

# HP Edge Printing

How-to Guide



March 2017

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# 1 Overview

## Introduction

### Edge printing

HP Edge Printing is a Dynamic Image application. It enables printing an image on the front edge or side edge of any multipage PDF document, typically a book. HP SmartStream Designer automatically divides a selected image into slices, according to the number of pages in the book. Each slice is printed on the edge of each page.

The effect is noticeable on the imposed, printed, finished job.

Imposition for the Edge Printing job is *1up* and *Step & Repeat*, according to paper size.

**Figure 1-1** Example of an Edge Printing job



### Spine printing

HP Edge Printing enables printing an image on the spines of a set of books (or any other printed matter such as packages and boxes) so that when the books are placed on a shelf together, a complete image is displayed.

**Figure 1-2** Example a Spine Printing job



## Prerequisites

- Either of the following HP SmartStream Designer installed:
  - HP SmartStream Designer 12 for InDesign CC2017
  - HP SmartStream Designer 21 for Illustrator CC2017
- Basic knowledge of HP SmartStream Designer.
- Basic knowledge of Adobe InDesign or Illustrator.

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## 2 Procedures

### Printing on the edge(s) of a multipage PDF job (typically a book)

#### Preparing two documents

- A multipage PDF file of the book. In the example below, it is the PDF file of a SmartStream Designer user guide.
- A smaller one-page PDF file that is landscape rectangular shaped, with the graphic design that should be printed and appear on the edge. This document is the source file for the Edge Printing content also referred to as a Seed file. In the example below, this file contains the HP logo and product name.

#### Creating a database (DB)

Create a DB with one column. The number of records is the number of book pages divided by 2.

Data can and should be a simple counter (1, 2, 3, ...) as it is not printed.



**NOTE:** You can create a counter directly from SmartStream Designer by opening the *Data Field* panel and selecting the *Add Counter* icon (#).

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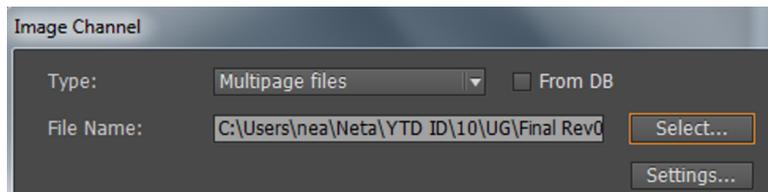
#### Personalization channels

As will be explained later, you will define two types of Image channels:

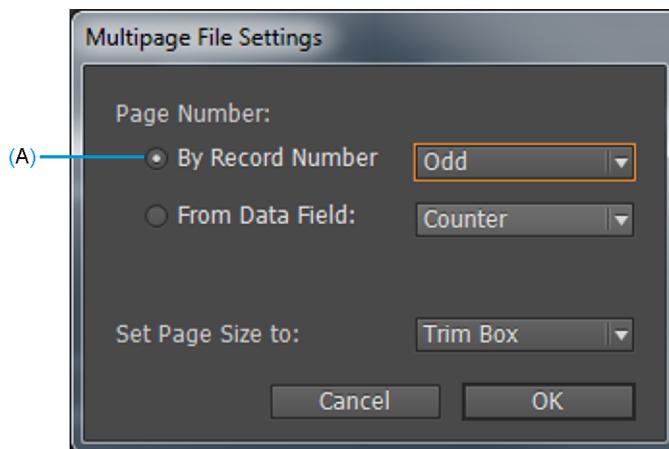
- For the book content, define two multipage PDF channels: one for the book's odd pages and the other for the book's even pages.
- For the Edge Printing content file (Seed file), which is a one-page PDF, define an Edge Printing channel, defined via the Dynamic Image options.

