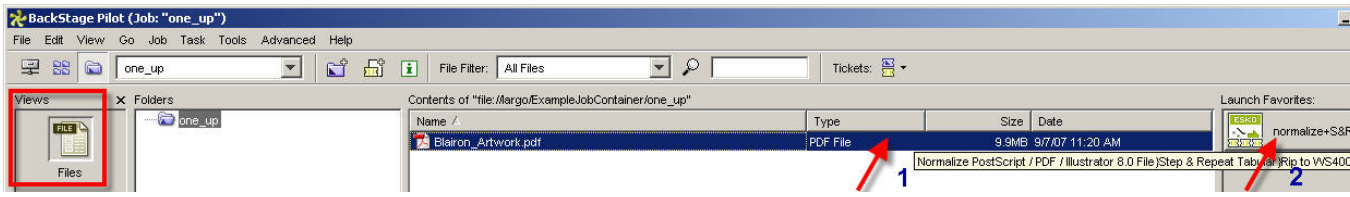


Do not add anymore tickets. Through ‘file’, ‘save as’, save the triple ticket. In this example it is saved as ‘normalize+S&R+rip_CMYK’.

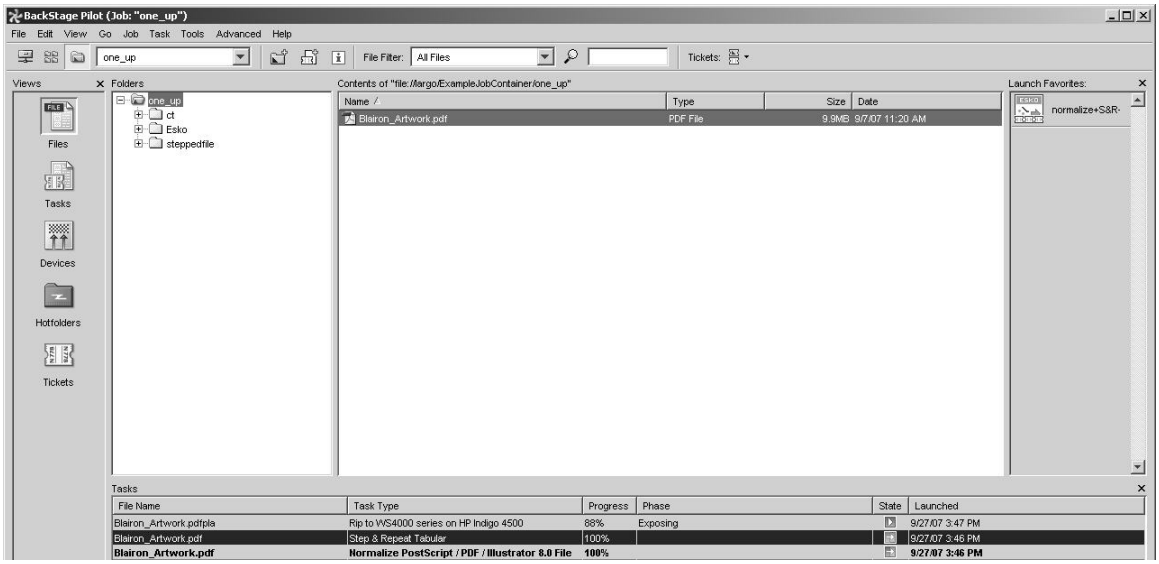
Note! Make sure to add it to Favorites for easy access, and globally (so not just for this job, to be visible for every job).

Launching your job.

In the Files view of the Pilot (having left the ticket view), choose you one-up file and click your favorite ticket in the ‘Favorites’ area.



The ticket will open and you click ‘Launch’! Soon, your files will be stepped and repeated, and ripped straight after that. The evolution of every step is clear in the Tasks window.



Your files should appear in your job manager and are now ready to be printed on the HP Indigo.

Ripping one-ups, using Step/X from Adobe Illustrator

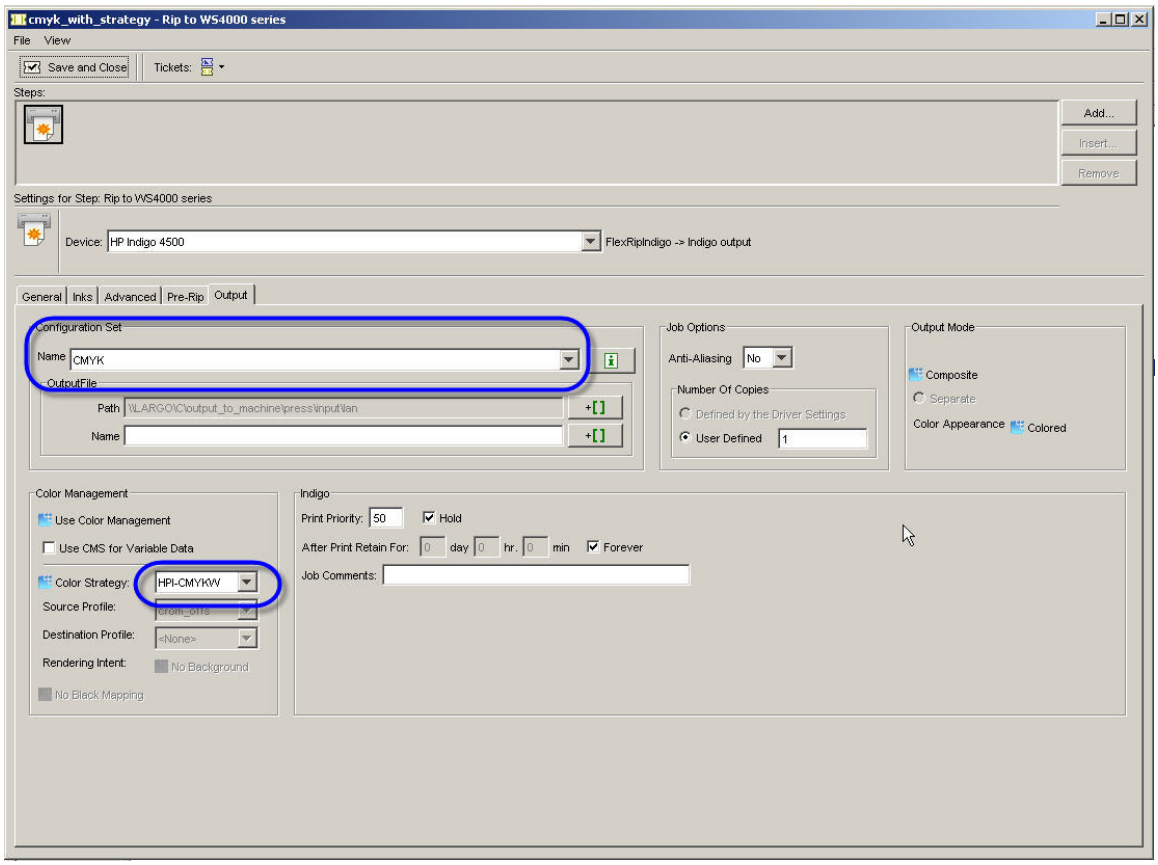
In this example, you can send Illustrator files to the press, after first step&repeating them with the plug-in Step/X

