

# IPOST AND CUSTOMIZED PRINT

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## TECHNICAL SPECIFICATION

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Including additional services

Portals, Printer Driver and Connect

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## 1 INTRODUCTION

This document presents additional information to the iPost and Customized Print Service descriptions regarding technical information, implementation, testing and deployment of the services. This document shall be followed by the Customer when using the services in question.

In this Technical specification, there are references to the following documentation. Further information of the services can also be found from these documents:

- iPost Service Description
- iPost layout design instruction
- iPost XML Design Guide
- iPost EPL Design Guide

Posti Messaging reserves the right to change the Product's features and the listed documentation.

In the beginning of this document technical information related to all services is presented and after that service specific information.

## 2 TECHNICAL INFORMATION

This section describes technical information related to iPost and Customized Print services including additional services presented in this document.

### 2.1 Data transfer

The Customer can choose to connect to Posti Messaging using any of the following communication methods:

- FTP over the Internet
- SFTP over the Internet – Posti recommends secure data transfer method

Based on the Customer's choice of communication method, Posti Messaging provides the Customer with communication details, which enable the Customer to make a connection.

The Customer will be provided with a user ID and password to establish an FTP/SFTP connection and to transfer files from the Customer to Posti Messaging.

The Customer is the active sending party in the data transfer. Files can be sent to Posti Messaging by line transmission (24 hours a day).

#### Data transfer details

For PDF files, the file transfer is a binary transaction. The PDF files are transferred to a subdirectory created for this purpose under the FTP/SFTP user ID. Files should always be compressed to a Zip-file to make sure that all

data is intact during transmission. If the data contains multiple files, the files should be compressed to one (1) Zip-file before transfer.

Country	Service	Comments
FI	Network, encrypted connections: <b>SFTP (SSH2)</b> IP address: 82.199.225.43	Always opened with a separate communication contract. The Customer receives their own SFTP user ID.
FI	Network connection protocol: FTP/TCP-IP IP address: 82.199.225.10	Connection is opened with a separate communication contract. The Customer receives their own FTP user ID. Note that SFTP connections are recommended instead FTP connections.
FI	VPN (FTP protocol) IP address: 82.199.225.10	Always opened with a separate communication contract.

Proper firewall openings are also needed for sending IPs, which must be static and not changing.

## 2.2 Data creation and handling

### 2.2.1 File format effect on data processing

The file format will influence the data processing, see table below.

File format	Type	Data handling / validation	Visualization	Limitations
Structured data format (raw data, XML etc.)	Non-standard	Agreed separately	PDF made by the customer or Posti Messaging	Agreed separately
iPost PDF	Standard	Standard	PDF made by the customer	Connect not possible
iPost EPL	Standard	Standard	Form in Posti Messaging	Connect not possible

### 2.2.2 File specification

Before implementation and work begins, a file specification must exist together with application instructions for each field in the file that is to be processed by Posti.

### 2.2.3 Data files for letter recipients in more than one country

The data file and file specification need to provide country code always according to standard ISO 3166-1 (two digits). This applies also to the meta data for the format PDF.

## 2.2.4 Metadata for PDF

Metadata (data about data) must be included on each PDF.

Country	Meta data	Comment
FI	Separate XML-file	A separate XML file that contains the meta data. See iPost XML Guide for Finland.

## 2.2.5 File size

### iPost PDF Finland

- The maximum file size: 1GB
- The maximum page size: 4MB. Average pages size (file size/pages).
- The maximum number of pages per a letter: 2000 pages in black-and-white printing. For a letter of over 2000 pages, we kindly request splitting the file into smaller part.
- The maximum number of sheets per a letter: 60 sheets in color printing. For a letter of over 60 sheets (in duplex printing total 120 pages), we kindly request splitting the file into smaller part.
- The maximum number of documents per a file: 20 000 documents. For a file with more than 20 000 pages (total amount of pages), we recommend splitting the file into smaller parts.

### iPost EPL Finland

- Maximum number of pages in one EPL file: 30,000 pages. For deliveries of over 30,000 pages, we kindly request splitting the file into smaller part.
- Maximum size of one letter: 1 MB, corresponding to approximately 500 pages. For large amounts of pages to a single recipient, we recommend using duplex printing or splitting the letter into smaller parts.