## Defining the book content Image channel

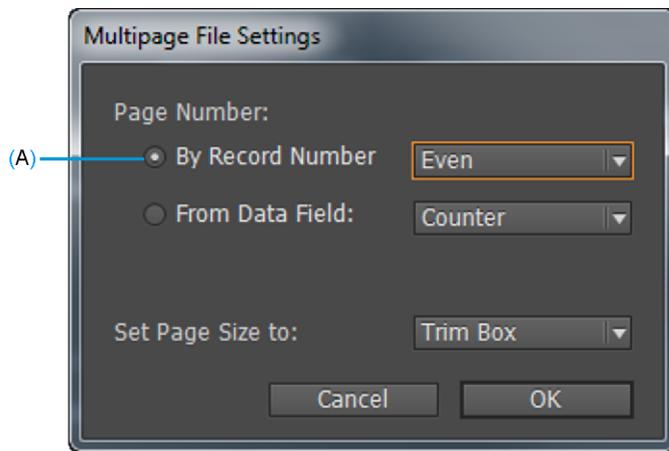
1. Create a two page InDesign (or Illustrator) document, with its page size the same as the book's page size.
2. Define two Image channels, one in each of the two pages. The channel size should be the entire page.
3. For each of the two channels, double-click the channel row in the Channels panel.
4. In the *Image Channel* window that appears, do the following:



- a. From the *Type* dropdown list, select **Multipage files**.
  - b. In the *File Name* field, browse to and select the book multiple page PDF file.
  - c. Click **Settings**.
5. In the *Multipage File Settings* window that appears, do the following:
    - a. For the channel on page 1, from the *By Record Number (A)* dropdown list, select **Odd**. Then click **OK**.



- b. For the channel on page 2, from the *By Record Number (A)* dropdown list, select **Even**. Then click **OK**.



## Defining the Edge Printing channel

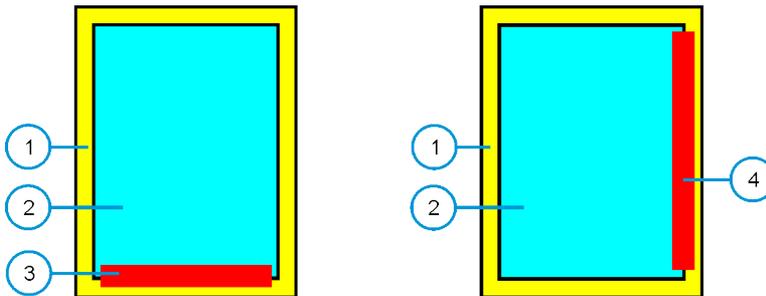
1. Create a one-page PDF file for the content of the Edge Printing channel. This is the Seed file for the job. The PDF size should fit the book's edge length or smaller.

In the example below, the Edge Printing document size is 145 x 20 mm. The multipage PDF size is A4: 210 x 297 mm. Note that the length of the Edge Printing document is 145 mm and can be as long as 210 mm maximum.

Figure 2-1 Example of an Edge Printing content PDF (Seed file)



2. On page 1 of the main 2-page InDesign document, define an Image channel as follows:



1	Bleed	4	Edge Printing channel on opposite to spine
2	Page's net area		
3	Edge Printing channel on bottom (or top)		

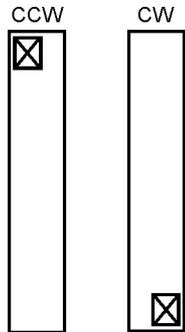
- Dimensions and position:
  - Size:
    - Width – Same or less than the page size.
    - Height – 1 mm.
  - Position:
    - 0.5 mm in the page's net area.
    - 0.5 mm in bleed area.
  - Alternative values:
    - Height – 2 mm.
    - Position: 1 mm in the page's net area.
    - Position: 1 mm in bleed area.
- Designing the Image channel:
  - a. Design a landscape-shaped image box.



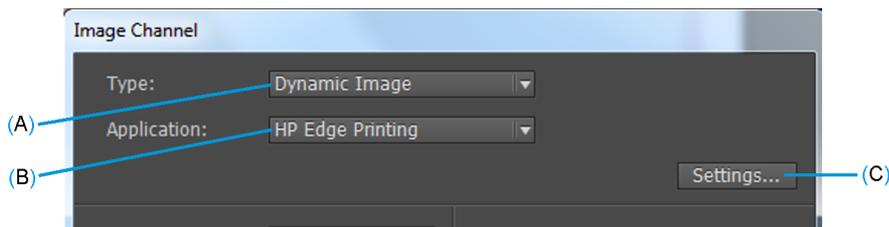
- b. Define the box as an Image channel.