Preparing the tickets

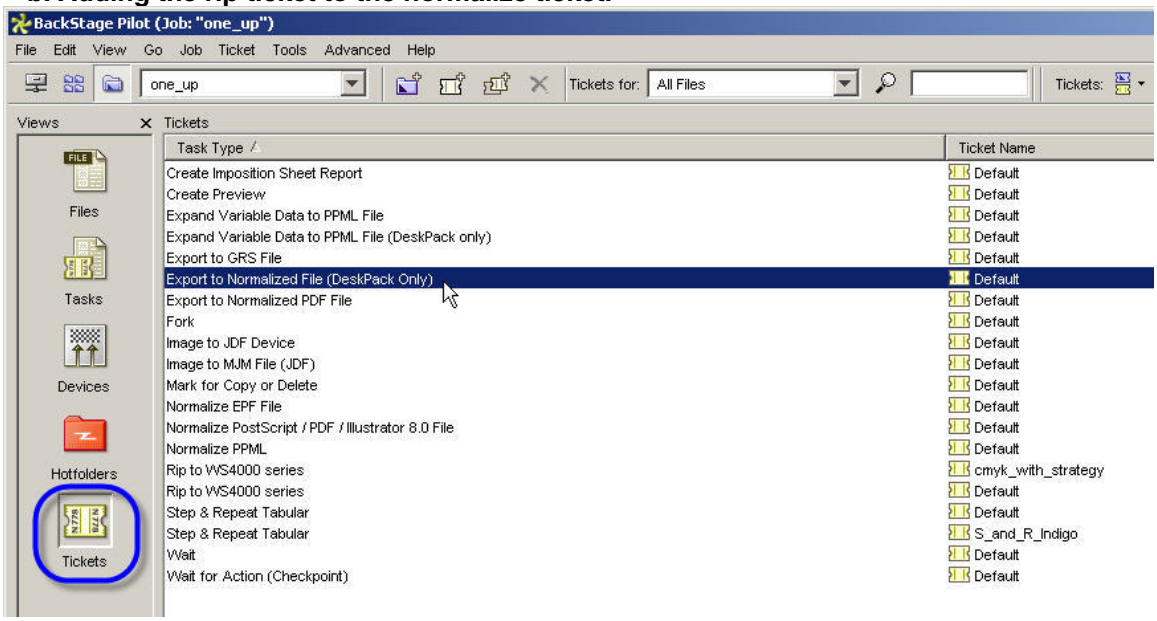
You prepare the tickets with the Workflow manager pilot.

a. The rip ticket

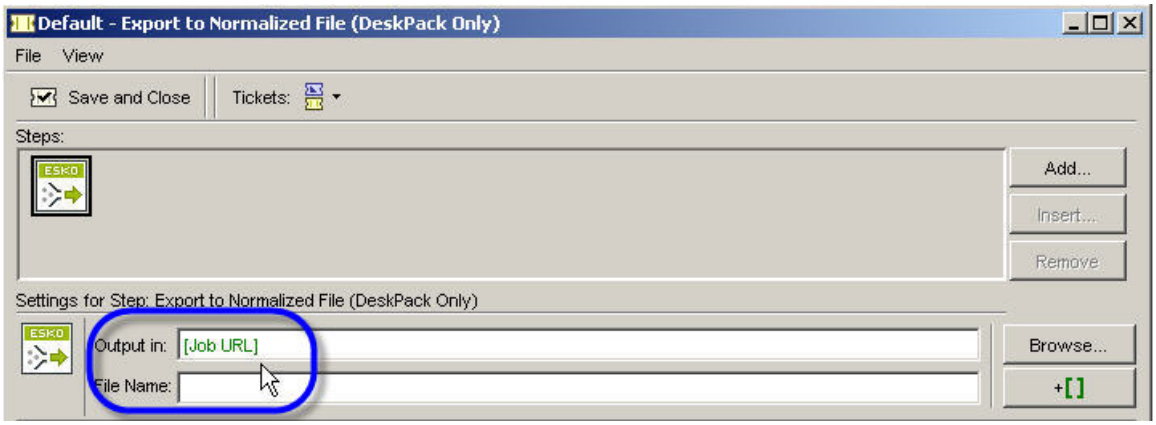
We will use the same rip ticket as in the previous method. Please refer to 4.2.2. to see how we made a rip ticket for outputting to CMYK. Here is a screenshot of the completed rip ticket again.