## 2.2.6 Transformation

The Customer sends the data in specified format. Posti Messaging is responsible for the transformation to the required format for the receiving channel. All recipient specific customizations and transformations are excluded from the Service.

## 2.2.7 Channeling

Letter can be delivered as a paper letter or as an electronic letter via OmaPosti or Suomi.fi Messages portals. By default, channeling decision-making hierarchy is following:

- Portal: OmaPosti (for consumer recipients),
- Portal: Suomi.fi Messages (all recipients) – enabled upon request for Customers with required credentials from DVV
- iPost or Customized print: Paper letter to the recipient (all recipients)

OmaPosti matching is enabled by default and Suomi.fi Messages matching is enabled upon request from the Customer. Portal delivery can be enabled or disabled based on the settings in the letter batch level. When enabled, letters are delivered to the portal if the recipient is portal user. Letters will be delivered as paper letters, if the recipient is not a portal user.

It is possible for the Customer to use an alternative channel order.

## **2.3 Layout creation**

Layout of the documents can be decided by the customer within the Service specific rules and the visualization can be made by Posti Messaging or by the Customer. However, all layouts need to be prepared in accordance with information in this technical specification and the guidelines stated in the document iPost layout design instructions.

### **2.3.1 Visualization in Posti Messaging**

Posti Messaging creates the letter layouts from the Customer's data by using a template that defines the positioning and the rules of visual and data elements.

Templates may also include graphical items (e.g. logos, pictures, barcodes) stored at Posti Messaging or sent by the Customer. The Customer may also provide images and other graphical elements for Posti Messaging to use in the layout design.

For all types of layouts that may occur, examples must be produced before development work begins. Use Word or Publisher, for example, to make layout examples, as it is then easy to see which fonts, sizes and formatting that are used. If a layout consists of several pages or there are different layouts, depending on for example, direct debit, credit invoice, reminder etc., examples of all of these shall be provided, with references to the field-and logic specification.

Changes in, or additions to, the documentation after development work has begun are considered new development and are not included in the established project plan.

There are some fixed layouts to choose from. There are a few amendments that the Customer can make within the framework of a fixed layout. Adding a logo, adding information that is unique to the Customer in the layout and that can be encoded, for example, website address, phone support number, corporate ID etc. Text blocks etc. should be indicated in millimeters from the top left corner. It is also important that it is indicated whether a document type may be distributed over several pages, for example an invoice with specifications of transactions.

### **2.3.2 Layouts that require a logic application**

When logical rules will be implemented in the layout work, the Customer needs to provide Posti Messaging with a written instruction as well as examples of what is to be carried out in writing.

### **2.3.3 Color guidelines**

Below you will find guidelines for color reproduction that should be followed to ensure good quality of color printing.

### **2.3.4 The color system in print production**

The documents are printed using a four-color technique (CMYK). The customer shall submit the color elements in RGB or Euroscale Coated (CMYK) color space, whereas the best result is achieved by using CMYK colors in color elements. The size of the graphics should be 1:1.

The recommended maximum color coverage of the page is 20%. Use the colors as evenly as possible on the page. Avoid dark colors that stretch horizontally over the full page, though it may prevent mechanical insertion into envelopes.

Elements reaching the margins (bleeding edge) of the page should be avoided, as there is no cutting allowance available on the page.

### **2.3.5 Font recommendations**

The text size shall be at least 9 points on the raster base or rasterized, depending on the font and the color system. The smallest recommended font size in negative texts is 10 pt, depending on the font type and the color system of the background. Posti Messaging recommends that colored texts have at least one of the primary colors in 100%.

Do not use Antiqua fonts in negative texts, as the thin spaces may clog due to the increase of points. A bold font is recommended in negative texts, and the color should be defined as the color of the paper.

### **2.3.6 Texts**

If resources in PDF format are to be used, always embed all fonts in the file. Use PostScript fonts or PostScript based Open Type fonts.

Only use true font cuttings for bold, italic, capitalization etc. So called artificial bold or italic shall not be used.

### **2.3.7 Raster surfaces**

The recommended toning of the raster surfaces is a minimum of 8% of each color.

### **2.3.8 Vector graphics**

Texts within the graphic (for example, logotypes) should always be converted to paths (in the software the commands may be, for example, "convert to paths" or "create outlines"). A vector text or a text that has been converted to paths cannot be edited as a text anymore.

