



## **PeopleKraft Ltd Portfolio Introduction**

January 2007 – Valid until end Feb 2007

Re-seller pricing is not given in this document – please ask for the re-seller price list

Proof of re-seller status will be required

### **1 About PeopleKraft Ltd**

**We are a family business specialising in**

**Precision large format printing**

**True photographic printing**

**Low cost - low volume digital press**

**One-Stop-Shop**

(support activities to give a complete finished job).

Our support products enable us to provide a complete service to our customers and a fully finished product for both indoor and outdoor applications.

Our support products include:

- picture framing,
- mounting & display products including stands/roll ups,
- signage boards,
- print & cut (e.g. signs & labels),
- canvas & fabric stretching,
- small format printing (business stationery, leaflets, cards, booklets posters etc).

#### **1.1 Why precision?**

Because it is the only way to get correct and reliability consistent colour. Any full-colour process which mixes inks to get a photographic range of colours needs constant calibration to maintain colour accuracy, and to give the same results if printed again !

All our printing is *TRUE* photographic or near photographic in resolution and colour range – the quality stands out .....but with no price penalty !

## 1.2 What makes us different ?

**We calibrate** all our own papers and materials to get the best colour range and ink handling out of them, AND we keep the calibration maintained, even compensating for weather changes which modifies the way inks mix (e.g. humidity has a big effect). We also keep our machines, inks and materials in a controlled environment. Most small companies (and many larger ones) use off-the-shelf printer profiles (like home inkjet and laser printers) or a “One-off” calibration, and you get what you get in terms of colour, which varies dramatically between makes of papers/materials, ink batches, different printers, and also with the weather...

**We maintain** a low overhead cost through use of technology and investments in equipment and know-how that gets results; and minimising unnecessary costs on frills, supplies and wastage – which means very low prices to our customers for the highest quality products. We offer some of the **best prices** anywhere in the UK market. Many larger companies charge very high prices for the same product results, often double or treble the price.

**You can talk to us** – and get your solution right. Many of our clients have expressed their delight in the way we work with them to get the results they need. We have often won business from our competitors because of our “work with” and “get results” approach

**Complete solution** – We complete the job, not just the print.

We offer the full range of

- **mounting**
- **laminating**
- **canvas stretching**
- **picture framing**
- **Stands & displays**
- **Blinds and special solutions**

Whether it be photographic, signage, banners, custom displays, marketing stands, art, canvas, indoor or outdoor... we are able to provide the finished product at an excellent price.

**Photographic services** - for some projects photographic work is required. We provide an in-house photographic service for product displays etc.

**Giclée art capture** - We offer the service to capture art for our Giclée art printing. Our processes are non-destructive and can handle art on paper through to canvas and three-dimensional art.

## Special Results

We are one of the few companies that can and will provide banners, large board mounted displays and signage at “near photographic” or “True Photographic” quality in both colour and resolution. As such we have provided many “large display” solutions.

We have successfully pushed the colour range of our inks and materials beyond the normal achievable range to satisfy many demands for specific corporate colour requirements, avoiding custom made inks or large format specially mixed “spot colours” – so proving the desired results at an incredibly low production price.

### 1.3 So who do we serve ?

**Anyone.....** but our key customers are

- **Commercial** - Custom print solutions for all sizes of business; well-priced “small business” packages; custom jobs (e.g. business re-branding & shop displays), signage, labels, vehicle graphics, window graphics, pop-up / rollup displays, custom brochure/stationary including well priced small runs, schools.....
- **Re-seller** - We supply many professional business with their printing needs where they “re-sell” the printed materials under their own name/brand. E.g. we do all the printing for several professional photographers (papers, canvas & frames), provide printing service to enhance the portfolio of other businesses including the huge canvas panoramics up to 3meters wide, take on sub-contract work from other companies to complete their contracts.
- **Public** – Anyone can order through our trade desk and benefit from a good pricing ! (Canvas, Photographic, Banners, special events Weddings/Birthdays/Turning 40/50 etc)

## 2 Introduction to our services

Any physical size & aspect ratio of a print is not a problem upto 1.5Meters, by 3M Meters (or more e.g. upto 5M for appropriate materials e.g. banner )

All our photographic and art printing is TRUE PHOTOGRAPHIC i.e. it is printed at very high resolutions (1440 or 2880) so no print patterns, dots or grains are visible to the naked eye even on close inspection. Note that where the shortest side is above 44" wide we print at a slightly lower resolution called "near photographic". Our signage and display print is mostly "near photographic" giving much higher quality results and better colour than most printing available in the market.

