

HOW TO CREATE A PRINT-READY FILE - BANNERS

The following instructions will help you create a print-ready file. If after reading them you are still unsure about anything, please visit the **FAQ** section of our website, request a professional **File Check** or contact customer services.

1 FILE FORMAT

Send your file in PDF **format (not password protected)**.

2 FORMAT ORIENTATION

The orientation of the pages of the PDF must match the choice made in your order (landscape or portrait). This is important to ensure accessories such as pole pockets, eyelets etc. are positioned correctly.

3 TILING

Each material has a **maximum size** for printing in a single piece. If your print exceeds these dimensions, we will produce it using tiling. This is always carried out along the vertical axis to increase the durability of the product, and therefore it is very important that you choose the **correct format orientation for your artwork** (i.e. if it is landscape, select 'landscape'). For applicable materials, our website will inform you during the ordering process if the product will not be delivered in a single piece.

4 COLOURS

All files should be sent in **CMYK** (cyan, magenta, yellow, black) format with the **Fogra 39** colour profile. Images in RGB or with PANTONE colours will be converted automatically using a standard colour separation profile. The same colour may vary slightly in appearance depending on the media onto which it is printed, as a result of the material's physical composition.

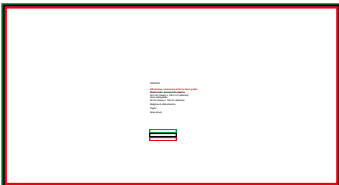

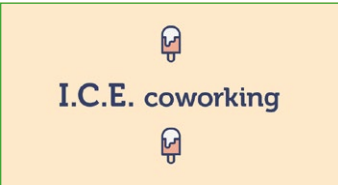





5 RESOLUTION

The optimal resolution for the print files is **between 100 and 150 ppi**.

6 TEMPLATE

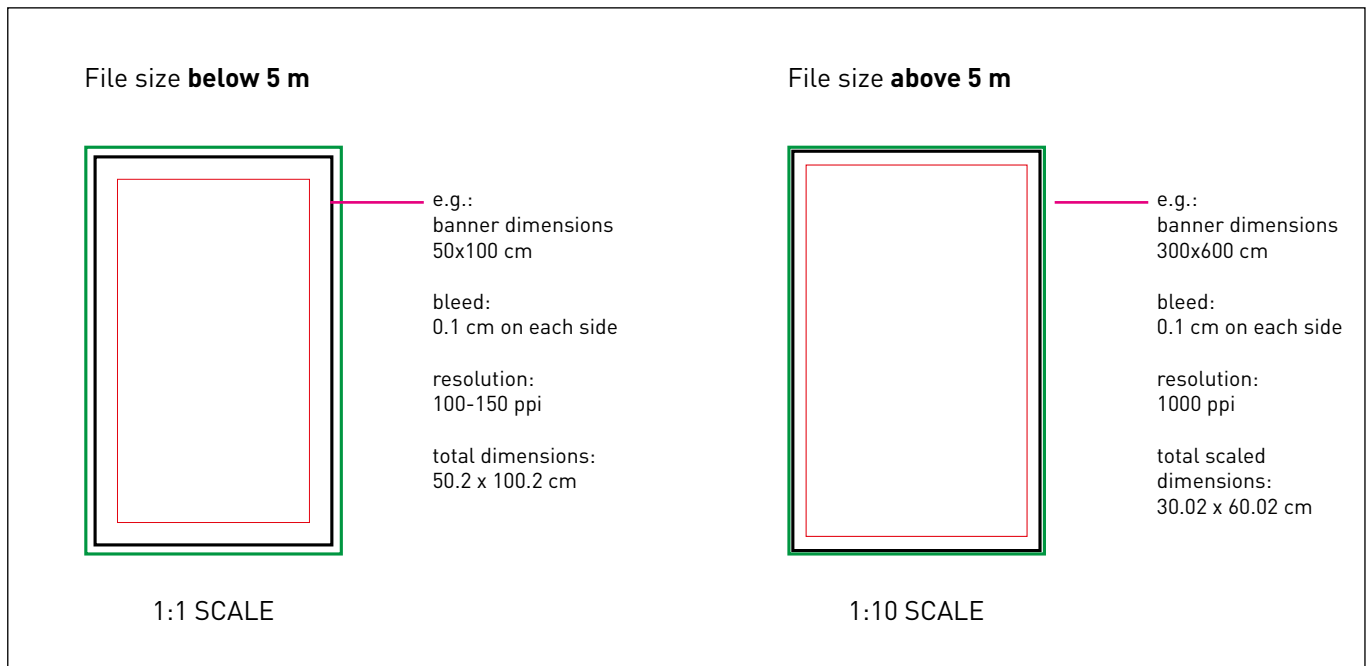
Download the template for your chosen product from the website and use it as the basis for your work: you will find the dimensions you gave when ordering, the bleed and other guidelines already correctly set up. Insert your artwork, **delete all guidelines except the green lines** and save the file as a high-quality PDF without crop marks.