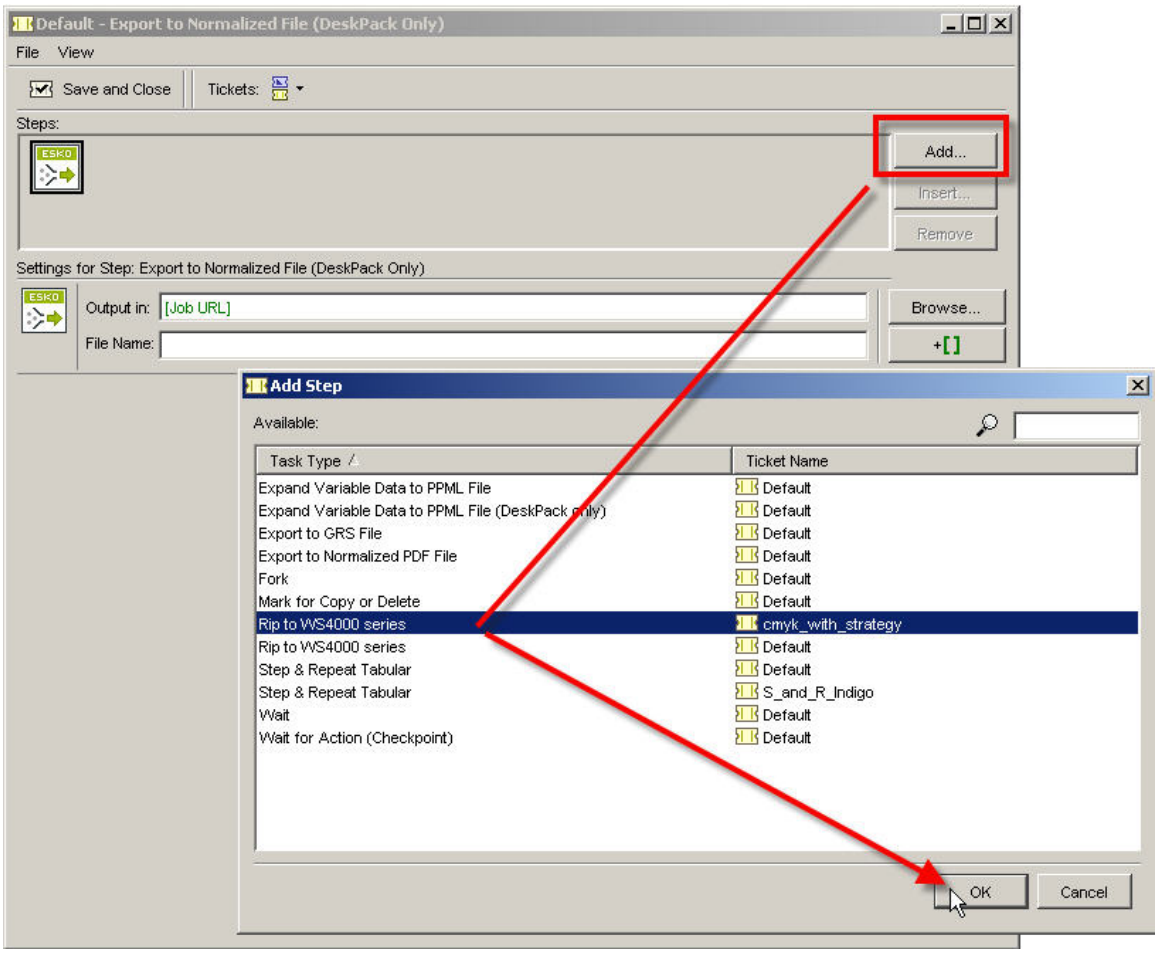
b. Adding the rip ticket to the normalize ticket.



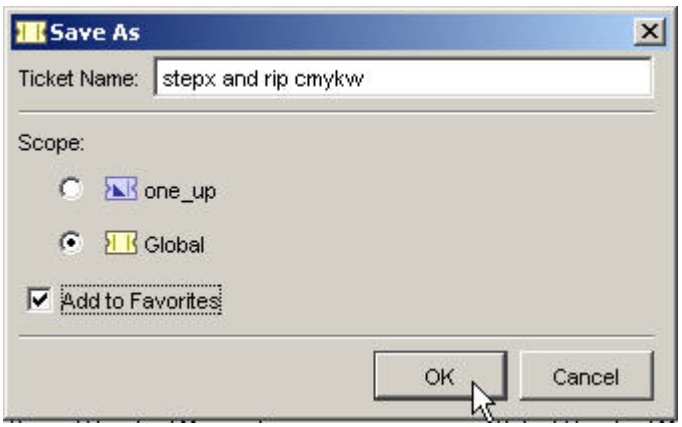
In ticket view, select the Export to normalized File (DeskPack Only) ticket. This is needed because every file, handled by the Workflow manager, needs to be normalized first. Note: The tickets with the suffix 'DeskPack Only' will be visible in Illustrator, as opposed to other tickets that do not have this suffix.



In the 'Output in' field, insert [Job URL]. This assures that the normalized job will be written in a subdirectory of the job. After all, as we will make a chained ticket, there is no need to access this file manually. Next, click the 'Add…' button and select the cmyk_with_strategy ticket.