All our printing is colour precision, with regular calibration of machines, inks and media, including compensations for weather variations. What this gives is brilliant colour results, consistency across the different materials, and consistency between different print runs.

Each material has its own colour capability or "gamut" which is best described as the range of colours that can be printed, and the colour width and range from black to white. We in-house calibrate all our own materials to maximise the capability of the inks, media and machines.

Our professional photo papers have the widest colour range of any multi-ink process print, and even our matt paper colour range is dramatically greater than normal printing process colours.

For signage and display applications where colour precision is not required we are able to deliberately make the colours "more punchy" for dramatic displays. For some of our clients we have achieved incredibly vivid colours on materials like vinyl that our competitors struggle to get close to... And still maintain a low price... !

## 3 Input Source requirements

The issue that many people forget is that the quality of the output is directly related to the quality of the input ! Especially as the prints get bigger. "The larger the print – the better quality input is required". By quality we are referring to resolution, colour, grain or print artefacts, noise / scratches/marks and reflectivity of the source.

We can use photos from any source negatives/slides/prints/digital - the key thing is the better quality the original the better the result, so photos from mobile phones and cheap home printers are too poor.... and any original digital picture prior to any computer editing tends to be more reliable, and negatives give much better results than prints. For signage and graphic displays, vector graphics can give much better results and scale to any size without quality loss.

Where very precise colours are required, we can program "spot colours" to match a measured sample, and/or we can work to standardised pantone references - the pantone "color bridge" set of swatches is a very useful guide. We can match using our processes all of the "solid coated" range on gloss/satin photo paper , and get a 98% match on glossy vinyls. All of our materials support dramatically wider colour range than the normal "uncoated CMYK process" even on our plain matt paper etc. Most media's colour range falls between the "coated CMYK process" colour range and the "Solid" colour range. It is the media being printed onto that dictates colour capability rather than our 6/7 colour process ink sets.

### 3.1 Digital

A digital electronic source is the best form of input to us, both technically and in relation to avoiding errors.

#### 3.1.1 Source files from editing/ publishing programs

- MS publisher (note publisher is unreliable at colour management)
- MS powerpoint
- MS word
- Adobe Illustrator (upto CS2) (\*.ai files or \*.eps files)
- Adobe Photoshop (upto CS2) (\*.psd, and pixel formats)

The vector based input from Illustrator, powerpoint and Publisher will always scale the best for large text and symbolic diagrams, banners, displays etc.

*IT IS ESSENTIAL THAT COLOUR PROFILES ARE DECLARED OR PROVIDED, and any unusual fonts must be provided / embedded / converted to outlines.*

BE CONSISTENT between pixel formats (e.g. photos) and vector, else serious colour problems can occur especially when combining multiple components for a final large graphic like a roll-up display or banner.

**The default profile we assume is SRGB with a gamma of 2.1.** (some of our customers always use adobe1998 which is fine, we just need to know. Some use there own custom profile, which we can also use as long as it has been embedded or provided to us)

If you are not into computers – the default “touch nothing” colour profile of all cameras, scanners and PC computers is SRGB - which is why we use it as the default.

The default for professional work is “Adobe 1998”, but do not be tempted to change your system or camera unless you understand what you are doing, else you could get washed out colours and other problems.

If you use a CMYK profile – you must either embed or declare the profile used (there is no such thing as “no profile”, no profile = default profile). Unless specified we assume “**euroscale coated V2**”. DO NOT convert to CMYK unless you have a major reason to do so, leave in an RGB format if possible, you will get much better colour ranges. Also be warned a lot of systems default to the American SWOP profiles – so it is essential you know which profile your system is working in.

### 3.1.2 Digital source files from cameras or scanners

The file direct from the camera is usually the best, as editing can cause all kinds of problems, including introduction of noise from the jpg compression, and incorrect colour profiling. If you do edit your files – make sure that you keep the cameras embedded colour profile – do not be tempted to change it – and also save your files using the tif format, and embed the colour profiles – and only use LZW compression. – see notes in 3.1.1 above re colour profiles. Any duotones please provided as “psd” files and let us process it for printing else the duotone can get misinterpreted.

