



PRODUCT INFORMATION

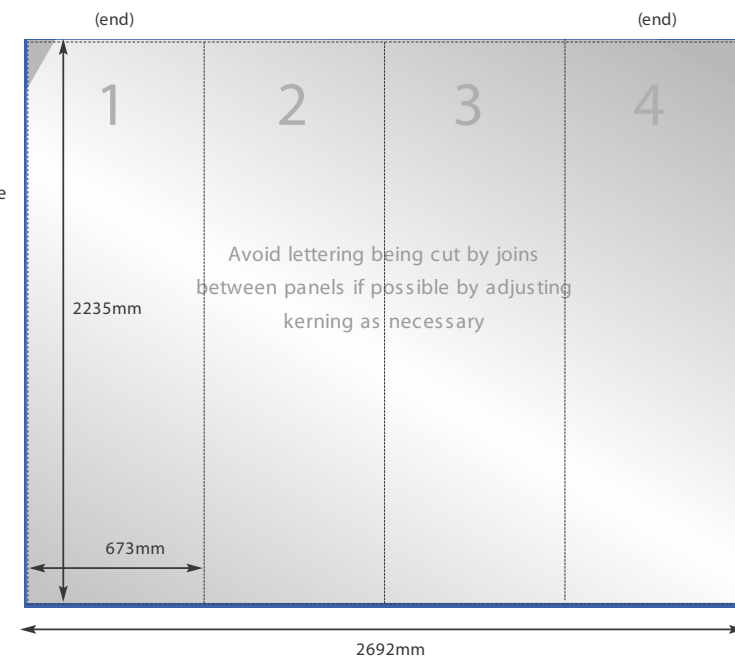
The EURO 2 x 3 Pop , an excellent combination of design and stability.

- Specifically designed for indoor use
- Lightweight
- Magnetic graphics
- Supplied with hard trolley case
- Available in a straight or curved frame

2x3 Curved Pop Up graphic specification

Front Panels

- ▣ Overall graphic area
2235mm x 2692mm
N.B. as approximately 50% of the (end) curve panel width may be concealed from view - position text and image accordingly
- ▣ Overall finished print size
2235mm x 2692mm
(4 panels 673mm width)
- Overall image bleed area
2255 x 2712mm
(10mm top and sides on end panels)



Ideally artwork should be supplied as a pdf or tif/jpg/psd file.

Please supply the artwork as single pages with an equal amount of bleed on all edges and crop marks.



PRODUCT INFORMATION

The EURO 2 x 3 Pop , an excellent combination of design and stability.

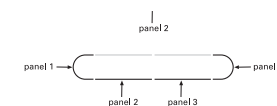
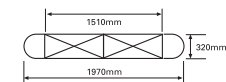
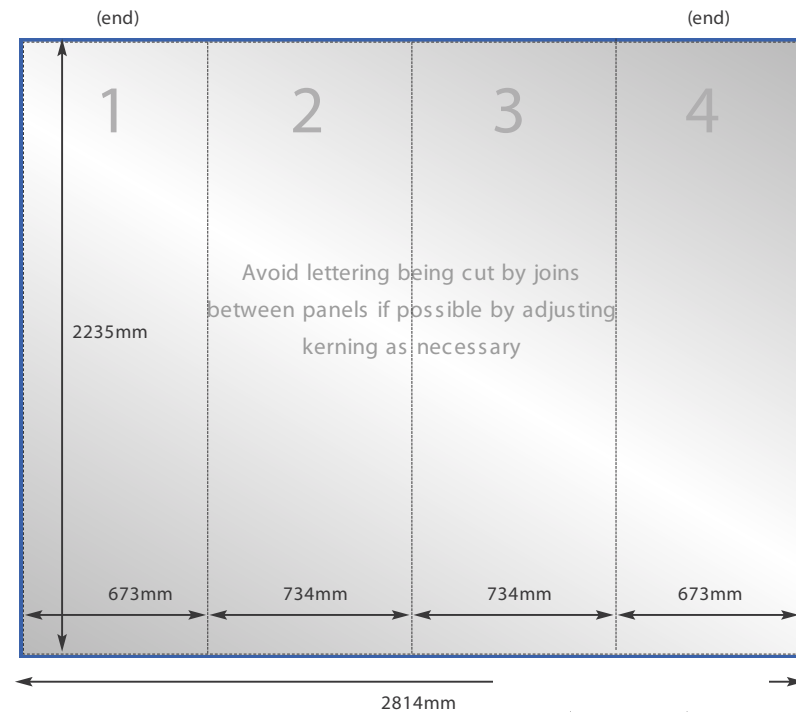
- Specifically designed for indoor use
- Lightweight
- Magnetic graphics
- Supplied with hard trolley case
- Available in a straight or curved frame