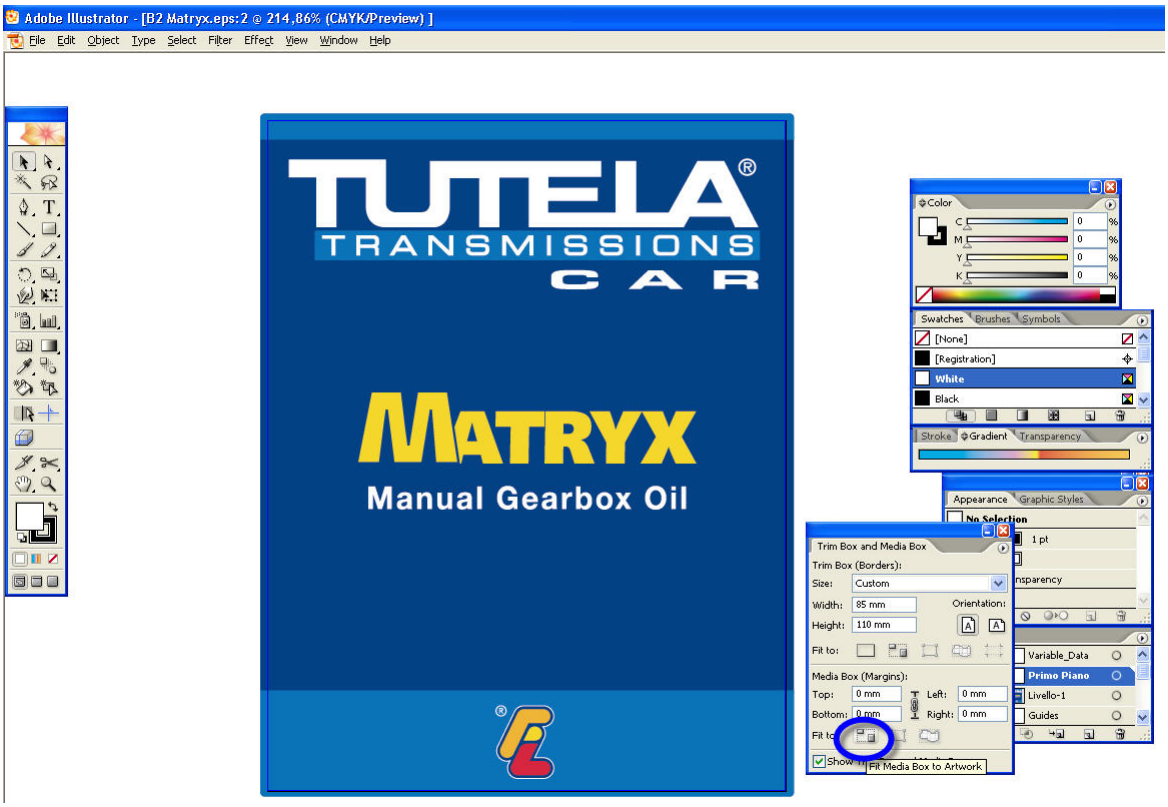


c. Save the combined ticket



Save the combined ticket as ‘global’ and add it to favorites.

Preparing the one-up in Illustrator

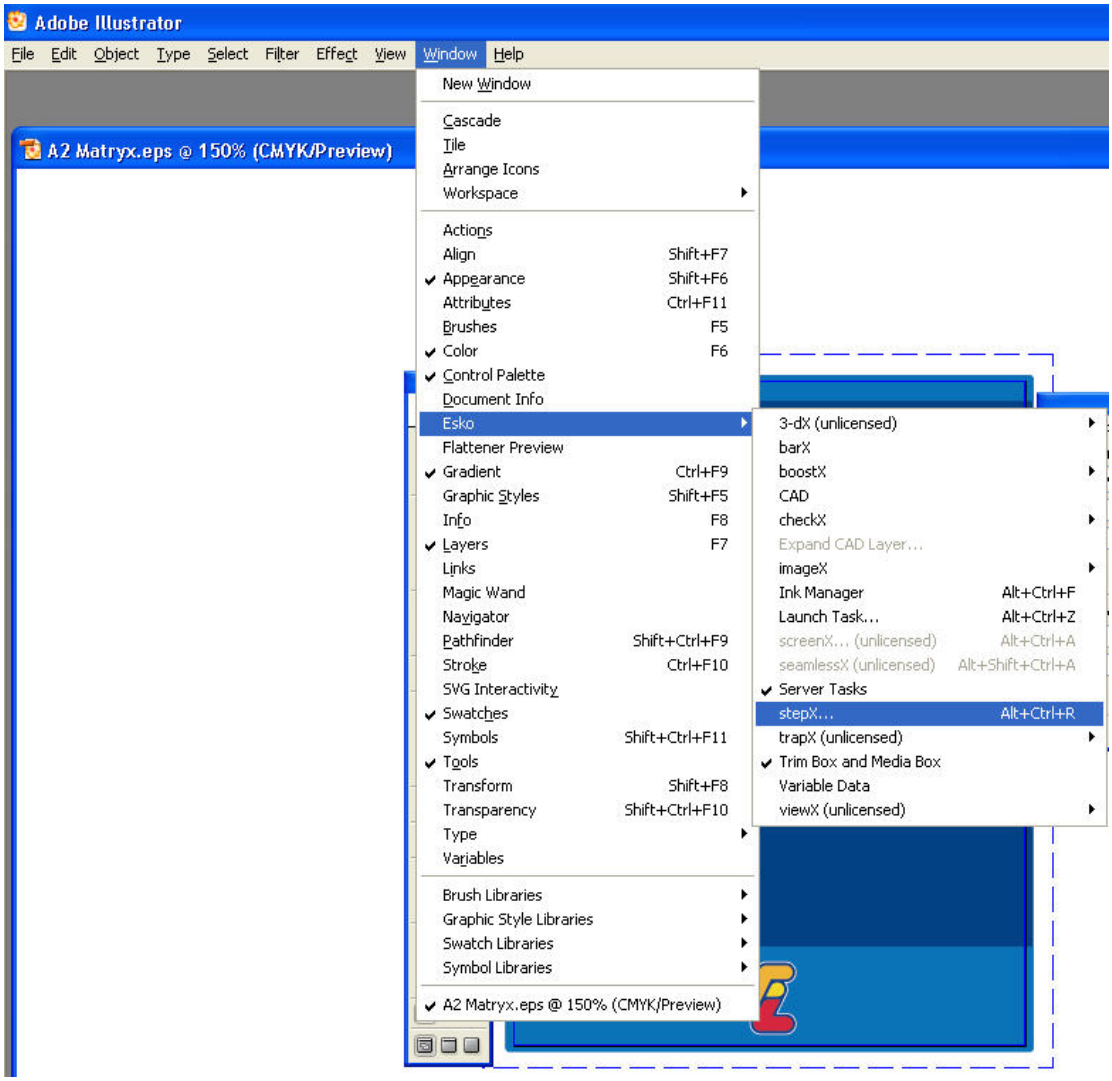


Use the Trim Box and Media box plug-in to set media box and trim box. For more info we refer to the Trim Box and Media box manual.