Files from scanners should be saved in TIF format and the colour profile must be embedded and declared to us to ensure correct results – see the camera notes above. see notes in 3.1.1 above re colour profiles

### 3.1.3 File transfer digital formats

#### Pixel formats.

We can take just about any “pixel format” such as jpg, tif, bmp, png etc. it is important that the colour profiles are provided. Please provide TO SCALE at 300dpi or better for photographic reproduction, 150 dpi or better for signage reproduction. YES these are big files! Input quality = output quality !

We can take most vector formats such as eps, but not apple mac specific programs etc

#### Imports from MAC environments

We cannot take MAC specific files or fonts, so Quark and similar MAC application files must be exported as EPS, PDF (or to scale pixel tif). Preferably fonts must be converted to outlines (at least embedded) to avoid problems of MAC fonts not available on PCs,

**EPS and PDF Format.** When using PDF or an eps format, do not down-sample any bitmap content, embed all fonts, and set a target colour profile which you also embed, and set options to convert all content to that target profile. That way the resolution and colour will be correct. We find that eps is much more reliable than pdf for handling complex graphics especially where there are layers, transparency and/or spot colours. If using illustrator use the native \*.ai or \*.eps formats, not PDF.

**COMPRESSION:** If using a compression utility, always use ZIP (not stuffit etc, but we can handle it). Where formats have in-built compression, always go for the highest quality, not smallest file size. Avoid jpg compression, use LZW compression where possible.

**FONTS:** Most standard PC based fonts we have as “stock” items, however if you use specific or copyright fonts whether PC based or not – it is better that you convert them to outlines or pixel format (at about 150 or 300 dpi at scale), else we will need to charge you for acquisition of the copyright or non standard font.

### 3.1.4 Traditional cameras

We can take in all forms of traditional film and prints (except APS)

- 35mm slides
- 35mm negatives (colour or b/w)
- All large format negatives & slides
- Prints produced using traditional wet chemistry processing
- Prints printed digitally using modern commercial printing processes – very high resolution and colour accuracy
- **\*\* PRINTS FROM HOME COMPUTER PRINTERS ARE NOT GOOD ENOUGH FOR MOST APPLICATIONS\*\*** Home printer may look ok when small – but look closely and with a magnifying glass – and you will see many lines, dots, colour faults and the like. Blow these up to a larger picture and it looks terrible !! Only precision prints like from a professional photographer or commercial process are reliably good enough to use.

### 3.1.5 Original Art

- Original art is fine , however even if there is no copyright issue, reproducing from prints can be a problem, because the source print quality may be low.

## 4 COPYRIGHT

**YOU** – (our client) are responsible to clear all copyright issues and to indemnify us from any copyright infringements. If necessary you need to obtain a “right to use” arrangement with the copyright holder. If it is obvious to us that copyright is in breach we will not produce the prints (e.g. Mickey Mouse posters)

Where photographs have been produced by professional photographers – “right to reproduce” may or may not have been purchased with the prints or files. **IT IS YOUR RESPONSIBILITY** to ensure that there is no copyright breach – we simply have no way of knowing what arrangements have been made – and so all we can do is take your word in good faith.

## 5 Pricing and Resellers

We classify as “trade” those who are re-sellers of our printing, signage/display and framing, such as professional photographers, other printers, framing outlets, shops etc

Where we quote “NET prices” they are subject to 17.5% (or the going rate) of VAT. Where we quote “Gross prices” VAT has already been included. All prices are subject to post and packing charges at cost if shipping is required.

**OUR LEAFLETS INCLUDE VAT** – so remember this when comparing prices – most printers only quote the NET price so they have 17.5% VAT to add on – there are **no hidden surprises with our pricing**.

Our pricing structure is quite simple, We have a price which we sell at for normal commercial and general public one-off orders.

Re-sellers that can prove their re-seller status can enjoy an immediate 16% discount from our own retail price on printing – noting that our own retail prices are very much lower than most of our competition – so there is the potential for good margins even at this level.

**PREMIUM RESELLERS** – that is those who bring in regular business to us, enjoy much greater discounts (e.g. 34% or more ) on our printing services – equivalent to very high volume pricing, and a discount on our framing services – We provide a flat pricing rate from which they can work out their own re-sale margins irrespective of the size of individual orders. But we expect an overall average business rate of at least £150 per month net. The figure is not the issue, the point is that we provide a privileged service for our regular reliable customers both with price and turnaround time.

