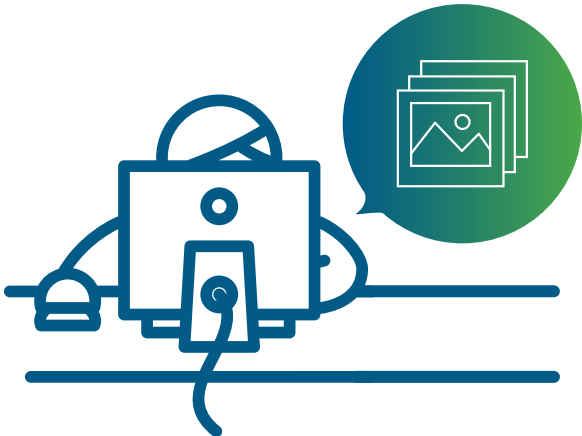


BASIC CONCEPTS AND REQUIREMENTS TO HIGH QUALITY FORM PRINTING

PREPARING FILES

You have to apply **ICC colour profiles (International Color Consortium)**, when preparing files, bearing in mind the substrate for printing which, in our case, happens to be adhesive bright white **PVC or Intercoat** matte. You can directly download them from Internet or ask for them to Interscreen <http://www.interscreen.cl/>, if needed.

Files should be developed with professional-grade graphic design software such as **Photoshop, Illustrator, Freehand, and the like.**



SELECTING IMAGES AND RESOLUTION

Once defined the final design, it should be presented in **Tiff, PSD or JPG** format, as a layered image file. If you choose **JPG** format, select the highest quality option for best results. The optimal resolution is **400 dpi**. You should never use downloaded images from Internet because they are in the **72 to 150 dpi** range.



It is important to keep in mind the real size of the printed form because when you enlarge it for printing it invariably loses some resolution. For instance, if we increase it in size twice, we will get half the original resolution.

BASIC CONCEPTS AND REQUIREMENTS TO HIGH QUALITY FORM PRINTING

COLOURS

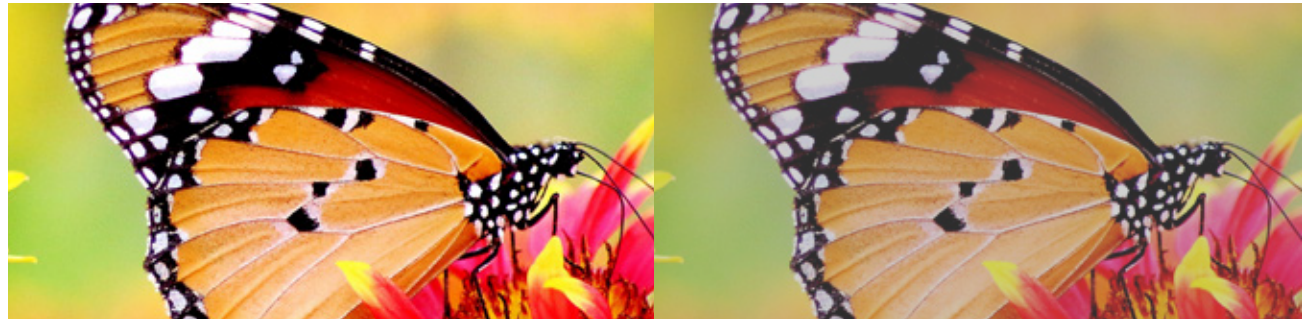
We use cutting-edge technology equipment and **CMYK** colour model or flat colours, according to Pantone. We can make **RGB** to **CMYK** colour conversion but changes in tone are a real possibility, as it is shown below.

These images are for illustrative purposes only. In order to provide a more precise frame of reference, it is advisable to attach a printed sample. It is also important to keep in mind that the substrate type can have an effect on the comparison.

If the client wants to approve of it by means of a digital file (**PDF, JPG, on screen display**), the computer monitor should be calibrated with a colorimeter. However, it is not a substitute for a printed sample.

To start with the production process, a colour test is done so as to provide the final printed form, according to the original file sent by the client.

With regard to Pantone colours, if we print using **PVC** matte, we have to use Pantone Solid Coated. Yet, Pantone Solid Uncoated is recommended when printing on bright **PVC**.



RGB

CMYK

VIEWING DISTANCE

To determine the optimal resolution and quality image, you should consider a minimum viewing distance. It is calculated multiplying by **2.5** the diagonal line between the vertexes of the printed form. A lesser distance will yield distorted measurements.