GOOD TO KNOW - Double-sided Banners

			
			
DOWNLOAD THE TEMPLATE	INSERT YOUR ARTWORK	DELETE ALL GUIDELINES except the green line	SAVE THE PDF

PDF 100-150 ppi CMYK FOGRA 39 0.1 cm bleed crop marks

PLEASE NOTE: For products with sides under 5 m long the file must be in **1:1 scale**. If one of the sides is **longer than 5 m** you will not be able to download a template, and you will have to create your file in **1:10 scale**, with a resolution of **1000 ppi**.



7 BLEED AND SAFE AREA

Download the template for the product you have purchased; the bleed will already be set up correctly.

Banners require a **0.1 cm bleed on each side**.

Leave a 0.5 cm gap between text and the cut line, or a 5 cm gap if you have chosen to add **eyelets**.

8 ADDITIONAL INFORMATION

The minimum line width is 0.5 pt. We **do not advise placing frames and passepartouts too close to the edges**, to avoid any inaccuracy due to the cutting tolerances.

9 ACCESSORIES SETUP: POLE POCKET AND REINFORCED EDGES

For these accessories the hems on the front of the banner are folded backwards and heat welded; as a result, part of the artwork printed on the front will be visible on the back. Allow a **tolerance of 0.3 cm** at the join of the two designs.

You should therefore prepare the file **very carefully**, following these instructions:

- **on the front:** do not place text or important graphics past the heat welding line; to ensure continuity between the artwork on the front and back, fill the area beyond the heat welding line with a solid colour that matches the back.
- **on the back:** leave the area past the heat welding line (coloured grey on the template) blank to ensure the two parts stick perfectly.

