

Artwork Requirements for Digital Printing on Labels and Card Stock.

IMAGES

- High resolution images are best for Digital Printing. This will ensure more accurate color consistency.
- A raster or pixel-based image needs to be at least 300 dpi and sometimes even higher. DPI stands for Dots per Inch. Images saved from web sites are normally low resolution which means they are about 72 dpi. Low resolution images work well for web sites but those same images will not give you satisfactory result when it is printed.
- It is highly suggested to submit images and Vector artwork (Branding logos, text or other vector based art) as separate files..... see example below (Fig. 1 , 2 and 3)



Fig. 1 - high resolution image



Fig. 2 - vector logo (.EPS or .AI)



Fig. 3 - Combined artwork ready for Digital Printing (Spot-Out label example).



- Please make sure that when the image(s) and vector artwork are submitted they are already layed out to fit the product dimensions (see Fig. 3).



Fig. 4 - artwork that has incorrect dimensions.

- Sending artwork that has incorrect dimensions will result in unwanted production delays.

Artwork Requirements for Digital Printing on Labels and Card Stock.

VECTOR ARTWORK

- Please ensure that all vector artwork is indeed vectorised art and not an image saved as an .AI or .EPS file.
- Vectorised logos that have been flattened and turned into images (see Fig. 4 and Fig. 5) cannot be used due to the fact that it will not be possible to perform any color corrections needed during the Printing process.



Fig. 4 - vector logo (.EPS or .AI)



Fig. 5 - logo saved as an image (.EPS or .AI)

- Please make sure to outline all text that is added to the artwork. This is important because not all computers or systems will have the same set of fonts available.
- When the fonts are not outlined the system (computer / software) will fail to recognize the font that is used in the artwork and will immediately show an error message warning that the font that cannot be recognized will be replaced by the system using a default font.



SIGNS ARE OUR BUSINESS

Fig. 6 - Font Type as intended / required by the Client.



SIGNS ARE OUR BUSINESS

Fig. 6 - Default Font used by the system to replace unrecognized font when text has not been outlined.

DISCLAIMERS FOR VIRTUAL SAMPLES, SPEC SAMPLES AND ARTWORK PRODUCTION PROOFS AND WHAT YOU SHOULD KNOW ABOUT HOW WE PRINT TO MAKE THE PROCESS EASIER.

Virtual samples and artwork proofs are created to show what the artwork logo or image could possibly look like printed on our product.

However, there are differences between the virtual sample, final artwork proof and actual printed product.

Final printing of the product may vary from the virtual sample that was created due to the file type and print resolution of the artwork that you have provided to us.

Virtual samples and artwork proofs may vary in appearance on different monitor screens, depending on the type of monitor and screen resolution. It may appear smaller or larger, clearer font, size of font, logo, image, etc.. Colors will also change on every monitor, unless a color spectrometer is used to calibrate each screen.

Please note that computer monitor screen viewing has the same RGB color range as TV screens. All printing methods whether is it by pad, digital, laser, inkjet or dye sublimation use a CMYK formula. Therefore, print colors will vary from screen viewing.

Regular ink jet and laser printing machines are also different from model to model and from the printing equipment we use to print on our products.

Please note that changes will be required to the virtual sample by our in house graphic department prior to final proofing to determine if your art is printable. We require text and logos to be of vector artwork and converted to outlines, saved in Adobe Illustrator CS5 or lower version. Images should be a minimum of 300dpi in full size of print area as stated on the product printing templates. For full coverage edge to edge printing, we require additional bleed space beyond the print area. Text and logos should be held back from the edge of the of the print area to avoid possible cut off.

Before creating the artwork production proof that is required to approve your order prior to commencing production, we will perform print tests to determine that all artwork provided by you is printable make adjustments to size and colors. Other modifications maybe required. This is all part of the initial set up. There are instances that will require us to send a pre-pro sample for final approval.

....AND WHAT YOU SHOULD KNOW ABOUT HOW WE PRINT TO MAKE THE PROCESS EASIER.

We use the Pantone Solid-Process Color Guide color guide to match. This Pantone guide converts solid colors to a printable CMYK colors. There is a slight variation to each color, they are not the exact match of each other.

Dye Sublimation printing has it's own unique color formulation and we have created our own color chart to follow along side the Pantone Solid-Process Color Guide color guide. We must use our own color chart as dye sublimation utilizes specially formulated CMYK inks

which are calibrated to the rip software which manages the print colors for the inks and printer.

There are no white or metallic inks in dye sublimation printing, therefore we must print on a white product. Our microfiber lens cloth fabric is made of a combination of polyester and polyamide. Though the cloth looks solid white, the polyamide fibers are actually a translucent white and the satin finish of the cloth will also effect the tone, shine or gloss of the final print.

Digital ink jet and laser printing inks and toners will vary from manufacture to manufacture. The color spectrum for each machine are different. We try to calibrate each printing machine to print the same colors, however some colors may not be possible to match.

Slight variations will show, such as on the printed backer card for the Digi Mates which is either digital off-set printed or laser printed, when trying to match the printed card to the printed Digi Mate which is dye sublimation printed. Please note there are no White inks in digital printing.

Pad Printing 1 color is standard on several products. We can pad print multi-color logos on certain products (please see the product catalog for details). There are base pad printing ink colors which we custom mix to your Pantone color. On most hard plastic or metal products color matching is a non issue. We can print almost any color including metallic inks.

However, we cannot color match when printing on the lens cloth material, other than on White color fabric. When printing on color fabric; White and other color inks will fade or blend into the color fabric and change to a shade of the fabric. We cannot print pure White or metallic inks on the fabric.

We recommend printing dark-color inks on light-color fabric.

Laser engraving is offered only on our sunglass lenses. A small simple icon-logo with minimal detail is the only option.

Embossing is offered on the golf towel leatherette headers. This method allows for the expanded vinyl material to be branded without changing color. Certain details of the artwork may require modification .