## 6 Turnaround Time

Turnaround time depends on urgency – if you need something quick – we do it quick, otherwise we batch up work to make best use of media and ink to keep costs down, then it is **usually within a week** (same day or next day for urgent things – we are flexible to suit our customers).

Special orders can take up to 3 weeks because of material supply.

## 7 Large Format Printing media and inks

We have a very wide range from photo papers, art papers, fabric, outdoor & weather proof media.

Please find below descriptions and guide prices for some of our most popular printed materials – because of variations in material supply charges – please check pricing before ordering.

We have listed our most popular materials, many more materials are available such as very heavy museum grade photo papers, various plastic films, various roll-up display materials, matt indoor vinyls etc – please enquire if you do not see your desired product.

### **7.1 Professional Gloss Photo Paper –**

260 gsm microporous top of the range Kodak branded gloss photo paper. Widest colour range (gamut) for fantastic reproduction, very white and incredibly crisp and sharp. Visibly stands-out above other papers when compared side by side.

This is a true professional no-compromise heavy photo paper. Being microporous it does not show finger marks etc like many papers.

Suitable for long-term indoor use, inks are advanced water based PIGMENT.

Indoor fade resistance of the paper & ink in the order of 75 years under fluorescent indoor lighting.

Printed at superior photo resolution (Uni-directional 2880 dpi or 1440 micro dot).

Pure wood based paper with clay & resin coating, inks are water based pigment so very environmentally friendly. Does not have fire rating – just paper – burns well....

Inks are water stable, but it is not recommended to get wet, even though the inks are stable, the paper itself will be stained.

The surface can be protected with a range of laminates, or totally encapsulated for harsh environments - although using the standard paper for such applications may be more economic.

This is the ultimate paper for high class professional photographic work, very high impact displays and highest precision colour prints.

This is our default professional “gloss paper” for ultimate print results. Prints available up to 36” by several meters.

### **7.2 Professional lustre Photo Paper –**

260 gsm microporous top of the range Kodak branded lustre (like satin) photo paper. Widest colour range (gamut) for fantastic reproduction, very white and incredibly crisp and sharp. Visibly stands-out above other papers when compared side by side.

This is a true professional no-compromise heavy photo paper. Being microporous it does not show finger marks etc like many papers.

Suitable for long-term indoor use, inks are advanced water based PIGMENT.

Indoor fade resistance of the paper & ink in the order of 75 years under fluorescent indoor lighting. Printed at superior photo resolution (Uni-directional 2880 dpi or 1440 micro dot)

Pure wood based paper with clay & resin coating, inks are water based pigment so very environmentally friendly. Does not have fire rating – just paper – burns well....

Inks are water stable, but it is not recommended to get wet, even though the inks are stable, the paper itself will be stained.

The surface can be protected with a range of laminates, or totally encapsulated for harsh environments - although using the standard paper for such applications may be more economic.

This is the ultimate paper for high class professional photographic work, very high impact displays and highest precision colour prints.

This is our default professional “satin/lustre paper” for ultimate print results. Prints available up to 36” by several meters.

### **7.3 High Quality Standard Gloss Photo Paper–**

200 gsm microporous gloss photo paper. Superb colour range (gamut) for fantastic reproduction. Being microporous it does not show finger marks etc like many papers.

Suitable for medium term indoor use, inks are advanced water based PIGMENT. Indoor fade resistance of the paper & ink in the order of 75 years under fluorescent indoor lighting. Printed at superior photo resolution (2880 dpi or 1440 micro dot). Pure wood based paper with clay & resin coating; inks are water based pigment so very environmentally friendly. Does not have fire rating – just paper – burns well.... Inks are water stable, but it is not recommended getting wet, even though the inks are stable, the paper itself will be stained.

The surface can be protected with a range of laminates, or totally encapsulated for harsh environments

Good all-round gloss paper for standard photographic work, high impact posters/displays, and precision colour prints, and makes a good base for mounted and laminated displays.

This is our default good-quality and reliable “gloss paper”. Prints are available up to 36” by several meters. (42” available for special orders/applications)

#### ***7.4 High Quality Standard Satin Photo Paper–***

200 gsm microporous satin photo paper. Superb colour range (gamut) for fantastic reproduction. Being microporous it does not show finger marks etc like many papers. Suitable for medium term indoor use, inks are advanced water based PIGMENT. Indoor fade resistance of the paper & ink in the order of 75 years under fluorescent indoor lighting. Printed at superior photo resolution (2880 dpi or 1440 micro dot) Pure wood based paper with clay & resin coating; inks are water based pigment so very environmentally friendly. Does not have fire rating – just paper – burns well.... Inks are water stable, but it is not recommended getting wet, even though the inks are stable, the paper itself will be stained.