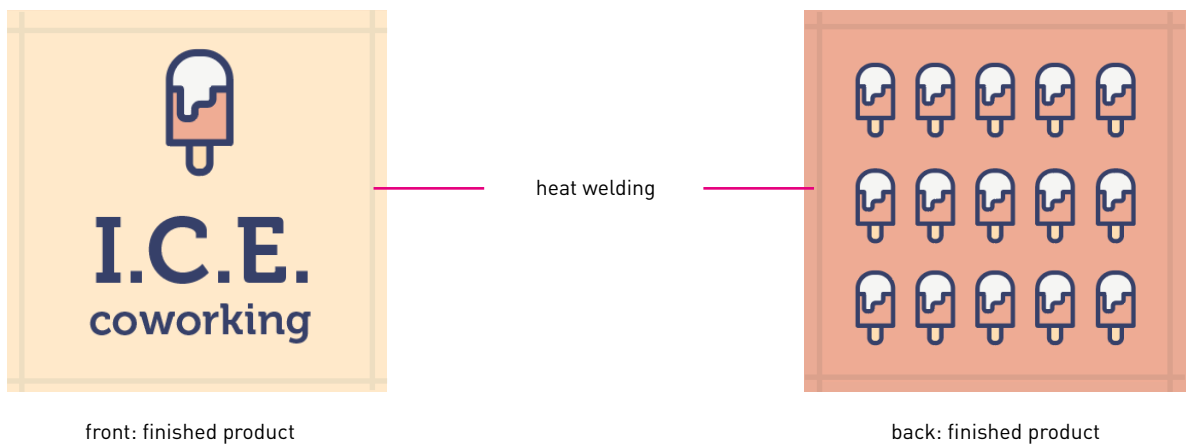
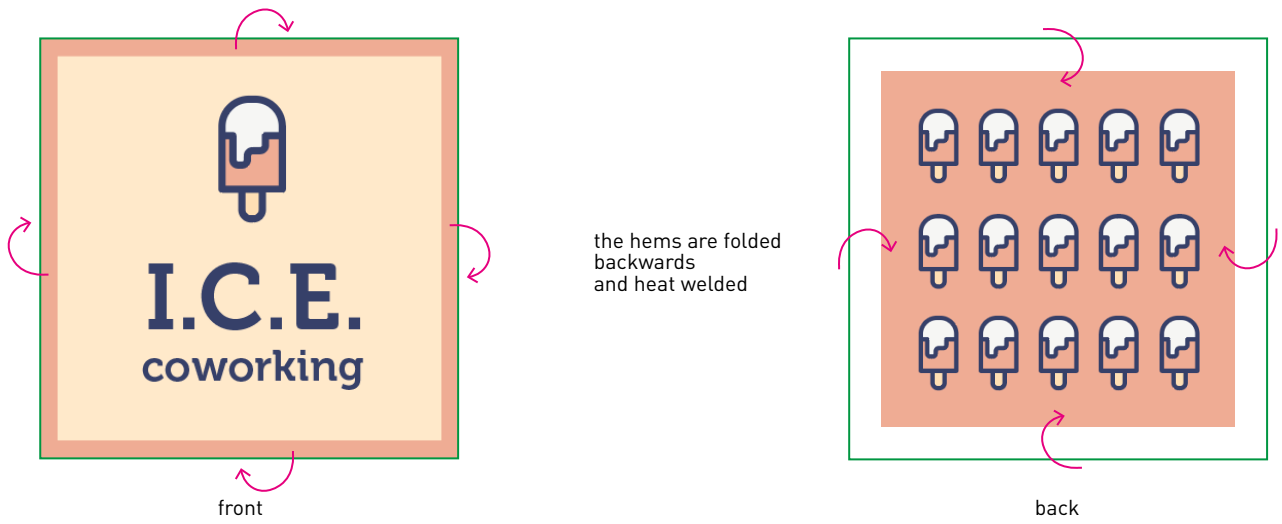
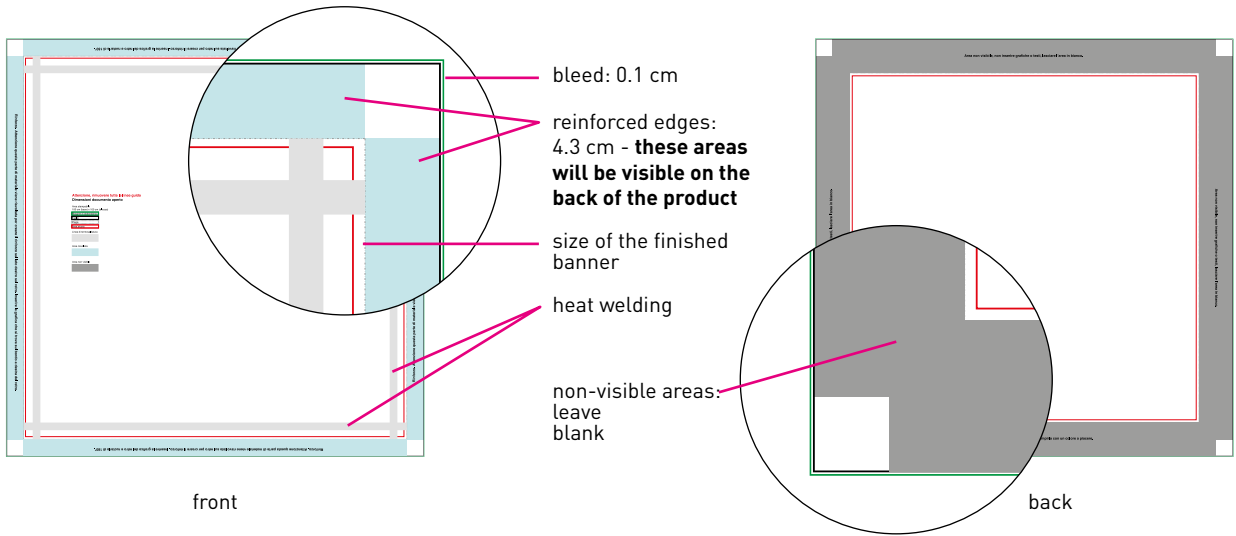
REINFORCED EDGES

'Reinforced edges' are created by folding back a 4.3 cm strip and heat welding it to the back, thereby giving the product greater strength. Bear in mind that the folded back area will be visible on the back, not the front, so the artwork must match (see examples below).