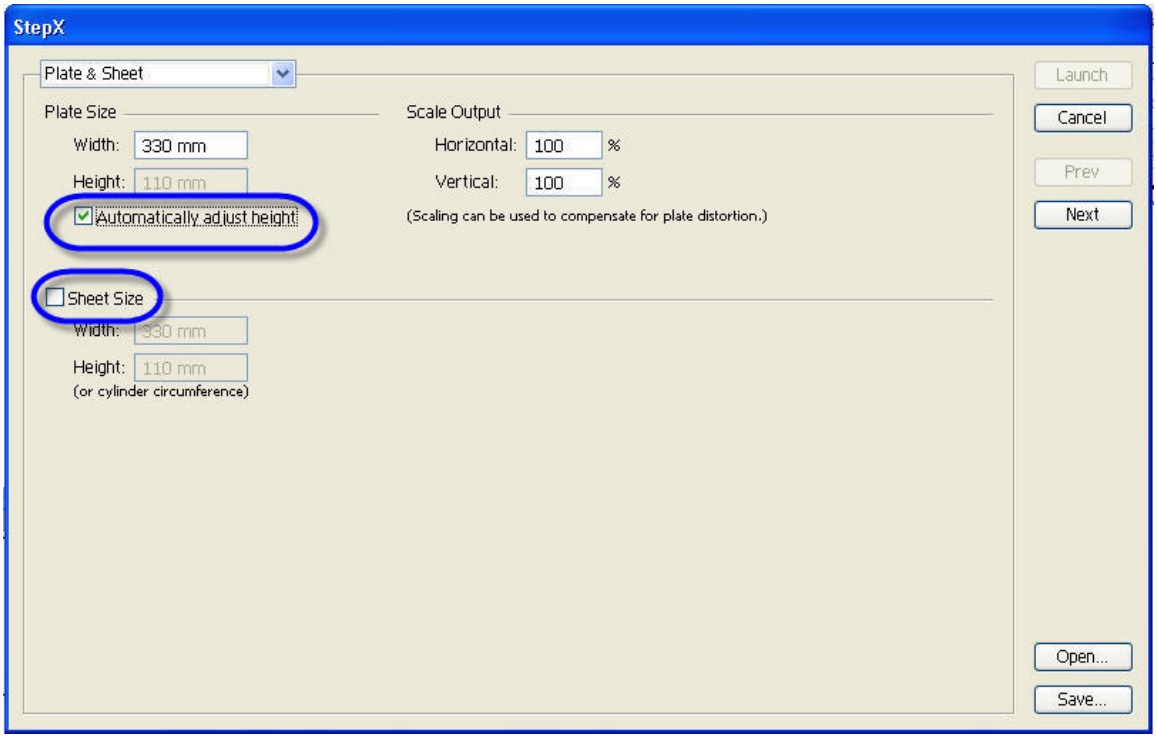
Step and repeat the file with Step/X

For accurate info about all the Step/X features, we refer to the Step/X manual. If you want to use Step/X for variable data, we refer to the variable data manuals

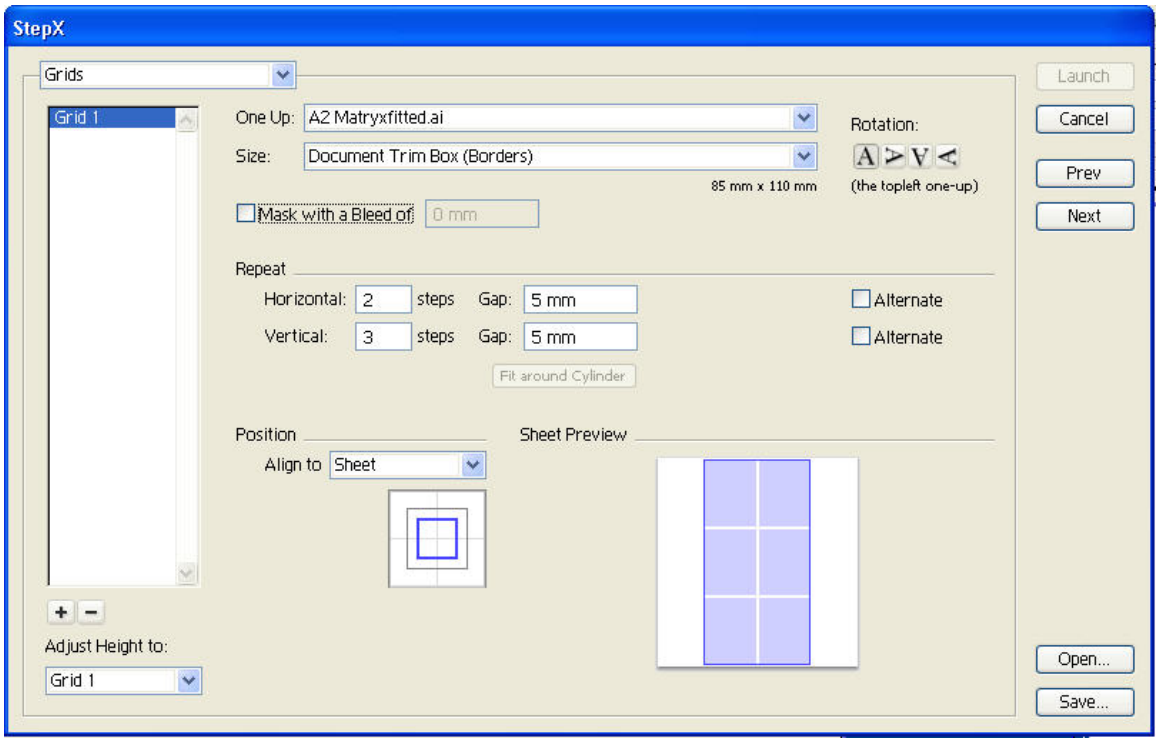
Now you can step&repeat the file using the step/X plugins. It is accessible from the Window menu, Esko menu, proceed to step/X.



In the first tab sheet, we define the height and the width of the plate. For HP Indigo workflows, we can work with a variable repeat length, as long as it does not exceed 450 mm. Note that we therefore activate the ‘automatically adjust height’feature. We fill in the 330 mm width though. Note that the box for sheet size is not checked. In an Indigo workflow platesize=sheetsize.

