

INSTRUCTIONS ON HOW TO CREATE A CORRECT FILE - EXHIBITION COUNTERS AND DISPLAYS

The following instructions are designed to help you create a proper printing file. If still in doubt, please download the template, visit our web site at the FAQ section, activate the File Verification with an operator or call our Support Service.

1 FILE FORMAT

Our systems only process PDF format files - not password protected.

2 TEMPLATE

In order to produce a correct printing file, it is necessary to download the template of the payment page, add the graphic and save it as a PDF file, eliminating the guide lines. Take care not to insert graphic elements in the bleed areas, as they won't be visible on the final product.

3 COLOURS

The same colour can appear slightly different depending on the printing media. This is due to the material physical composition, i.e. natural fabrics do absorb more ink compared to synthetic ones.

All files must be sent in CMYK (cyan, magenta, yellow and black) with embedded printing profile. The images which are in RGB or in PANTONE colours will be automatically converted with the standard separation profile.

4 RESOLUTION

The best file resolution is between 100 and 150 dpi.

5

The image shows two versions of a sushi bar exhibition counter layout. The top version is labeled 'correct file' and features a green checkmark. It consists of a central light blue panel with the text 'JAPANESE FOOD SUSHI BAR' and 'ORIGINAL RECIPES' along with images of sushi. This central panel is flanked by two red vertical panels. The left red panel contains four circular icons: a fish, a citrus slice, a wasabi root, and a bowl of rice. The right red panel contains three images of sushi rolls and a circular 'ORIGINAL RECIPES' logo. The bottom version is labeled 'incorrect file' and features a red X. It is identical to the top version but includes dashed lines on the left and right red panels, indicating that the graphic elements are placed within the bleed area, which is not allowed.

correct file

incorrect file