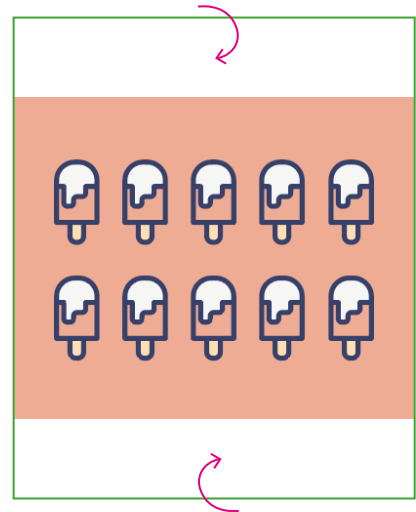
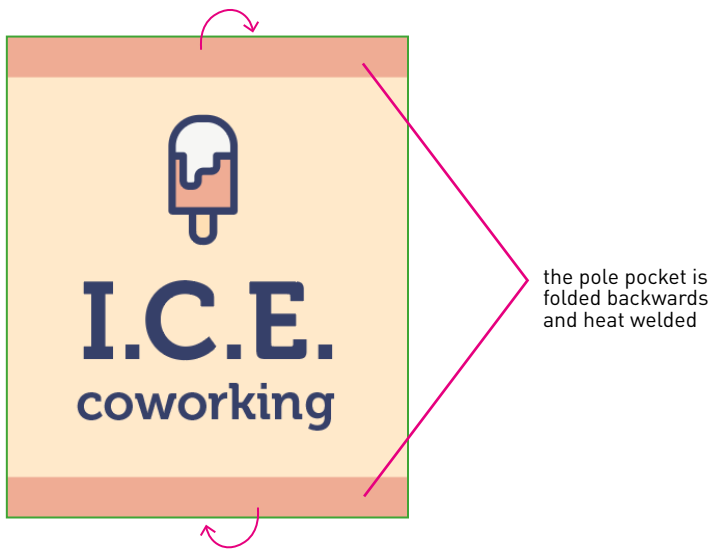
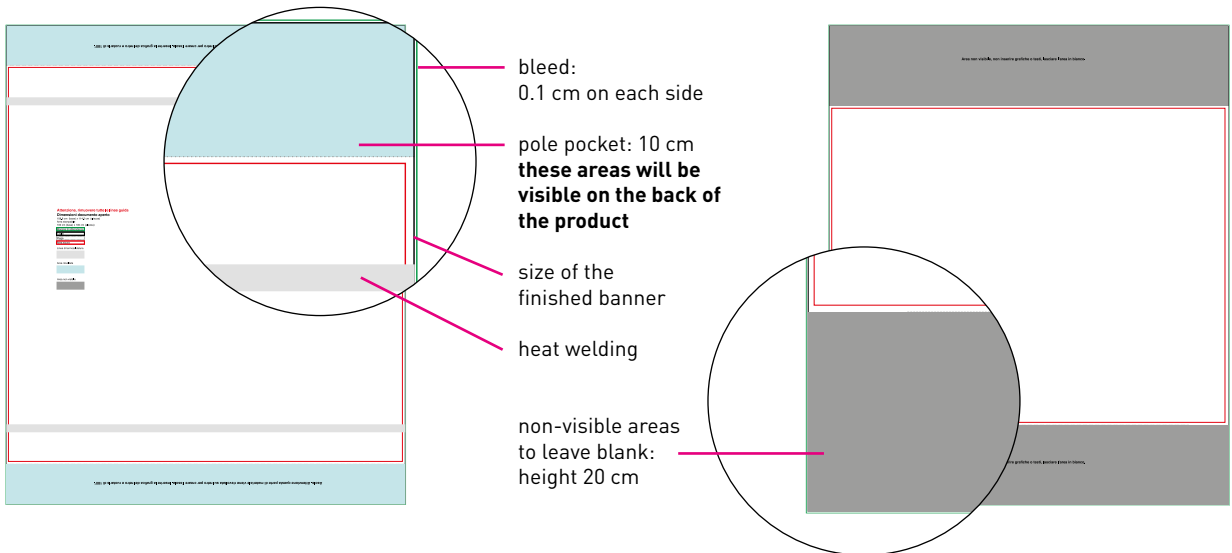
POLE POCKET

A 10 cm strip is folded back and heat welded to the back, creating a pocket for a supporting pole. Bear in mind that the folded back area will be visible on the back, not the front, so the artwork must match: for example, you can copy the artwork from the back into this area, rotating it 180° (see examples below).