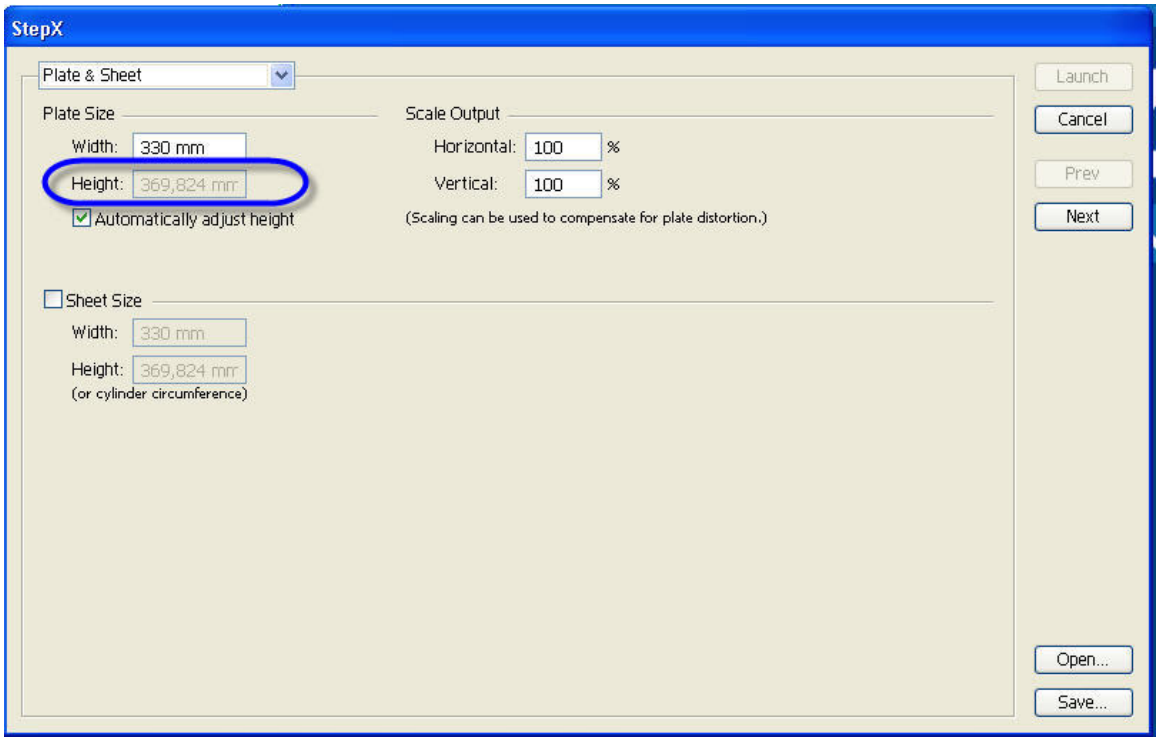


Proceed to the next tab by clicking ‘Next’

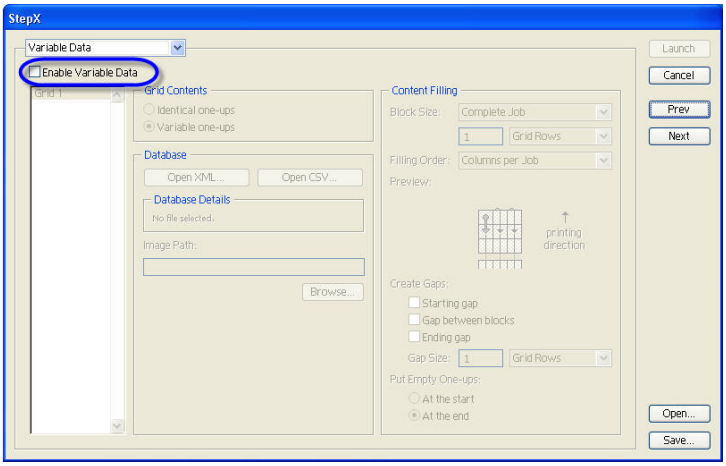


Define the number of horizontal and vertical steps. Define the gap. In this example there are 2 horizontal and 3 vertical steps, and a gap of 5 mm. The size is according to Document trim box (which is defined in Illustrator trim box and media box). The position of the grid is by default in the middle, therefore top and bottom margins will be half a gap.

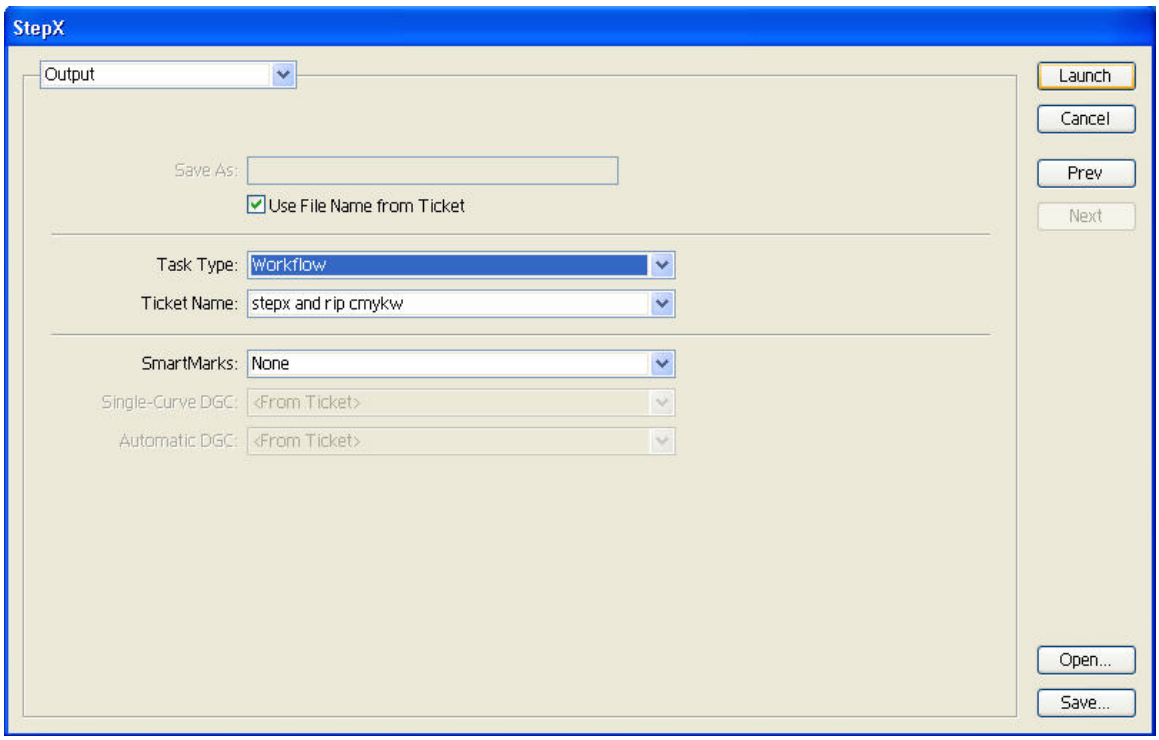
Note: it is necessary to go one step back with 'previous', to see whether the repetition has not exceeded the maximum size of 450 mm. In this example we see it is 369 mm. Adding one more vertical step would have exceeded the 450 mm!