The surface can be protected with a range of laminates, or totally encapsulated for harsh environments

Good all-round satin paper for standard photographic work, high impact posters/displays, and precision colour prints, and makes a good base for mounted and laminated displays.

This is our default good-quality and reliable “satin paper”. Prints are available up to 36” by several meters. (42” available for special orders/applications)

#### ***7.5 Rough textured heavy art paper or pure smooth cotton paper***

Acid free museum grade with true archival rating – perfect for fine art prints, or photography as fine art – colour reproduction as per matt proofing paper

Printed at superior photo resolution (2880 dpi or 1440 micro dot)

Rough-textured is a warm-toned pure wood based paper with all acid and lignin removed. The cotton paper is 100% pure cotton, ideal for very long life and easy framing. Inks are water based pigment so very environmentally friendly.

Does not have fire rating – just paper – burns well....

Inks are water stable, but it not recommended getting wet, even though the inks are stable, the paper itself will be stained. (75 year indoor fade resistant rated life with pigment ink print)

## **7.6 Fire proof & short term weather proof fabric –**

130gsm polyester fireproof fabric.

Good colour range (Gamut) for a fabric, similar to matt proofing paper in range. Very strong light and durable. Can be used **outdoors** for upto 3 months eyeleted as a low cost banner solution, or **long-term indoors**. This is an incredibly versatile material, being full m1 fire rated and light weight, it is the perfect product for large indoor displays, stage back-drops, schools, large indoor photographs etc – even if deliberately set alight it self extinguishes., and is naturally waterproof. Can be board mounted for expensive feel textured prints.

Can be used as an alternative to canvas for harsh environments like bathrooms - stretches well for gallery wraps or framed finishes. Also available made into blinds. Can also be used for pop-up/roll-up displays and the like. Can be back-lit to give wonderful displays.

Printed at near photo quality resolution for brilliant results. Inks are advanced water based PIGMENT. Polyester with clay coating and inks are water based pigment so very reasonably environmentally friendly, the polyester being the component that takes a long time to break-down. Available printed upto 60" (1.5M) by several meters. Always roll-up, do not fold or creases will be left. Very good compromise balance between environmental impact, durability, cost, and printed result.

## **7.7 LOOSE Natural Matt Art Canvas – (see attached list about stretched pricing and finishing options)**

Pure cotton matt art canvas for fine art and photographic reproduction. Good colour range (Gamut) for a canvas, similar to matt proofing paper in range. 390gsm in weight , Strong heavy and durable, stretches well for gallery wraps or framed finishes, can even be eyeleted for big displays. Printed at photo quality resolution for brilliant results.

Suitable for long term indoor use, inks are advanced water based PIGMENT. Highly fade resistant in indoor conditions, rated at 75 years under fluorescent indoor lighting.

Pure cotton with clay coating and inks are water based pigment so very environmentally friendly. Does not have fire rating – just natural cotton – smolders well....

Normally left with a natural finish, just dust with soft brush/vacuum brush or blow with dry air.

Inks are water stable, but it not recommended to get wet, rubbing with wet cloth will abrade surface and remove ink (although gently wetting the back is a way to shrink and tighten a canvas)

For hostile environments such as bathrooms & pubs etc, surface can be protected with a range of laminates. Stretched canvas available upto 1M (39") by 3M (118") - bigger canvas print is available as special orders/applications

### **7.8 Acid-free matt art/proofing paper –**

200 micron matt art/proofing paper. Good colour range hence used as a standard proofing paper. The paper itself is slightly warm in tone.

Suitable for medium term indoor use, inks are advanced water based PIGMENT. Indoor fade resistance of the paper has not been tested, but expected to be in the order of 75 years under fluorescent indoor lighting. Printed at true photo resolution for photographic and art work, and near photographic quality for posters and displays.

Pure wood based paper with clay coating and inks are water based pigment so very environmentally friendly. Does not have fire rating – just paper – burns well....

Inks are water stable, but it not recommended to get wet, even though the inks are stable, the paper itself will be damaged .

The surface can be protected with a range of laminates, or totally encapsulated for harsh environments

Good low-cost alternative for art prints, general proofing, indoor posters (heavier, better colour and stronger than poster paper), and makes a good base for mounted and laminated displays.

