

EQUIPMENT BY DEPARTMENT



DATA PROCESSING

We use popular Communication Software, such as pcAnywhere for DOS/Windows and Close-Up Remote, in conjunction with a Broadband Internet connection for incredibly fast file transfers.

You can also send files to us via...

E-Mail at CentralFile@wi.rr.com

FTP Site at www.centralfileinc.com

We provide Premium Postal Services like
NCOA - National Change of Address
CASS - Coding Accuracy Support System

Marketing Research
Penetration Mapping
Demographic Mapping

Preferred Data Formats (but Not Limited to)

dBase (II, III, IV, 5) - *.dbf

Text - *.txt; *.csv; *.tab; *.asc

Excel - *.xls

Microsoft Access - *.mdb

Paradox - *.db

- (3) HP LaserJet 8100 DN High-Speed Laser Printers capable of 32 single-sided pages per minute
- (4) Lexmark Optra T616 High-Speed Laser Printers Capable of 35 single-sided pages per minute

Central File, Inc. provides safe and secure client file storage on our Windows NT Server utilizing a DAT Back-Up and Archival System.



Inkjetting

- (2) Buskro Inkjet Machines with 3 Print Capabilities
Buskro Inline Tabbing Machine with Wide label Capabilities



Prepress

G5 Dual 1.8 Ghz Layout/Design Workstation
G4 Dual 1.25 Ghz Layout/Design Workstation
Creo PS/M Workflow v5.0 Rip Workstation utilizing Creo Preps 5.0

Creo Smart340 Flatbed Scanner
Creo Dolev400 4-up Imagesetter (19x25 Max. Imageable)

We carry the most popular software applications.

- QuarkExpress 6.5
- InDesign CS 3.01
- Adobe Acrobat Professional 6.0.1
- Adobe Photoshop CS 8.0
- Adobe Illustrator CS 11.0

Epson StylusPro 7600 Wide Format Inkjet
Utilizing the Ultrachrome (SWOP Certified) Ink Set
24" x 100" Roll Size



Press

Itek 3985 2-Color Offset Press
Maximum Sheet Size 13.39x17.72
Minimum Sheet Size 3.54x5.12

Super Jet Press/Envelope Printing/2clr Perfector

Heidelberg MOFPH 5-Color Perfector
Maximum Sheet Size 19x25.5



Bindery

Stahl Folder with Right Angle
Omega 6 Pocket Stitcher Trimmer with Cover Feeder
(3) 6 Station Inserting Machines
Astro Tabber
GBR Knife Folder
Kirk Rudy Tipping Machine
Challenge 30.5 Cutter



User Guide for Submitting Electronic Files

Here is a quick review of the essential requirements that will help you when submitting your job to Central File Marketing.

When naming your files, please keep the names simple and do not use the following characters: “/”, “\”, “•”, or “-”. Include all elements with the job. Include all source documents (QuarkXPress or InDesign), fonts, high resolution graphics (Adobe Photoshop, Adobe Illustrator, Macromedia FreeHand files).

Submitting PDF files offer several advantages: they streamline the printing process, while providing more consistent and reliable results. PDF's that are created properly reduce or eliminate delays caused from missing components such as fonts, images and graphics.

FONTS

Make sure you include both the Screen and Printer Fonts. We suggest that you use Type1 PostScript fonts since TrueType fonts may cause problems during prepress file processing.

DOCUMENTS

Build your pages to trim size. Building printer spreads and/or custom trim marks are not necessary. Our imposition software works from the layout program's page size definitions. Include an 1/8 bleed for elements that extend off the page and use 1/4" for type safety inside the page. Do not use the pre-defined "hairline" rule width. We recommend using a minimum rule width of .25 or .5 points.

ILLUSTRATIONS

To avoid potential font problems, convert your type to "Outlines" in Adobe Illustrator in or "Paths" in Freehand. Don't forget to submit your Freehand and/or Illustrator Master files.

PHOTOSHOP

Make sure your Photoshop files are 300 dpi (or double the line screen) and either CMYK or Grayscale. Do not scale your photoshop files over 130% in QuarkXPress.
Do not submit RGB files.

If you have any further questions, please contact:

Daniel Gerber, Graphic Services/Prepress Manager at (414) 365-9000 or Toll Free at (800) 749-6245 or you can reach me via email at dan_gerber@centralfileinc.com.