In some cases, vector graphics may contain pixel data (e.g. drop shadows and transparency) where the resolution must be 200–300 dpi.

### **2.3.9 Selection of image**

The most important thing and detail about a good image are sharpness and medium tone colors. Avoid using dark or very light images.

### 2.3.10 Image File formats

The recommended file formats for tone images are TIFF, JPG, and PDF. JPG images shall not be compressed too much, as the compression mode destroys data and weakens the quality of the image. If the image is of an advertisement type and includes text of bread text type, produce the image files in PDF format to retain the vector characteristics of the text.

- The PDF image file shall not be larger than 3 Megabytes
- The PDF material shall be maximum A4 size
- The PDF files submitted to Posti Messaging must not be protected at any level. For example, the Acrobat Distiller protection can be disabled in the Adobe PDF Security section in Adobe PDF printer properties
- Transparency effects must not be used in the PDF files sent to Posti Messaging
- Posti Messaging reserves the right to approve or reject the PDF material produced by the customer. Only approved PDF files will be processed

### 2.3.11 Image resolution

For tone images when the image is used in its physical form in the document, the resolution shall be 300 dpi.

### 2.3.12 Sharpening

Slightly sharpen the image to be printed. Sharpening influences positively the appearance of the details of the image.

### 2.3.13 Thickness of lines

A single-colored, compact line may be a minimum of 0.25 pt. Rasterized or multi-colored lines should have a thickness of at least 0.5 pt. Posti Messaging recommend that colored lines (or other very small elements) have at least one of the primary colors in 100%. The minimum thickness of negative lines is 1 pt.

### 2.3.14 Gradient colors or gradients

Tone ramps can sometimes appear in gradient colors when the sliding color is long and/or its tone is dark. Here are a few guidelines, which may help to avoid the appearance of tone ramps.

- Place the first and last colors of the gradient color so that the color changes at least 50 %
- Keep the gradient colors short; the default maximum length is 15 cm
- Light toned gradient colors print better than dark toned
- Avoid completely a white end color of the gradient color; define instead of the white color as white raster



### 3 SERVICE SPECIFIC INFORMATION

This section describes in more detail the iPost, Customized print and additional services specific information.

#### 3.1 Specifics for iPost and Customized Print

There are specific requirements when the documents shall be printed and sent by mail.

##### 3.1.1 Economy and priority batches

All letters in a mailing batch must be of the same class (Economy or Priority). International letters can be in same batch with domestic letters. The mailing class is defined in EPL1 line in EPL format and in Ib:StdBundleProcessing element in PDF+XML format

##### 3.1.2 Registered letter and Letter with Advice of delivery

Registered letter and Letter with Advice of Delivery are available only for PDF+XML and EPL+XML file formats (not only EPL).

In case of Registered letter or Letter with Advice of Delivery in Finland, iPost service will whiten the envelope window area. iPost service is printing sender, recipient and postal delivery information to that area on behalf of the customer. In this case Sender and recipient information are taken from the XML-file as described in iPost XML design guide. Color printing must be always used due to postal delivery information printed in envelope window area required by the delivery company.

Customer can follow the letters according to Posti Oy's service. To send Registered letters and Letters with Advice of delivery in iPost service and follow postal delivery of letters in Posti Oy's services following is needed:

1. Order Posti Oy's Usercode for Service channels, if not in use already.  
<https://www.posti.fi/business/forms/usercode.html#>
2. Order Posti Oy's logistic agreement ID or use existing ID  
<https://www.posti.fi/yritysasiakkaat/lomakkeet/logistiikansopimustunnus.html>  
When placing the order, mention the Usercode of Service channels.
3. Contact Posti Messaging customer service for service activation. Request to activate Registered letter and Letter with Advice of delivery into use. Give Posti Oy's Logistics agreement ID

If needed, also report can be generated which connects SenderLetterID from XML-file set by the customer and Posti Oy's tracking id for sent letters. Please mention this when requesting service activation.

All follow-up about letter statuses and acknowledgements during the postal delivery can be done according to Posti Oy's service.

### 3.1.3 Requirements for a letter's address field

The recipient's address must be readable in full through the envelope address window panel so that the address markings may not slip beyond the panel. The envelope address window location varies country by country. The guidelines can be found from the document iPost layout design instruction, applicable from time to time.

