

Don't Take It On Trust. Open the Tag Tree.

H1

Accessible multilingual PDF production. Berlin.

P

Most accessibility vendors send you a capability deck. This one sends you evidence. Every structural claim made in these four pages is built into the file you are holding, and you can check all of it in about ninety seconds without taking a single word on trust.

P

Open this PDF in Acrobat Pro and show the Tags panel: View, then Show/Hide, then Navigation Panes, then Tags. Run the same file through PAC. You will find one logical reading order, headings that nest without a skipped level, a table with real header cells, two footnotes tied to their references, four languages each carrying its own language attribute, and images described by what they do rather than what they look like.

P

THE LABELS IN THE MARGIN

H2 IN CALLOUT

Each grey label names the tag that element produces. The labels themselves are marked as artifacts. A screen reader will not read them, because they are notes to the eye and not part of the document. Knowing what not to tag is half of this work.

P

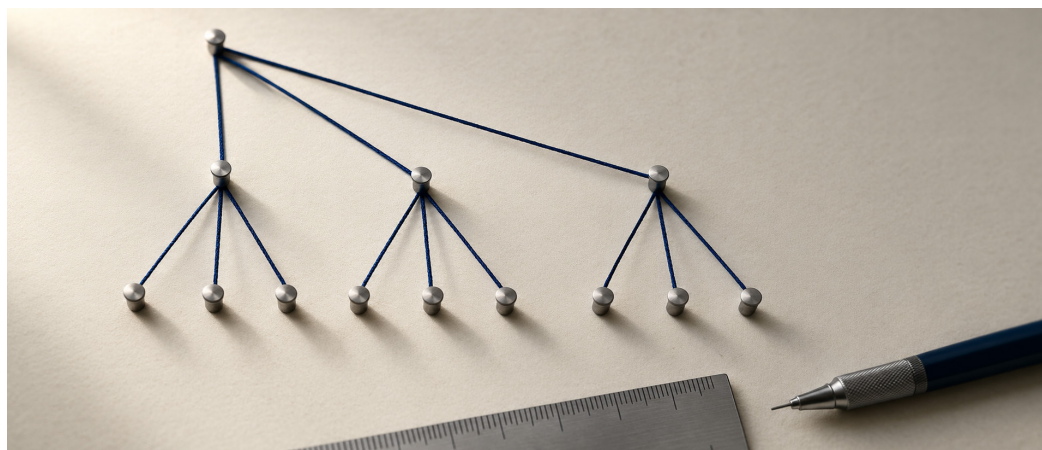


FIGURE + ALT

WHY REMEDIATED PDFS COME BACK BROKEN

H2

Two failures account for almost every file that arrives for a second attempt. Neither is about effort. Both are about where the work was done.

P

The file was patched, not built

H3

Tagging applied directly to an exported PDF survives exactly until the next revision. The client returns a correction, the designer re-exports from InDesign, and every tag, every alt text and the entire reading order is gone. The work is done twice and charged once, or it is done once and quietly skipped. Structure is built in the source file. What InDesign cannot export is finished in a short, repeatable pass afterwards, so DTP2 and DTP3 corrections cost a re-export and that pass, nothing more.

P

The structure was never multilingual

H3

A structure built for one language is not a structure. Arabic needs the frame direction and the paragraph direction set, not a reversed string. Japanese needs the right composer. German needs thirty percent more room than the English it came from, and the table that fitted in English will overset. When the structure is built once for all languages, the eleventh language costs what the second one did.

P

- Reading order defined in the Articles panel, not inferred from frame stacking order
- Headings mapped from paragraph styles to PDF export tags, never applied by hand
- Tables with header cells and scope set correctly
- Alt text authored in Object Export Options, so it survives every re-export
- A language attribute on every run that changes language, not just on the document
- Running heads, folios and decoration marked as artifacts, so they are silent

L / LI / LBODY

A tagged PDF that fails on the second revision was never remediated. It was decorated.