This is our default good-quality, acid free and reliable “plain paper”. Prints available upto 44” by several meters.

### **7.9 Self-adhesive Vinyl {1} - Indoor & short-term outdoor**

80 micron permanent white gloss monomeric vinyl, suitable for indoor display & signage and short-term (1-year) low-cost outdoor.

Very white – gives good near-photographic reproduction with the colour range of plain paper, or using own developed colour profile for this material that pushes the boundaries – can give the colour range of photographic papers (with minor print-quality loss, which is not seen for normal signage & display) to give the most stunning and hard wearing colour displays.

Light and durable, adheres to most solid surfaces. Can be washed down with soapy water (good for places which need to be kept clean, or subject to getting grubby !)

Can be used **outdoors** for upto 1 year; signs displays, vehicles etc. Needs mounting for use. Also can be cut out to match the print for any size, shape, lettering, labels or stickers. This is a favorite for product labeling...

Can be over laminated to increase outdoor life or durability for tough environments. Printing with the very latest wide colour range ultra eco-SOLVENT inks, so giving the toughness, scratch resistance, direct sunlight fade resistance, and weather resistance of solvent inks without the environmental impact. The vinyl itself of course is very stable and takes a long time to break down. Available printed upto 62” (1.5M) by several meters. **Note 20% surcharge for “print and cut” process for stickers and lettering, shapes etc.**

### **7.10 Self-adhesive Vinyl {2} - Indoor & medium-term outdoor**

100 micron permanent white gloss monomeric vinyl, suitable for indoor display & signage and medium-term (3-5-year) outdoor.

Gives good near-photographic reproduction with a reasonable colour range..

Very durable, adheres to most solid surfaces, grey backed so is a “cover-all” material that can go over the top of other print and hide it well.. Can be washed down with soapy water (good for places which need to be kept clean, or subject to getting grubby !) Can be used **outdoors** for 3-5 years; signs displays, vehicles etc. Needs mounting for use. Also can be cut out to match the print for any size, shape, lettering, labels or stickers. This is a favourite for outdoor signage, does not require lamination, but can be over laminated to increase outdoor life or durability for tough environments.

Printing with the very latest wide colour range ultra eco-SOLVENT inks, so giving the toughness, scratch resistance, direct sunlight fade resistance, and weather resistance of solvent inks without the environmental impact. The vinyl itself of course is very stable and takes a long time to break down. Available printed upto 62” (1.5M) by several meters. This is our **default self adhesive vinyl** product, gives the best printing results and good life for a vinyl and a good price. **Note 20% surcharge for “print and cut” process for stickers and lettering, shapes etc.**

### **7.11 Self-adhesive Vinyl {3} - long-term outdoor**

100 micron permanent white gloss polymeric vinyl, suitable for long term (5-7-year) outdoor applications, and even longer when laminated. This is one of the most stable products available.

Gives near-photographic reproduction with a reasonable colour range, not as brilliant as 71.0 above, but a longer life product.

Very durable, adheres to most solid surfaces, grey backed so is a “cover-all” material that can go over the top of other print and hide it well.. Can be washed down with soapy water (good for places which need to be kept clean, or subject to getting grubby !) Can be used **outdoors** for 5-7 years with no lamination; signs displays, vehicles etc. Needs mounting for use. Also can be cut out to match the print for any size, shape, lettering, labels or stickers. This is a favorite for “permanent” outdoor signage, does not require lamination, but can be over laminated to increase outdoor life or durability for tough environments.

Printing with the very latest wide colour range ultra eco-SOLVENT inks, so giving the toughness, scratch resistance, direct sunlight fade resistance, and weather resistance of solvent inks without the environmental impact. The vinyl itself of course is very stable and takes a long time to break down. Available printed upto 62” (1.5M) by several meters. We offer this for any “permanent” sign or display applications. **Note 20% surcharge for “print and cut” process for stickers and lettering, shapes etc.**

