

Quark Print Collection: Simply faster press-ready files



In the competitive world of printing, it is extremely important to be as efficient and accurate as possible. Competition from other media channels is putting intense pressure on the print industry. In particular, the ability to deliver content rapidly to a targeted audience through the Internet leads to a demand for faster turnaround and shorter print runs. You need to be able to print a job quickly and get the maximum use out of your materials. Increasing efficiency and reducing costs is a key factor in responding to this challenge.

Even if you are a lone designer trying to prepare your work for printing, you must ensure that the file is properly imposed and press-ready or you take the chance of being called about a problem in the middle of the night.

Whatever your involvement in the print production process, Quark can provide the tools you need to output your jobs as quickly and cost-effectively as possible.

Introducing Quark Print Collection

Quark® Print Collection is a comprehensive set of pre-press tools for QuarkXPress® 7 and Adobe® Acrobat® 7 that offers a seamless, easy-to-use solution for creating press-ready impositions from within QuarkXPress 7 and Adobe Acrobat 7. An intuitive interface lets you impose QuarkXPress 7 layouts or PDF files into press-ready printer flats and select from a variety of different sheet types and pagination styles. Whichever setting you choose, Quark Print Collection arranges the pages for you automatically, but unlike other solutions the imposition is handled in the print stream so the original layout remains unaffected. You can also

use Quark Print Collection to create reusable sets of custom printers' marks on pages or individual items for unmatched efficiency and flexibility.

Exceptional Value

Quark Print Collection includes four professional pre-press tools for one low price:

- Quark® Imposer™ for QuarkXPress 7
- Quark Imposer for Adobe Acrobat 7
- Quark® MarkIt™
- Quark® Item Marks™

Together these tools give you everything you need to prepare fully imposed press-ready files. With its comprehensive feature set, Quark Print Collection offers exceptional value compared to other imposition solutions.

How imposition affects printing

Imposition is the headline feature of Quark Print Collection. To understand imposition you need to understand the difference between how a file is designed and how it is printed. Designers arrange the pages of a document in a logical reading order: Page 1 is followed by page 2, which is followed by page 3, and so on. This is commonly referred to as "reader spreads."

However, it isn't economical to print pages using this arrangement, so printers put pages in a different order so they can put them on the press in the most efficient way. This arrangement is called "printer spreads." Imposition is the process of rearranging pages from reader spreads to printer spreads.

Work with QuarkXPress or Acrobat

Quark Print Collection adds imposition capabilities to the leading desktop publishing applications, QuarkXPress and Adobe Acrobat. You can choose to impose native QuarkXPress files using QuarkXPress 7 or impose PDF files using Adobe Acrobat 7. The feature set and user interface are identical, as are the results – fully imposed press-ready files.

Quark Print Collection features at a glance

- Impose up to 8-Up using either QuarkXPress 7 or Adobe Acrobat 7
- Handle all imposition in the print stream so the original files are not touched
- Arrange pages automatically without worrying about shuffling or rotation
- Preview work on screen before printing to avoid errors and waste
- Save and share imposition settings as reusable styles for maximum efficiency
- Position press marks by simply dragging them into a preview of the active document
- Control settings for bleed, creep, crossover trapping, gaps, and margins

Imposition schemes, types, and bindings

The imposition scheme is one of several things that must be taken into account when you are imposing pages. Quark Print Collection supports four imposition schemes or the number of pages that will be placed on one side of a sheet of paper. You can choose from 2-up, 4-up, 6-up, and 8-up, which means that you can arrange up to 16 pages on a single sheet of paper.

Most commercial printing presses are unable to print on both sides of a sheet of paper at the same time. The paper must be fed into the press again to print the second side. There are several ways that this can be done, and these are often referred to as "imposition types." Quark Print Collection supports five imposition types: Standard, Sheetwise, Work and Turn, Work and Tumble, and Split Web.



The way a job is imposed also depends on the type of binding that is going to be used for that particular job. Quark Print Collection supports the most common binding types: Perfect binding, saddle-stitch, and stacking.

Quark Print Collection automatically makes sure that everything is set up correctly. You don't need to worry about rearranging or rotating the pages yourself.

Create custom marks

Quark Print Collection also includes XTensions® software for QuarkXPress 7 that lets you create custom printers marks including: Crop marks, registration marks, bleed marks, gray bars, color bars, page information, and custom text. These marks can be applied to individual items or entire pages, and you can save them for reuse with other jobs.