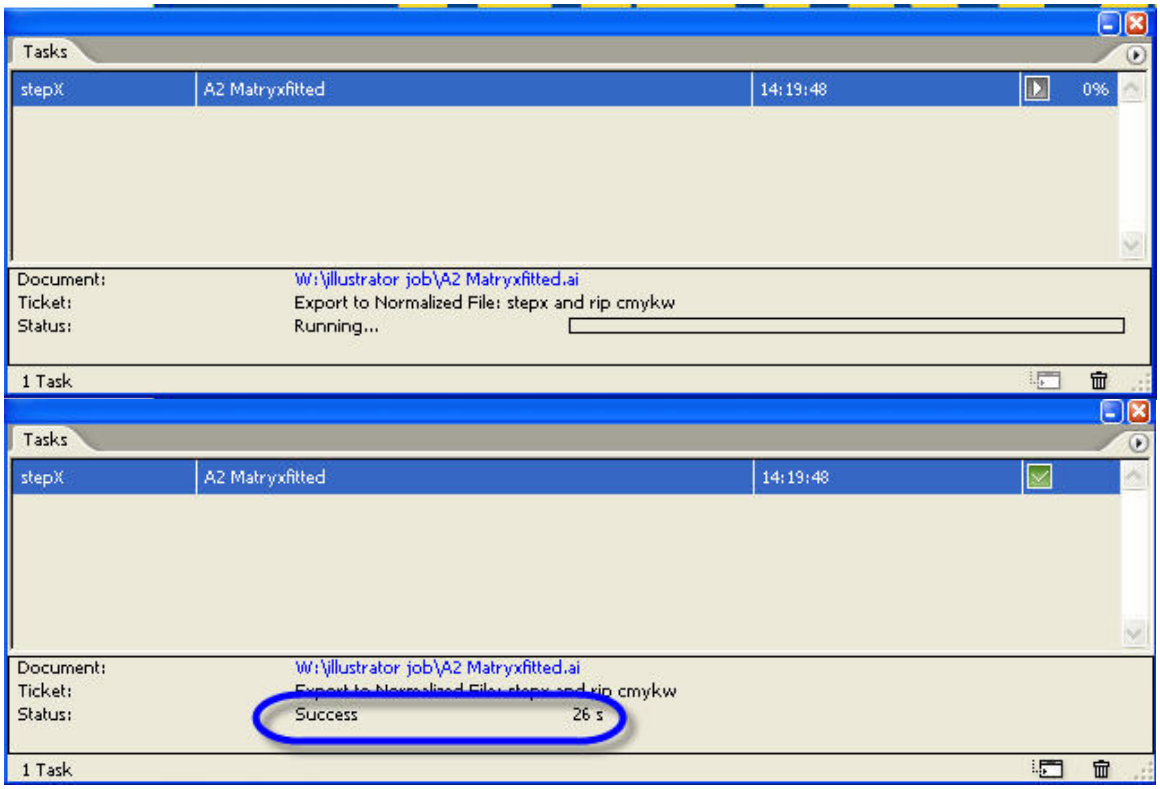
After clicking 'Next' you will see the Variable Data setup. As we are explaining examples for non-variable data switch off the variable data feature in this example.



Finally you decide how to output the stepped file. Choosing Task Type Workflow allows you to see the chained ticket you made: ‘stepx and rip cmykw’.



Click launch now. The running indicator is a progress window. It will reflect the evolution of both the step&repeat task and the ripping, after which the task will show the ‘success’



Your files should appear in your job manager and are now ready to be printed on the HP Indigo.

In these three examples you notice that preparing your tickets is essential to prepare your workflow. You applying the tickets to input files, you do this either in the workflow manager pilot or in Illustrator. In all cases, the Pilot gives you feedback about the file processing. A log file is also generated in the FlexRip dispatcher.

Creating YTD PPML files for an HP Indigo press

The following information assumes the use of:
YTD version 2.0 for InDesign CS3 for Mac or PC

Introduction

Esko RIP is capable of processing YTD PPML and PDF output. Since the PPML and PDF that is created by YTD is not based on the JLYT/SNAP technology, processing time is longer than for similar JLYT output to be process on the HP Indigo DFE.

Esko RIP is also capable of processing YTD's PDF and PPML output. HP Indigo has enabled this capability for customers who would like to use YTD's feature as imposition features tuned for packaging and labels, easy to use interface, or the full integration with the Adobe InDesign page layout tool. For any other customer we recommend purchasing and using our HP Indigo Labels and Packaging VDP tools powered by Esko, which is a plug-in of Adobe Illustrator, and is an available upgrade option for the Server. Esko RIP can consume PPML with only one spread per document.