2x3 Straight Pop Up graphic specification

Front Panels

- Overall graphic area
 2235mm x 2814mm
 N.B. as approximately 50% of the (end) curve panel width may be concealed from view - position text and image accordingly
- Overall finished print size
 2235mm x 2814mm
 (4 panels)
- Overall image bleed area
 2255 x 2834mm
 (10mm top and sides on end panels)

REAR GRAPHIC WIDTHS (IF REQUIRED):
 The graphic panels' widths stay the same if printing graphics to the rear of the straight system.



Ideally artwork should be supplied as a pdf or tif/jpg/psd file.

Please supply the artwork as single pages with an equal amount of bleed on all edges and crop marks.

WHAT WE DO...

Studio Pre-print Check

Your artwork will be checked free of charge by our studio for common issues such as image resolution, page sizing, missing bleed and crop marks. Any issues that will effect print viability will be reported back.

Our studio can be contacted for help and advice on :

+44 (0)203 174 1523

After any issues have been resolved a low resolution e-proof will be generated from your artwork for your approval and sign-off prior to print.

Other Services

If you are not able to supply print-ready artwork in the formats we require, or can only provide part of what is required, we can offer the following studio services:

- full re-design or layout services
- logo re-sizing & re-drawing
- product photography
- image enhancement

Charges apply to these services; all work will be quoted prior to being undertaken.

If you need to source imagery, we suggest using royalty-free image libraries, such as www.istockphoto.com or www.shutterstock.com

For exhibition prints it is usually recommended that you purchase the largest possible image.

[Click here for our Artwork Design Brief Form](#)

WHAT YOU NEED TO KNOW...

The Basics

All artwork should be supplied with sufficient bleed, we recommend 10mm. If supplying a .pdf or .tif/jpg/psd trim marks should also be added.

When supplying original artwork all images should be included and fonts should be converted to outline/paths.

Image Resolution

100dpi for product photography, main images and logos

75dpi for larger images and backgrounds. Also acceptable for product photography, main images and logos. Close inspection will show pixelation.

50dpi for large background and abstract images.
Pixelation will be noticeable in areas of high/sharp contrast.

Remember to allow for image and artwork scale when calculating effective resolution.

Ultimately, image resolution is a matter of customer expectation and usage. Simply put, 75dpi is adequate for the majority of graphics, but 100dpi looks better. The further the viewing distance, the lower the acceptable resolution.

Black Keylines

By default some applications place a blank keyline around picture and text boxes. They may not be visible when viewed to fit on either the artwork or the low resolution proof. Please check your layout before submitting print ready artwork.

Colour Mode

Colour mode must be consistent across all job elements. Either all RGB or all CMYK. A mixture of CMYK and RGB elements will lead to an unsatisfactory print result.

PANTONE® Colours

Not all PANTONE® colours are available with CMYK prints. Our systems are calibrated to give the nearest match. Please leave spot colour names unchanged e.g. PANTONE 123 C.

White Overprint

By default overprint is set to 'off', but any elements set to overprint will be obeyed. This is usually not an issue but in some cases white logos can fail to print. This may be caused when a black logo with overprint turned on is converted to white without the overprint being unchecked. This is not something we can check for and will look OK on your proof, so it is the responsibility of the designer.

Supplying via ftp

When supplying multiple files via ftp please zip/archive/stuff into a single folder for ease of download, using the following web address:

<http://dropbox.yousendit.com/D4M>