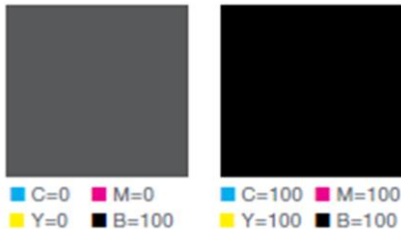


## Color / PMS Color Matching

- TradeSource standard color space is CMYK; however, you may upload in RGB or some other standard if you choose at full production size.
- TradeSource builds rich black with a spot color named Pure Black. Please make your spot color named Pure Black if you desire your black color to be rich. To achieve the richest black you must set the CMYK values to C=100 / M=100 / Y=100 / B=100. If you set your CMYK values to C=0 / M=0 / Y=0 / B=100, black will print as gray.

### HOW BLACK PRINTS



- Pantone Matching System (PMS) color matching is available for an additional charge per file. Standard colors are shown in Pantone PLUS Solid Coated Formula Guide. The file must include a spot color.
- Please note: As perforated/window film has less surface area and a different film base than wrap films, colors will not visually match exactly to your wrap film.

## General

- Customer is fully responsible for the creation, layout, and proofing of all content. Additional fees may apply if Lowen TradeSource is required to make changes to provided files.
- Customer submitted artwork must be same size as artboard. Failure to have both at same size may result in graphics being produced at a different size than intended.
- Do not submit files that are encrypted / locked / password protected.
- Do not make your artwork with Overprint Fill selected. If that's selected, your graphic will print incorrectly.
- If customer chooses to pre-gang small graphics to fit on a sheet, keep graphics (including the perimeter cut and bleed) within:
  - 59" for non-reflective
  - 53" for window film
  - 47" for reflective

Lowen TradeSource  
1111 Airport Road  
Hutchinson, KS 67501

## File Type / Resolution / Cut to Shape

- The preferred file type is PDF; however, we do accept other file types such as .ai, .tiff, and .tif.
- For best print, all artwork, designs, and images must be provided at a minimum of 100ppi at actual size. Setup document at 100% scale (actual size). Example: 24"w x 48"h graphic = 24"w x 48"h document.
- Downsized files: You may submit files scaled down. Keep in mind that the resolution guidelines above must be followed when enlarging your file. For example if you create your file at 200ppi and your wrap is designed at 10% scale, the enlarged file will only be 20ppi at final print size. Please notify us in the order notes section at checkout if your files are scaled down.
- Illustrator vector files are the preferred format for graphics and allow the greatest flexibility for sizing files without loss of quality; however, raster files are accepted as well.
- Raster effects and transparency offered in the most current versions of graphic design programs do not always reproduce correctly. For best results, please flatten any raster effects.

### FONTS

- Create all fonts to outline.

### CUT TO SHAPE / BLEED

- Make cad patterns with these parameters:
  - Ensure cut file is embedded into the file and has its own layer.
  - .1 stroke
  - Stroke aligned center
  - Spot color named CutContourCad in the color palette
  - Include cad pattern for square cut graphics and cut-to-shape items
- Cad pattern should be on its own layer and named CutContourCad
- Make bleed at .0625" outside cut lines.
- Minimum width for text/artwork is .125"; minimum includes serifs and fine art detail.

## Design Service

- In the event you are unable to provide us with a print-ready file that meets all of the listed criteria, we can provide you with graphic design assistance for an additional cost. Contact us today for an estimate to be provided on a per project basis.

Web: [lowentradesource.com](http://lowentradesource.com)  
Phone: 866-477-7829  
Email: [tradesource@lowen.com](mailto:tradesource@lowen.com)