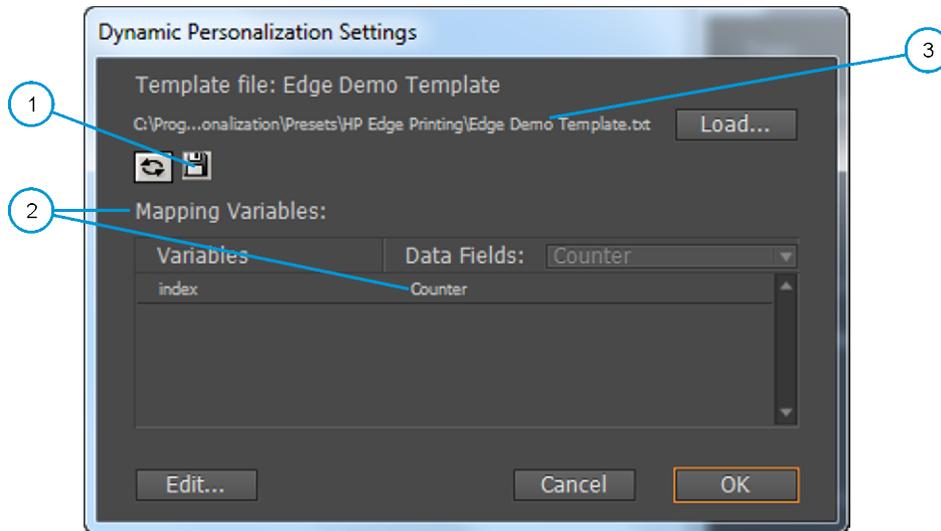
- c. If you are positioning the channel on the opposite to spine edge, rotate the channel using InDesign (or Illustrator) **Object > Transform > rotate 90° CCW or CW**.



- 3. Double-click the channel row in the Channel panel.
- 4. In the *Image Channel* window that appears, do the following:

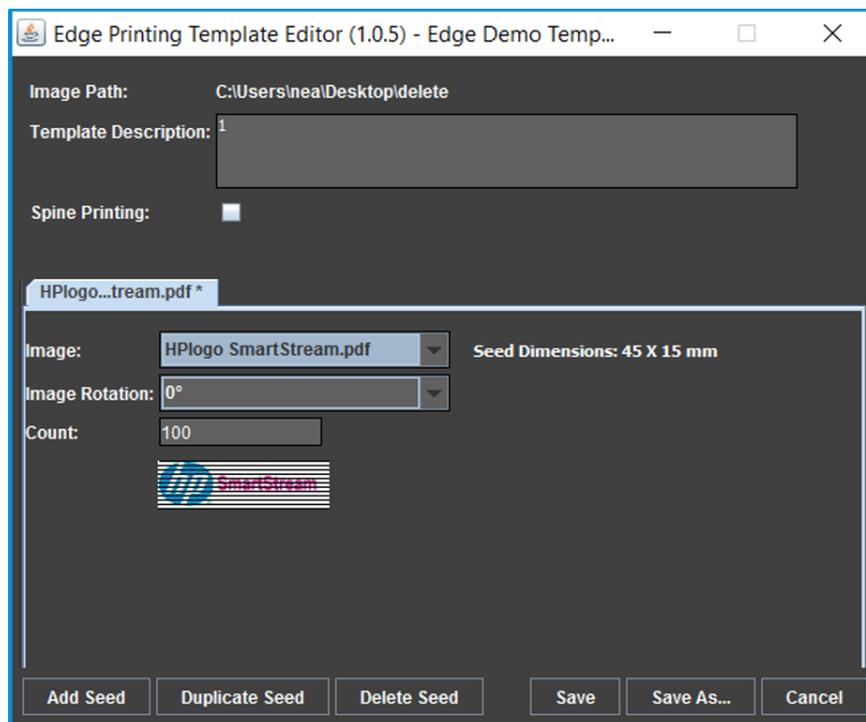


- a. From the *Type* dropdown list, select **Dynamic Image** (A).
  - b. From the *Application* dropdown list, select **HP Edge Printing** (B).
  - c. Click **Settings** (C).
- 5. In the *Dynamic Personalization Settings* window that appears, do the following:



