

# Bar Runner, Carpet Tile & Floor Mat Artwork Specifications

Production times and prices are based on receipt of correct finished artwork

- Software: The following programs are fully supported:  
**Photoshop CS1, Illustrator CS2, Freehand MX , QuarkXpress 6.5, Acrobat 6.0**  
We can use files saved in native format on Macintosh or PC using QuarkXpress, Photoshop, Illustrator, Freehand or Acrobat, all files created in other programs must be supplied in EPS format or **full** resolution PDF format.
- Media: CD Rom, email or submitted via our FTP site.
- File format: Unless submitted in native QuarkXpress, Freehand, Photoshop or Illustrator format, all files must be in EPS format or **full** resolution PDF format.  
Fonts **must** be supplied unless converted to “paths” Also supply fonts with PDF format files unless fully “embedded”.
- Colours: A full correct colour proof, (for example Iris or Cromalin proof) must be provided. Inkjet proof supplied with a job is only used as a positioning guide and not for **Colour**. A Colour correct proof can be supplied to you at an extra cost.
- Fonts All fonts must be supplied
- Bleed: A **minimum** of **20 mm** bleed all round is required for Dye Sublimation work, A **minimum** of **5 mm** bleed is required for all other work.
- Resolution: All artwork must be at 300dpi.  
A PDF proof will always supplied by us to you for checking and layout.

## **Tips for design used for Dye Sublimation**

Minimum type size should be 12pt in a bold and preferably a “Sans” typeface.

No straight line or borders close to the edge of a mat should be used for the design due to the Dye Sublimation process.

All critical elements should be at least 15 mm away from the outside edge.

Please be aware that we cannot guarantee 100% positional accuracy of every item.

Avoid large white areas in the design, use colour, tints and patterns instead.

Be aware the colour in sublimated items will be enhanced and colour matching of pantone colours will not be 100% accurate.

Supply artwork as requested above, any artwork not meeting these specifications and requiring A complete in-house design service is available on request.

## **Sublimation printing**

Sublimation printing is an innovative printing method involving heat and pressure

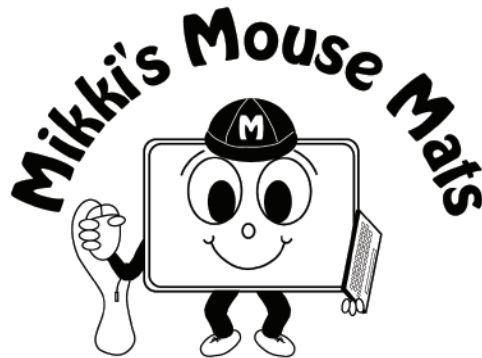
First a transfer is printed on paper using special “heat activated dyes”. This printed transfer is placed onto blank products and by using carefully controlled heat and high pressure the dyes in the ink explode from a solid ink particle directly into a gas, which penetrates the product and permanently dyes it.

This system gives an extremely deep and vibrant colour and is ideal for many types of Brand advertising and Promotions. Designers should use this colour enhancement to boost and develop a more powerful message for their customers.

Sublimation printing is available on many substrates like fabrics, ceramics tiles, wood and steel giving your designer a even wider range of design possibilities

**Important Considerations for Sublimation**

With sublimated products some colour variation from a colour target (even within a run) is **normal and expected**. Due to the unique process and nature of materials used, exact colour matching is not possible. **However a correct colour proof/target is absolutely necessary and must be supplied by the client**. During the sublimation printing process this colour proof/target is used as a guide and **reference only** to ensure as close a match as possible. Specific PMS matches are never guaranteed. It is recommended that the client provide uncoated pantone references. Please note that white background is NOT recommended as stains and spots could appear on the product due to the Sublimation Process.



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