### **7.12 Self-adhesive Vinyl {4} – TRANSPARENT Indoor & medium-term outdoor**

100 micron permanent transparent gloss monomeric vinyl, suitable for indoor display & signage and medium-term (3-5-year) outdoor. Gives good near-photographic reproduction with a reasonable colour range.. Very durable, adheres to most solid surfaces, transparent to show the underlying surface, or mount across glass, or back-light – but it is not optically clear. Can be washed down with soapy water (good for places which need to be kept clean, or subject to getting grubby !) Can be used **outdoors** for 3-5 years; signs displays, vehicles etc. Needs mounting for use. Also can be cut out to match the print for any size, shape, lettering, labels or stickers. Does not require lamination, but can be over laminated to increase outdoor life or durability for tough environments. Printing with the very latest wide colour range ultra eco-SOLVENT inks, so giving the toughness, scratch resistance, direct sunlight fade resistance, and weather resistance of solvent inks without the environmental impact. The vinyl itself of course is very stable and takes a long time to break down. Available printed upto 62” (1.5M) by several meters. . **Note 20% surcharge for “print and cut” process for stickers and lettering, shapes etc.**

### **7.13 Glossy banner (vinyl based)**

440gsm fire rated high gloss PVC banner. Polyester re-inforced. Bright white with high colour range for high-impact banners and displays. A 530 gsm version is available for very tough applications. Fire rated to BS5867 part 2(1980) type B, and BS7837 1996

Gives good near-photographic reproduction with a bold colour range.. Tough and durable without being too heavy. Eyelets well. Can be washed down with soapy water (good for places which need to be kept clean, or subject to getting grubby !) Can be used **outdoors** for upto 3years, or indoors for large banner displays. Printed with the very latest wide colour range ultra eco-SOLVENT inks, so giving the toughness, scratch resistance, direct sunlight fade resistance, and weather resistance of solvent inks without the environmental impact. The vinyl itself of course is very stable and takes a long time to break down. Available printed upto 62” (1.5M) by several meters.

### **7.14 Poster Paper -**

Lightweight double clay layer matt poster paper . Suitable for medium term indoor use, or short-term outdoor inks are advanced water based PIGMENT. Simple low cost paper solution for posters and displays **LOW COLOUR CAPABILITY but cheap !** Pure wood based paper with double clay coating and inks are water based pigment so very environmentally friendly. Does not have fire rating – just paper – burns well.... The surface can be protected with a range of laminates, or totally encapsulated for harsh environments This is our default low cost poster paper. Prints available upto 36” by several meters. Larger to special order.

### **7.15 White film -**

180 micron polypropylene film with high stiffness.

Lightweight matt, tear resistant and waterfast.. Suitable for medium term indoor use, or short-term outdoor. Inks are advanced water based PIGMENT.

Makes a great base for pop-up displays, can be laminated for tougher use. Also acts as a durable alternative to paper for posters with high colour brilliance and image definition.

Does not have fire rating.

This is our default pop-up display material. Prints available upto 36" by several meters. Upto 60" to special order.

Good alternative to paper when wanting something more durable.

### **7.16 Static cling vinyl**

Static cling vinyl for Window, car window and similar display applications on shiny surfaces such as glass metal and some plastics. This comes in a 20% more expensive than the self adhesive vinyls (but it does not leave any glue or damage behind when you take it off, the self adhesive vinyls are very permanent !! ).

### **7.18 Matt Pigment Self adhesive Vinyl**

A Pure matt self adhesive vinyl pigment printed, suitable for long-term indoor use (or short term outdoor use – but we would recommend the solvent printed vinyls for outdoors).

The primary application for this material is where a perfect matt finish is required – e.g. graphics for spot/flood-lit stages or displays which need to be totally GLARE FREE

### **7.19 vehicle signs**

Vehicle signs are primarily either square cut vinyl or "print and cut" vinyl which can be any shape including individually cut letters (upto about 50" big !). In this trade document – look at self adhesive vinyls. Content can be anything including photographic. Also available is a magnetic backing for the vinyl which is useful for removable signs.

## **8 Board mounting**

Upto 1.5M" by 3M (acid free mount board, foam boards, foam-x boards, veka board etc) available using acid free and weather proof adhesives – please enquire.

Vinyl mounted onto foam-x or veka board is one of our most common and low price solutions to signage.

For professional photographic displays, we can mount the professional papers onto 10mm veka board – giving a flat – non-warping picture for a perfect display that can also have fixings / screws applied to the back for hanging etc.

## **9 Lamination**

**Over lamination** (gloss or textured matt) available upto 60" width – please enquire

## **10 Small format printing**

We provide a wide range of small format printing from glossy leaflets, plain papers, recycled papers, textured art papers etc including folding and thermal/wire binding – see separate sheet for details and pricing

The technology used is similar to a laser printing process, but runs at a higher temperature with finer toners producing “laser safe” letter heads and high quality stable results and a wide variety of media.