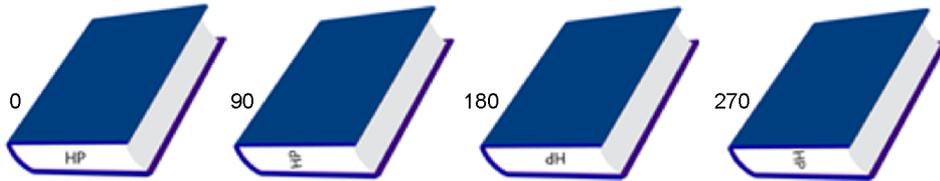
1	Save As (diskette) icon	3	Original Template file: <i>Edge Demo Template</i>
2	<i>Mapping Variables</i> table		

- a. Click the *Save As* (diskette) icon to save a copy of the Template. (The original template cannot be edited.)
  - b. In the *Mapping Variables* table, make sure that *Counter* is selected in the *Data Fields* dropdown list.
  - c. Click **Edit**.
6. The *Edge Printing Template Editor* window that appears includes the following options and information:

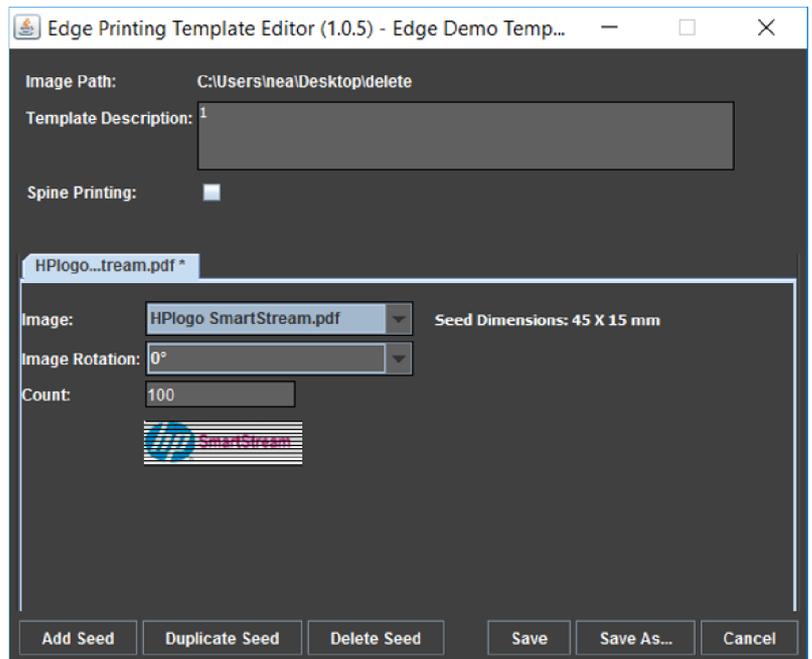


- *Seed Dimensions* in pixels for JPG Seeds or mm/inch for PDF Seeds.
- *Image Rotation*: 0°, 90°, 180°, 270°. This option rotates the contents of the Seed file and adjusts its size to fit the edge height.
- Thumbnail preview. The thin lines that run through the preview of the edge printing content represents the pages of the book on that edge.

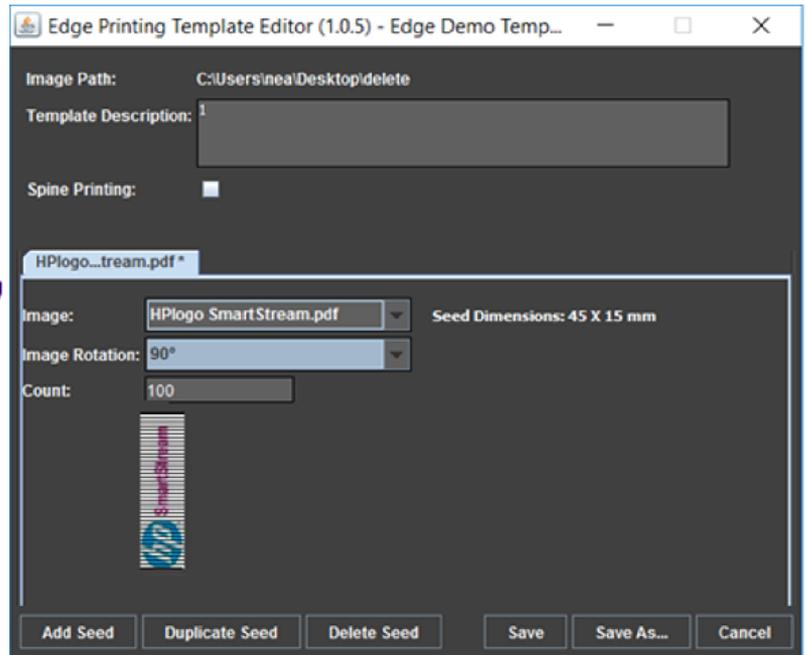
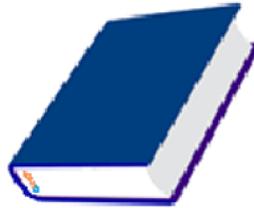
The following are examples of how the different rotation values affect the Seed file content (HP in this example) on the bottom edge.