The character size for the address is 2.2–5.5 millimeters (font size 10–12). In the address field, the address type font may not be italic or bold. The characters in the address may not touch each other. It is recommended that all address information for the addressee be written in UPPER CASE LETTERS. Address information should be written in a font showing the difference between the numbers 6, 8, and 9 clearly, since these digits can easily be mixed up with one another when read optically. Do not include any extra spaces between characters in a word (Wrong: "S W E D E N", Correct: "SWEDEN")

#### Marking the recipient address:

To enable successful optical reading, it is important that the address rows are in the correct order. The addressee's address information must be divided into six rows:

Row	Comment
Row 0	title, customer code, subscription code or other customer-related information
Row 1	Addressee's name
Row 2	business unit, department, office, processed by, occupant of the apartment, c/o etc.
Row 3	Spare row, not recognized by the automatic sorting machine (if required, this row can include the addressee's street address, even if the item is sent to the addressee's P.O. Box address)
Row 4	Delivery address (street address, P.O. Box address etc.)
Row 5	Postal (Zip) code with the country code and town/city
Row 6	Country

#### Example 1 of a correct address (office with P.O.Box):

1234/54  
COMPANY PLC  
MATTHEW SMITH  
COMPANY ALLEY 5  
P.O. Box 5  
FI-00101 HELSINKI  
FINLAND

#### Example 2 of correct address (home):

MATTHEW SMITH  
Home street 1 A 2  
FI-00100 HELSINKI  
FINLAND

For letters sent abroad, the recipient's address must always display the country's name and postal code in accordance with local standards.

For letters delivered domestically, the recipient address field does not need to display the country such as "Finland" but the country code "FI" must be entered in the metadata. If the country codes are empty or erroneous, the letters are charged for as international mail.

For letters sent to Åland, the address field must also display Åland or Ahvenanmaa. AX must be entered as a country code.

#### 3.1.4 Country Codes

The country codes are in accordance with the international ISO 3166 standard. They consist of two characters written in CAPITAL letters. All ISO 3166 standard country codes are available at <http://www.iso.org>

#### 3.1.5 PDF requirements

Since PDF files can be created in many ways and with many types of software, even without Adobe Acrobat, a key PDF setting is the PDF version.

PDF files can also be created for various purposes (Internet files, for printing, or for publishing by a print house). Since the requirements for the file are different, there are different settings for each purpose. Particularly when attaching images (e.g. signatures) to the file, a resolution high enough to enable printing must be ensured. For instance, resolution of images taken from the Internet is too low to use for printed matters. It is recommended to use 300 dpi resolutions to get good quality printed images. Higher than 300 dpi resolution images do not provide better printing quality but they are slower to process due to larger file size.

Posti Messaging printers use a 0 mm margin (borderless printing), however reserved areas for production needs to be considered. For more information about reserved areas see iPost layout design instruction. Acrobat software normally uses a scaling option to scale the print into a size "acceptable" for the used printer. This setting must be turned off if you wish to compare the layout of printouts printed with in example your office printer with those printed by Posti Messaging. We recommend viewing PDF files on screen in addition to printing.

PDF files produced via scanning are not well suited for printing. Scanned materials background needs to be white, not black or grey. The scanned image should be sharp and has only black and white color, grey shades are not recommended.

If the letters are 2-sided (duplex) and the number of the pages is odd, Posti Messaging will add a blank page to serve as the last page. This added page will be invoiced as an additional page.

If the letter is specified as 2-sided (duplex), this will apply to the entire production run. If you wish to have the first page as 1-sided (simplex), this must be arranged separately by specifying a blank page on the reverse of the first page.

Different software tools produce PDF files in different ways. You should always test whether the PDF file opens with Acrobat Reader. This does not necessarily mean that the PDF file can be printed in high volume production. Acrobat Reader tends to open and handle also such PDF files which don't meet all the requirements of PDF Specification. Final compatibility is verified during testing. Also see appendix PDF limitation table.