Key benefits

- Reduce costs by intelligently using paper and other printing materials
- Increase efficiency by rapidly and efficiently preparing files and cutting the time required to print many different pages

- Ensure quality and reliability through settings such as creep, bleed, and crossover
- Eliminate downtime associated with user training; only minimal instruction is necessary
- Get exceptional value with four professional tools at one low price

System requirements

MAC OS Software

Mac OS® X 10.4 (Tiger™) or later

QuarkXPress or QuarkXPress Passport® 7.01

Adobe Acrobat 7 Standard or Professional

Hardware

Recommended 256MB total RAM

CD-ROM drive for installation

WINDOWS Software

Microsoft® Windows® XP

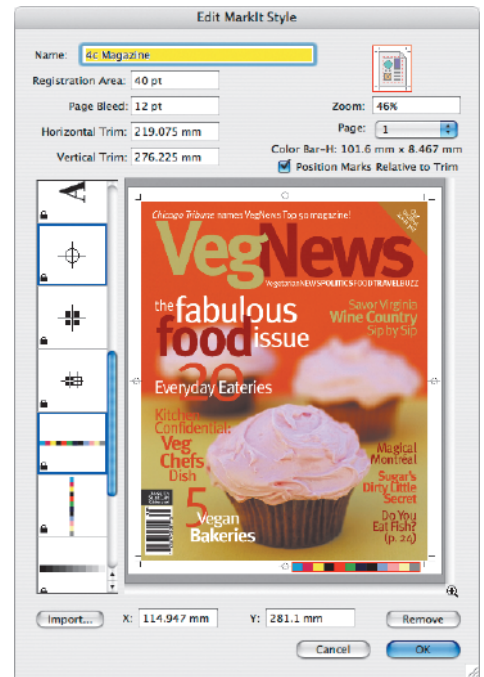
QuarkXPress or QuarkXPress Passport 7.0

Adobe Acrobat 7 Standard or Professional

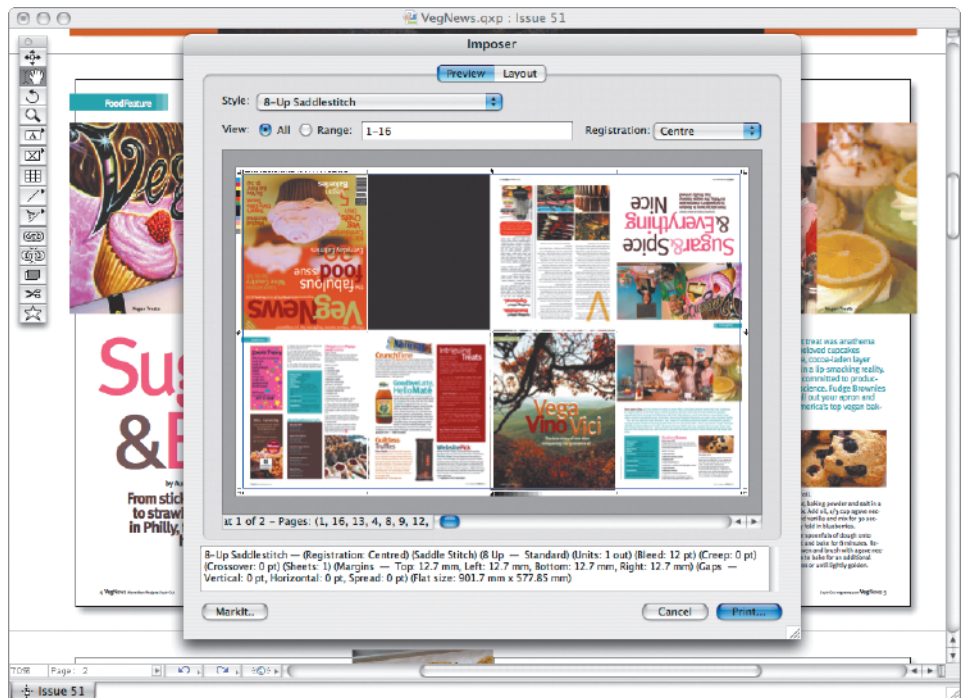
Hardware

Recommended 256MB total RAM

CD-ROM drive for installation



You can create reusable sets of customized printer marks. You can include crop marks, registration targets, color bars, and descriptive text about the job. The page preview shows how the marks will look on the page. The marks are added in the print stream so the original pages are not affected.



You can view a preview of how pages will be imposed when the file is output. The example above is a 96-page magazine which is being configured for saddle-stitch binding using the 8-Up sheet type. The pages are reordered and rotated automatically, and the original files are not affected. In the background is the QuarkXPress with the original pages laid out in Reader spreads.

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