7. From the *Image* dropdown list, select the Seed file. In the example below, this is a PDF file that includes the HP logo and the word SmartStream.
8. From the *Image Rotation* dropdown list, select the rotation angle as follows:
  - If you are **printing on the top or bottom edge**, do the following:
    - To have the Edge Printing content print landscape, from the *Image Rotation* dropdown list, select 0°

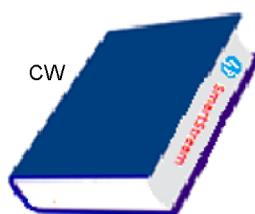
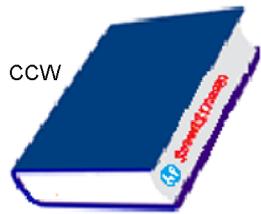


- To have the Edge Printing content print portrait, from the *Image Rotation* dropdown list, select 90°

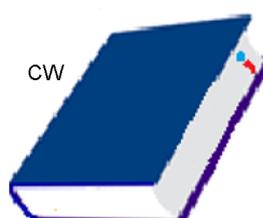
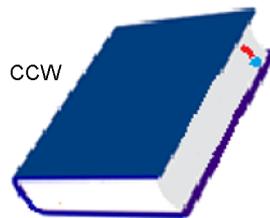


Note that only on a relatively thick book would an image rotation of 90° or 270° accommodate the Seed file text to be readable.

- If you are **printing on the opposite to spine edge**, do the following:
  - To have the Edge Printing content print landscape, from the *Image Rotation* dropdown list, select 0°



- To have the Edge Printing content print portrait, from the *Image Rotation* dropdown list, select 90°

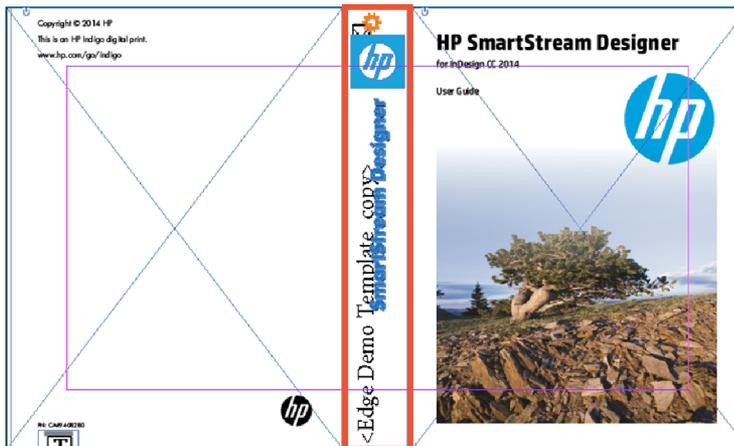


9. In the *Count* field, type the count. If the design is a book, the count would be the number of odd pages in the book, which is number of pages divided by 2.
10. Click **Save**.
11. Save and close any open Image channel windows, and continue to create the output file.

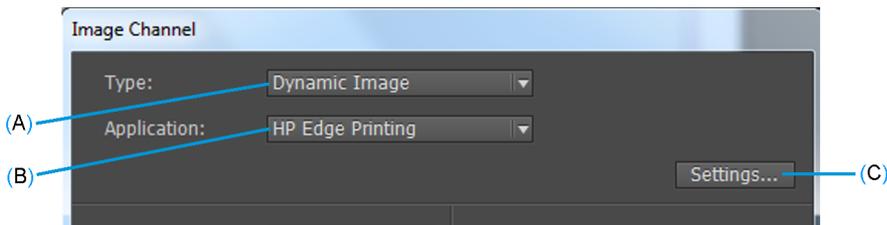
# Printing on the spines of a set of books or packages