BLOCKQUOTE



FIGURE + ALT

WHAT CORRECT STRUCTURE ACTUALLY DOES

H2

Accessibility is a set of promises a file makes to software it will never meet. Here is what each promise sounds like when it is kept, and what fails when it is not.

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STRUCTURE ELEMENT	WHAT A SCREEN READER ANNOUNCES	WHAT BREAKS WITHOUT IT
Heading level	Heading level 2, What Correct Structure Actually Does	Nobody can skim. Navigating by heading returns an empty list.
Table header cell	Column, Structure element. Row, Heading level.	Cells lose the thing that gave them meaning. The table becomes loose numbers.
Alternative text	Figure. Diagram of a PDF tag tree.	Silence, or the file name read out letter by letter.
Language attribute	Pronunciation switches mid-sentence, correctly	German read with English phonetics. Present, but unusable.
Artifact	Nothing at all	The running head and page number are read aloud on every page.
Footnote reference	Footnote 1, with a link to the note and back	The note interrupts the sentence it belongs to.

TABLE / THEAD / TH

Production, end to end

H3

1. Source assessment. The source file is read before the quote goes out.
2. Structure at source. Styles mapped to export tags, reading order set, alt text authored.
3. Export and validate. Tagged export, then PAC, then a screen reader pass on complex files.
4. Correction where it belongs. Fixes go into the source, and the finishing pass runs again on the new export.
5. Delivery with documentation. The PDF, the validation report, and the judgement calls in writing.

ORDERED L / LI

Four languages, four language attributes

H3

Each paragraph below carries its own language attribute. Pronunciation changes four times.

P

Bu paragraf Türkçe olarak etiketlenmiştir. Ekran okuyucu doğru sesletimi burada otomatik olarak seçer.

LANG: TR

Dieser Absatz ist auf Deutsch ausgezeichnet. Ein Screenreader wechselt hier automatisch die Sprachausgabe.

LANG: DE

هذه الفقرة مكتوبة باللغة العربية وتُقرأ من اليمين إلى اليسار.

LANG: AR (RTL)

この段落には日本語のタグが付けられています。

LANG: JA (CJK)

THE WORK AND WHAT IT COSTS

H2

DTP Services Berlin is a single specialist practice, not an agency with a routing desk. The person who quotes your file is the person who builds it, and the person who answers when something is wrong.

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- Accessible PDF remediation to PDF/UA and WCAG 2.1 / 2.2 Level AA, from 7 EUR per standard page and 11 EUR per complex page¹
- Multilingual DTP in InDesign, from 4 EUR per page per language, across European languages, RTL, Indic and CJK
- Source preparation, OCR rebuild, accessibility source audits and Trados work at 69 EUR per hour
- Minimum order 149 EUR. Express surcharge 25 percent, same-day 50 percent. All figures net of VAT.

L / LI + NOTE

Source-file remediation is not the cheaper route for a single one-off document. It pays from the second language or the second edition onward, and you will know which situation you are in before you commit. The European Accessibility Act has applied since 28 June 2025² and the volume is not going down. It is worth building the pipeline once.

P + NOTE

TALK TO THE PERSON DOING THE WORK

H2

Send the source file, not a description of it. What comes back is an assessment of what it needs, what it will cost, and where a different approach would save you money. Every file is read in full before quoting, because that is the only way the number means anything.

P

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LINK WITH ACCESSIBLE
NAME

¹ Pages are banded individually within a document, never at one rate across the whole file. A 40-page report with eight table-heavy pages is quoted as 32 standard pages plus eight complex pages.

² Directive (EU) 2019/882, transposed in Germany as the Barrierefreiheitsstärkungsgesetz. Public bodies are separately covered by BITV 2.0 and the corresponding Landesrecht. Technical conformance is validated and documented. Legal assessment remains the publisher's.