## **11 Picture Framing**

We provide a range of basic bespoke picture framing to support our print services – a range of mouldings and mounts are held as standard stock to cover most applications at a good price – see separate sheet for details – typically resellers enjoy a 20% discount on framing services.

## 12 Stands & displays

**Roll-up displays – we actually provide a wide of range of different types of roll-up displays**

**Which to go for depends on**

- 1) frequency of use/toughness
- 2) how much you want to pay
- 3) how heavy/stable do you want it to be
- 4) how posh do you want the base to look

A light-duty basic unit which comes in at about £125 all inclusive. (inc VAT)  
That is 85cm wide by 2M tall. I would say it is designed for either putting and leaving up or “up and down once a week” level of usage. – We hold these in stock.

The more expensive, heavier and “up and down every day” version (also looks smarter) would be £195 all inclusive (85cm by 2M)

The above prices includes the graphic printed on white polypropylene film. If you wanted something very tough, we can over-laminate (textured matt recommended) which gives the colour more “punch” and makes it much more durable to physical damage and marks/stains. Over-lamination would cost an extra £29.00 (inc vat etc)

Either model can have the graphic replaced with a new one for £50 (all inclusive) un laminated, or £79 inc lamination.

Different sizes are also available including 1M wide by 2M, 1.2M by 2M, and in the heavier one also a 1.5M by 2M !

Also available as twins (i.e. two displays one back and one front)

If you want more than one, I can also look as discounts



# Canvas

(Photographs & Art)



**Any image can be put onto canvas either photographic or Giclée art reproduction.**

Our canvas reproduction uses a natural feel heavy (390gsm) artistic glare-free matt canvas with a flexible canvas structure that stretches well, and holds its tautness over time (reducing the need for frequent re-stretching or tightening). We also supply a "High Definition" Fabric as an alternative to give a fabric feel yet "finer grain" photographic finish.

**SEE ATTACHED TRADE SHEET FOR PRICING**

Our inks are archival quality water-resistant and UV resistant, with a projected indoor life (no direct sunlight) of at least 75 years. This combination of the inks and the canvas base gives a maximum fade resistant life - keeping high colour and minimal marking with fingerprints etc.

**We offer three types of stretcher frame**

- **Traditional** - about 1/2" deep edge canvas profiled timber frame
- **Professional** about 3/4" edge depth (but about 3" wide) stable knot-free suitable for all canvases and takes re-enforcement for large canvases easily
- **Deep** - a very heavy stretcher bar about 2" deep edge, great for all the very big canvases, reinforces brilliantly and resists warping.

Our finished canvas pricing chart shows recommended stretcher bars. We cut all our own stretcher bars hence we have no restriction (max size 1M by 3M) on size and aspect ratio, so we can match the frame to the print, hence avoiding unnecessary cropping of the picture.

**Edge Finishing**

- **Gallery-wrap** finish (wrapped image over the edges – note 2.5 inch of the image edge is lost all the way around for the sides),
- **Mirrored edges** – image is mirrored over the edge to give a gallery wrap appearance without loss of image on the picture face. **There is a £2.95 surcharge** to process the image – unless it is provided pre-prepared ready to print
- **White, black or coloured (Default)** edge to get the finish appropriate to your image and application.

**Other Options**

- Made to the pictures own natural aspect ratio (no unnecessary picture loss) - including square canvases (**Default**)
- **Colour "as supplied" (Default)** or black & white or duo-tone (including sepias and other tones) - anything other than "as supplied" must be specified clearly.
- Cropped to your interesting parts of your image on request
- Stretched canvas' are right ready to hang – price includes everything
- Loose non-stretched printed canvas available – please ask for pricing
- Additional picture frame surrounds also available – please ask for pricing
- Any custom work to create montage or other effects charged at cost
- Digital files incur no additional costs, scans from photographic prints or negatives **incur a £2.95 surcharge**. Captures of artwork – see separate price guide for capture costs

we make our own frames and can print and mount any size upto 40" wide by 84 inch long

**Canvas for harsh environments...**

**Canvas for pubs, bathrooms, hotels & other "unkind" environments for art.**

In addition to our fine art natural matt canvas, we can also provide a waterproof and abrasion resistant coating, monel staples (more corrosion resistant than stainless steel), or weather proof & fire-resistant fabric!! **ask for details...**