## Preparing a Spine Printing job

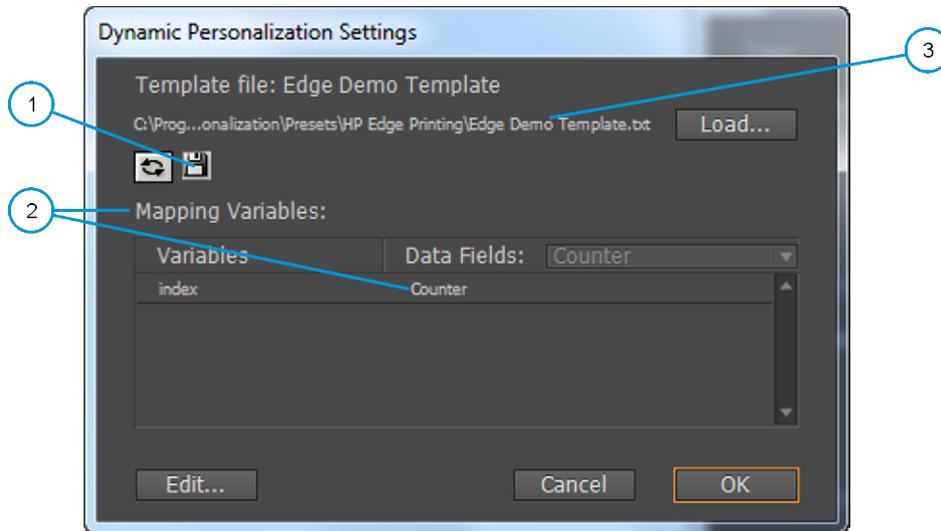
1. Create a one-page InDesign (or Illustrator) document for the printed matter, such as a layout of a package design or a book cover design (front spine and back).
2. In the Channels panel, double-click the Channel row to open the *Image Channel* window.
3. Define an Image channel for the spine area, with the same width as the spine.



4. In the *Image Channel* window that appears, do the following:

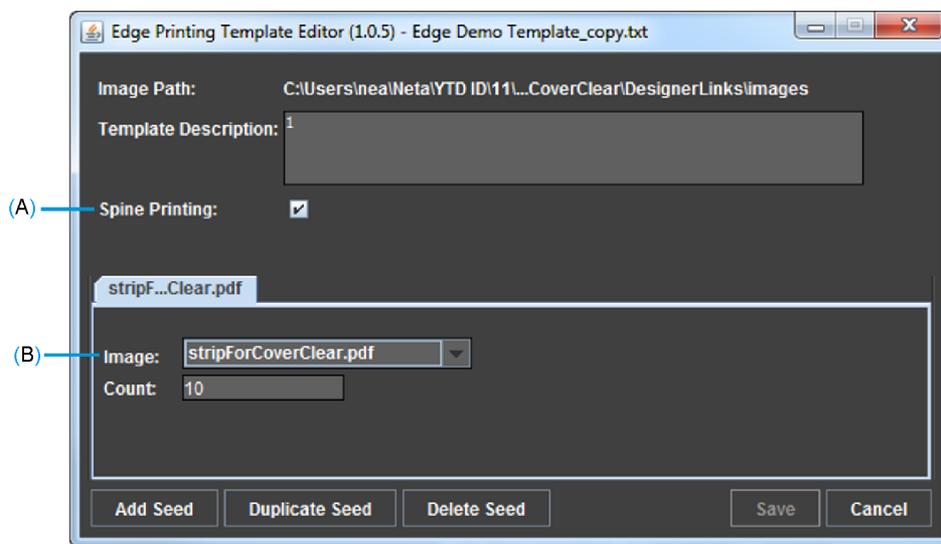


- a. From the *Type* dropdown list, select **Dynamic Image** (A).
  - b. From the *Application* dropdown list, select **HP Edge Printing** (B).
  - c. Click **Settings** (C).
5. In the *Dynamic Personalization Settings* window that appears, do the following:



1	Save As (diskette) icon	3	Original Template file: <i>Edge Demo Template</i>
2	<i>Mapping Variables</i> table		

- a. Click the *Save As* (diskette) icon to save a copy of the Template. (The original template cannot be edited.)
  - b. In the *Mapping Variables* table, make sure that *Counter* is selected in the *Data Fields* dropdown list.
  - c. Click **Edit**.
6. In the *Edge Printing Template Editor* window that appears, do the following:



- a. Select the **Spine Printing** (A) check box.
- b. From the *Image* (B) dropdown field, select the Seed file, which is a PDF file that will serve as the Spine Printing content. See [Guidelines for preparing the Spine Printing content PDF \(Seed file\) on page 13](#).
- c. In the *Count* field, type the number of books in the set or the number of packages that are included in the set.