Example: double-sided banner with reinforced edges on all sides



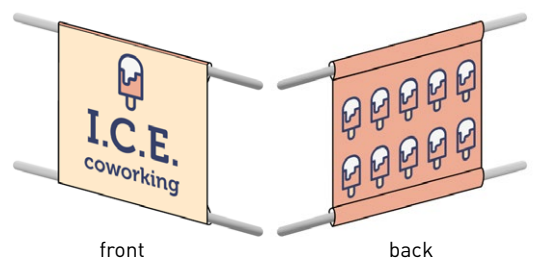
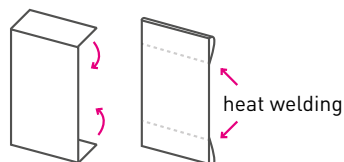
Example: double-sided banner with pole pocket on top and bottom



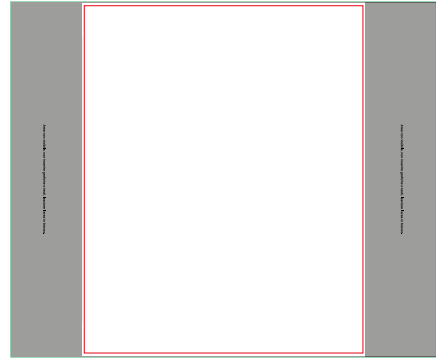
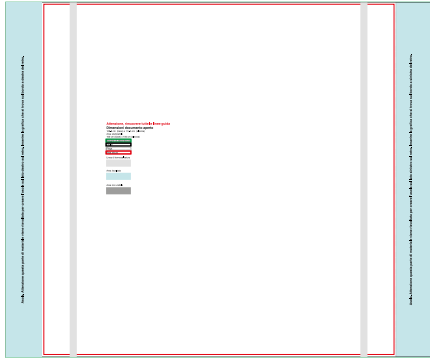
front: finished product

back: finished product

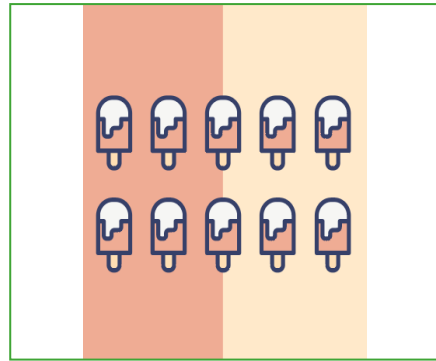
The folded over pole pocket is suitable for poles with a diameter of up to 4 cm.



Example: double-sided banner with pole pocket on the left and right

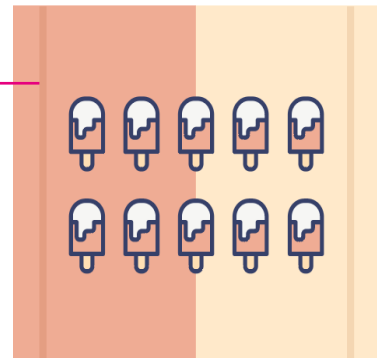


the pole pocket is folded backwards and heat welded: position the artwork carefully, bearing in mind what it will look like on the back



front: finished product

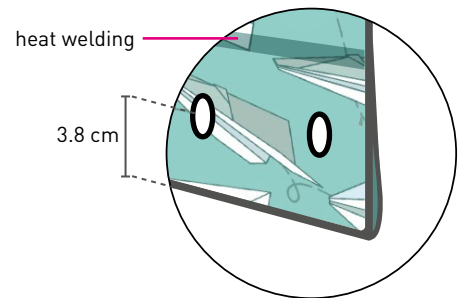
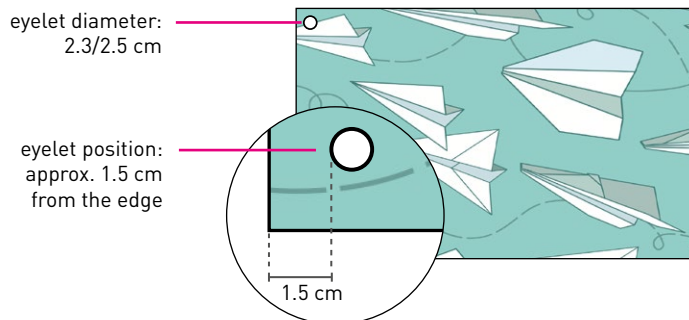
heat welding