### 3.1.6 EPL format

The EPL-format is a data format what can be used in Finland for the iPost and Customized Print service. The sender submits the desired letter data electronically to Posti Messaging which prints the data as letters using either forms provided by the service or the sender's own templates. The electronic forms and images used when printing the letters are stored in the media storage and they are called from the iPost file. Black-and-white forms cannot be used for color printing. The form may include standard texts and pictures to be printed on the page as well as information of the layout. Preparing iPost data does not require the use of certain software.

For further information see the separate document iPost FI EPL Design guide.

## 3.2 Specifics for Portals

Required information for the Portals service

The Customer is expected to provide the following Recipient-specific information in the data file per document:

OmaPosti	Suomi.fi Messages
Recipient's name AND 1. Recipient's street address and postal code, or 2. Social security Number, or 3. Mail Receiver ID	Consumer recipients: Social Security Number (SSN)  Business recipients: Business ID (OVT)

## 4 TESTING

Testing is compulsory for iPost and Customized Print including additional services prior to production. It is also compulsory when the customer make changes in their files or system that produce the data.

The following points will be checked in the testing process if applicable:

Service	Test
iPost	<ul style="list-style-type: none"> <li>- Data transfer</li> <li>- Printout quality</li> <li>- Address is shown on the envelope</li> <li>- Fonts</li> <li>- Xml and PDFs matches with each other</li> <li>- Performance of PDF material in Posti Messaging process</li> </ul>
Portals, Printer Driver, Connect	<ul style="list-style-type: none"> <li>- Limited end to end testing, ie messages are sent to a limited and controlled number of recipients in production environment.</li> </ul>

#### 4.1 Approval of test

Before starting to use the Service, the Customer need to approve the test results either contacting specified contact point in Posti Messaging or changing the metadata tag from test to production depending on the service and country in question.

#### 4.2 Test data and data specification

The Customer is responsible for delivering test data, on time and in agreed format. Test data specification

- Match production data and be of good quality
- Should not contain an unreasonable amount of copies of the same type of data. The recommended size of testing material is approximately 10 letters.
- Represent all the possible variations of documents and layouts
- Contain one version of each routine in an easily comprehensible order
- Include a data record that is as long and as short as possible, to ensure that the data in question will fit in the fields reserved on the form
- Include data records to see which fonts, character types (regular, bold, italic etc) thickness of lines, colors etc that are to be used.

#### 4.3 Data transfer test

The functioning of the selected data transfer protocol will be checked.

#### 4.4 File format

File version, File format, called forms and images, the printing out of data on forms and printing out of special characters will be checked when applicable. Any bank barcodes will also be tested using real invoice data provided by the customer.

#### 4.5 Volume testing

If a batch on regular basis contains thousands of letters or if the customer so wishes, a separate volume test is needed. The volume test will ensure that system can handle the large volumes. The procedure and processing charges must be separately agreed.

## 5 PDF LIMITATION TABLE

This PDF limitation table needs to be followed to guarantee the handling according to the SLA.

(E) error: batch is rejected

(W1) warning: SLA does not apply. Batch may be rejected or printing quality may suffer.

(W2) warning: SLA applies. Printing quality may suffer.

(R) recommendation

#	Limitation	Category	Severity	Additional information
1	PDF version: Version 1.6 supported  Version 1.7 supported with limitations	PDF	E	Any upcoming versions higher than version 1.7 will cause an (E) error and are not supported
2	PDF files must not contain any security restrictions	PDF	E	You can check in Adobe Reader/Properties/Security that e.g. printing of the PDF is allowed.
3	Maximum number of sheets per letter is 60.	General	E	Applies to color iPost PDF only.
4	PDF file size cannot be over 1 GB	General	E	
5	Average pages size cannot be over 4 MB (file size / pages)	General	E	
6	Maximum size of a PDF file is 100 MB for guaranteed SLA	General	W1	Files over 100 MB will not be rejected, but processing might take longer
7	JBIG or JBIG2 compression for 1-bit images is not allowed.	Image	W1	Use CCITT or ZIP instead
8	Do not use page scaling factor.	Page	W1	
9	Do not use Type 3 fonts.	Fonts	W1	
10	Maximum number of pages per batch cannot exceed 20000	General	W1	We recommend that the size of the batch is on average 2000 pages or less.
11	The maximum amount of bitmap images per page is 8.	Image	W1	