On the HP Indigo DFE, installation procedure and the output format of the YTD PPML as they reflect in the below procedure is not reflecting YTD as it works with or any other HP Indigo DFE. Since the PPML and PDF that is created by YTD is not based on the JLYT/SNAP technology, processing time may be longer than it takes for similar JLYT output to be process on the HP Indigo DFE"

To use the HP Indigo Labels and Packaging Server with YTD output please do the following:

Workflow Steps

Reveal hidden files

Windows

1. Open file browser and select *My computer*
2. Select *Tools* menu, *Folder Options*.
3. In the *View* tab select *Hidden files and folders*
4. Check the *Show Hidden files and folders* option

Macintosh:

Folder are not hidden on Mac

Steps to follow in the YTD software

1. Close InDesign application
2. Using Notepad or any text editor create a new file and name it SeparatedPDFsPPML.TXT
3. Place this file into:

For Windows:
C:\Documents and Settings\username\Application Data\Adobe\InDesign\Version 5.0

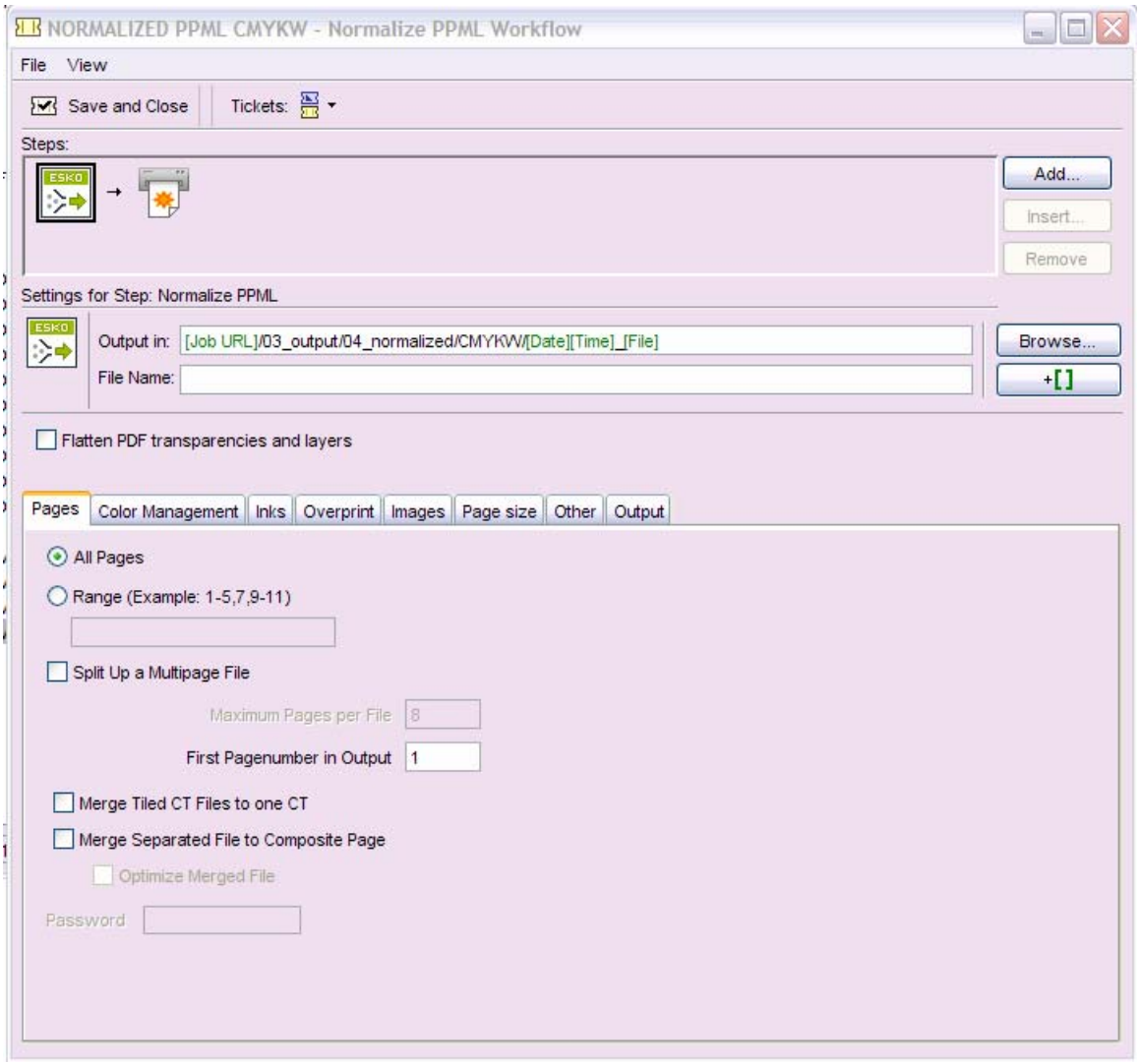
For Macintosh:
username->Library->Preferences->Adobe InDesign->Version 5.0

4. Open your InDesign application and use your YTD as you usually do

5. Save your InDesign document in a New empty folder before you choose to create the PPML output file.
   Explanation: When creating a PPML output file to be used by the Esko, the results are separate single-page PDF files for every personalization record and for every InDesign page. Therefore, make sure to save the InDesign document in a new empty folder so that the output files will be saved into this location for easier file transfer to the Esko

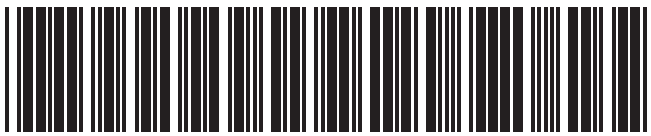
Steps to follow on your HP Indigo Labels and Packaging Server powered by EskoArtwork

- Create a Job Ticket to normalize a PPML file
- Output of normalized data



This is an HP Indigo digital print. Printed in Israel.

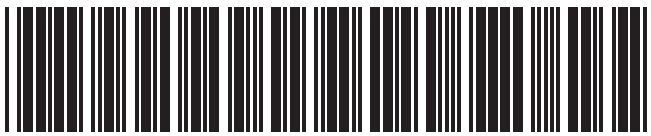
www.hp.com/go/indigo



reorder: P/N CA294-05730

This is an HP Indigo digital print. Printed in Israel.

www.hp.com/go/indigo



reorder: P/N CA294-05730