back: finished product

11 EYELETS

Eyelets have a diameter of 2.3 cm (if made of aluminium) or 2.5 cm (if made of polycarbonate), and are positioned approximately 1.5 cm from the edge of the finished item. If the edge with eyelets is also reinforced, the eyelets will be positioned approximately 3.8 cm from the edge of the finished item.



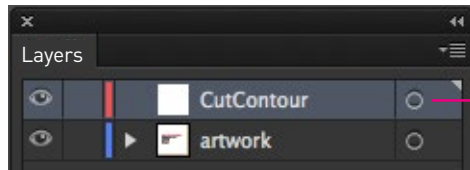
12 CUT-TO-SHAPE BANNERS

Additional accessories such as pole pockets, reinforced edges and eyelets are not available for cut-to-shape banners. **Please note:** Extreme Blockout banners cannot be cut to shape.

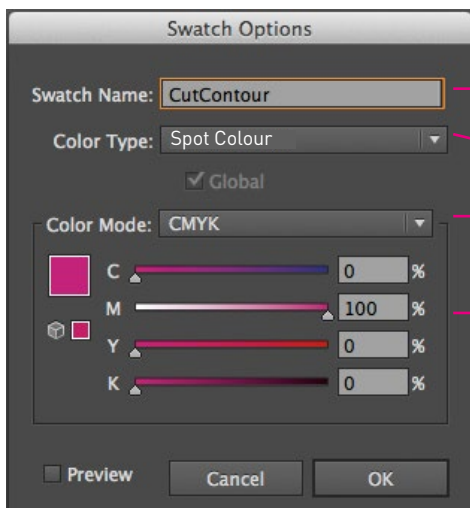
If you have chosen the 'Cut to Shape' option, follow these steps to create your cut path correctly.

- Create a new layer from the **Layers** palette, and name it "CutContour".
- Create a new colour swatch from the **Swatches** palette and name it "CutContour"; select **Spot Colour** as the **Colour Type** and assign the following CMYK percentages: 0, 100, 0, 0 (magenta only).
- Create a vector path on the **CutContour** layer which corresponds to the cut line for your banner, and assign it a stroke colour that corresponds to the newly-created **CutContour** swatch.
- Save the PDF, keeping the layers separate.

We recommend that you do not create overly complex shapes, as this could cause the cut to be inaccurate or uneven.



CutContour layer



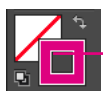
CutContour swatch

name it "CutContour" (not cutcontour or CUTCONTOUR)

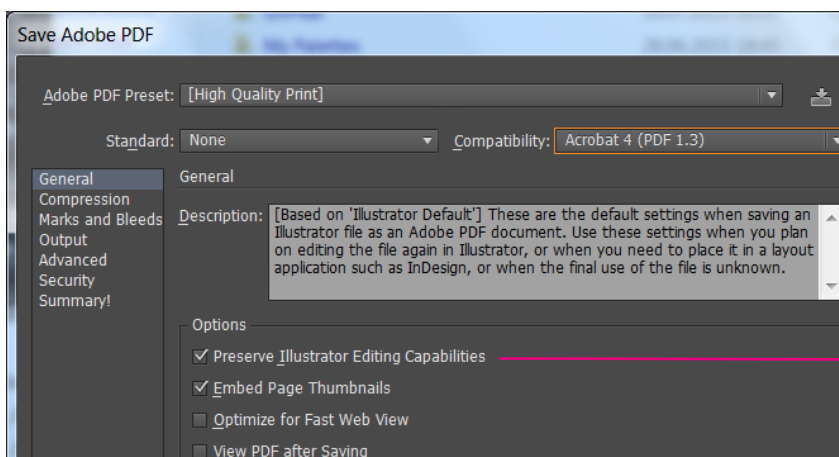
colour type: Spot Colour

colour mode: CMYK

C: 0%
M: 100%
Y: 0%
K: 0%



CutContour stroke colour



Save the PDF
keeping the layers
separate