The database selected for a Spine Printing job is a counter. It contains a sequence of integers: 1, 2, 3, ...

For example, if there are 7 books in the set and a DB with 70 records, Spine Printing prepares 10 sets of 7 books, with each set of 7 books having a complete spine image.

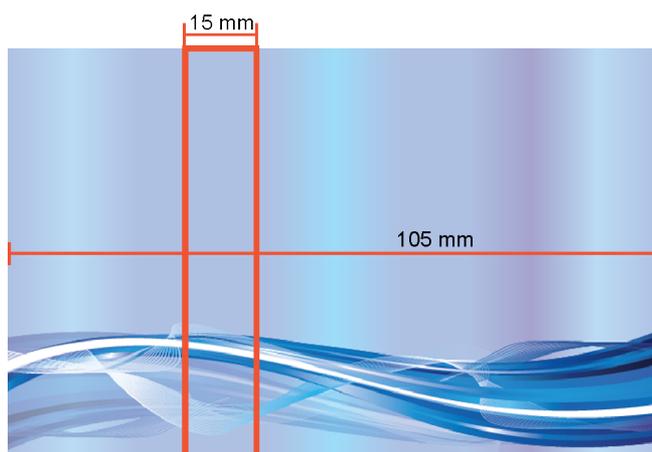
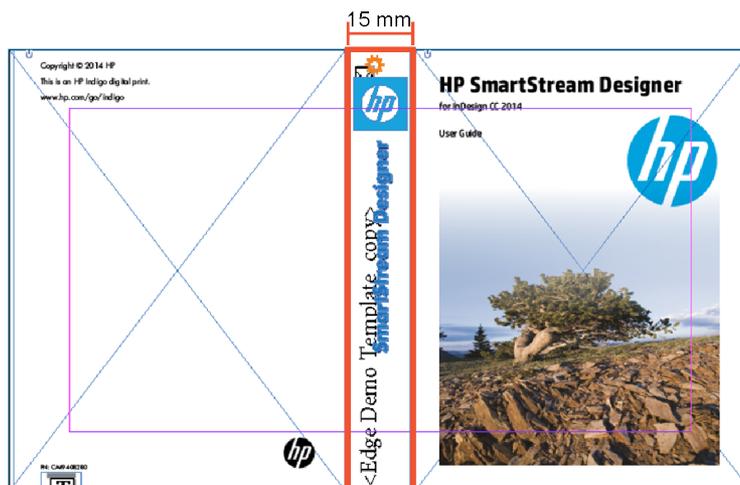
7. Click **Save**.
8. Save and close any open Image channel windows, and continue to create the output file.

## Guidelines for preparing the Spine Printing content PDF (Seed file)

To calculate the width of the Spine Printing content PDF, multiply the spine width by the number of books in the set.

 **NOTE:** All the books (or packages) must be the same thickness.

For example, if the spine width is 15 mm and there are 7 books in the set, the width of the content PDF is 105 mm.





# A Service and support

To obtain service, please contact the customer care center within your country/region:

<b>Europe:</b>	
Belgium:	+32 (0)2 626 4803
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USA	The Netherlands	Rehovot 76101	
		Israel	

# Printing instructions



**NOTE:** To ensure a high quality print, use the CA494-26020\_PRINT.pdf version of this document.

<b>COVER</b>	
Paper weight	250 g
Page size	8.27 x 11.00 in (21 x 27.94 cm)
Printing	HP Indigo digital press
Simplex/duplex	Front cover - duplex Rear cover - simplex
Color	Full color - high resolution
Coating	Lamination - shiny front and rear covers
<b>INSIDE PAGES</b>	
Paper weight	80 g
Page size	8.27 x 11.00 in (21 x 27.94 cm)
Printing	HP Indigo digital press
Simplex/duplex	Duplex
Color	Full color - high resolution
Coating	None
<b>FINISHING</b>	
Stitch	2 saddle stitch on left side







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