12	All pages in the letter should not be bitmap images.	Image	W1	For most pages the recommended proportional size of a bitmap image is about 20% from the surface of a page.
13	Do not use more than 10 different fonts in a PDF document.	Fonts	W1	Embed same font only once.
14	Do not use higher than 300 dpi resolution.	Image	W1	
15	Do not use complex vector graphics	Image	W1	Complex vector images (e.g complex logos, maps, blueprints, forms, illustrations) can delay or prevent processing. Rasterize complex vector images into 300 DPI bitmaps.
16	Any transparency effects must not be used.	Image	W1	The image should be flattened. If they contain transparencies, Posti Messaging may attempt to flatten the transparencies. In this case print fidelity may suffer.
17	Fonts must be embedded	Fonts	W1	If the font is not embedded with the file, it will be printed using a default font which may distort the layout or prevent printing completely. Make sure that you are licensed to use the font for the required purpose. Embed same font only once.
18	Do not use Composite (CID) fonts.	Fonts	W2	
19	Do not use lower than 150 dpi resolution.	Image	W2	
20	All pages must be A4 size in portrait orientation (210x297 mm)	Page	W2	PDF materials are produced in vertical A4 size (not Letter or A3 or any other). Larger pages or landscape-oriented pages will be cropped automatically.
21	Image compression quality factor should be between 20 % and 70 %	Image	W2	Image compression with high quality settings should be avoided (e.g. JPEG more than 70%). On the other hand, JPEG compression less than 20% affects too much on print quality.
22	Images should be only black and white in black and white printing.	Color	W2	If color is else than pure black or white, even greyscale, it will be rasterized and may effect on the readability of texts and images. Applies to black and white iPost PDF only.
23	Do not use Lab, DeviceN or NChannel color coding.	Color	W2	Color coding must be either RGB or CMYK. If you want to produce black, the safest way is to code it with CMYK and using only black color. Similarly, if you want to produce neutral (grey) colors, the safest way to do it is using CMYK and only black. Grey colors coded by RGB or CMY colors may get shaded. Simply, don't use so-called rich black. Applies to color iPost PDF only.

24	ICC profiles for producing color images must be sRGB for RGB images and Euroscale Coated for CMYK images.	Color	W2	Production engines assumes that colors have been produced using these color profiles. Embedding the profile itself on to the file is not recommended. More information on Color management and ICC profiles: <a href="http://en.wikipedia.org/wiki/Color_management">http://en.wikipedia.org/wiki/Color_management</a> . Only by using Color Management printed colors will be as close as possible to target colors. Applies to color iPost PDF only.
25	Spot colors should not be used.	Color	W2	Applies to color iPost PDF only.
26	Do not use artificial bold, italic or outline font style	Fonts	W2	Do not use artificial font styles, i.e. change the font to italics, bold, underlined or shaded by using the shortcut keys, since the result can be different for different printers and print resolutions.
27	Do not include annotations in the PDF	PDF	W2	
28	Do not use so-called system fonts.	Color	W2	System fonts are slightly different in different OS versions and may result in incorrect hyphenation of the text or character conversions, even in PDF files.
29	Use only black in barcodes	Color	W2	For the best readability, use only black in barcodes over white background.
30	The recommended TAC value is 270%.	Color	R	Total color overlay shouldn't be confused by TAC value, which refers to the maximum total dot percentage of cyan, magenta, yellow and black ink permitted in the darkest black shadow area. Applies to color iPost PDF only.
31	A total color overlay (color coverage) of 20 per cent cannot be exceeded for color printing.	Color	R	Total color overlay refers to the amount of color constituents' output on the printable surface and expressed as a percentage. The best result is obtained through the modest and well-considered use of colors in forms and images. Use of colors on a page should be as balanced as possible. Dark horizontal color surfaces should be avoided. You may consider using APFill software for color overlay calculation. Applies to color iPost PDF only.
32	Some PDF creation software tools do not make suitable files for high volume print production. These include PDF Sharp, Aspose.PDF, PDF Sam and PDFium should not be used.	PDF	R	Testing is always compulsory upon the introduction of the service. Testing must also be performed when the application producing the PDFs is modified. Applies to color iPost PDF only.



33	PDF file should not be produced by combining different PDF files, OR combined PDFs should be optimized	PDF	R	Combining PDFs might result in the file containing several copies of same images and fonts, which can delay processing.
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