



Many of our exhibition stands and display systems require graphics. These are produced as digital prints and are photographic quality. There are various print methods and details of these are listed below.

Successful production assumes that we receive ready to use and finished artwork from either you or an appointed graphic designer.

Please start the artwork process by simply printing these pages and carefully following the instructions below.

We request that the artwork is supplied to us on a CD with a colour printout. Alternatively you can supply us with the artwork via our FTP site or via email (up to 5MB). If you are sending us the artwork via our FTP site or by email, please ensure you include a low resolution visual file (PDF or jpg).

The colour printout or low resolution visual file should be labelled with dimensions and any important Pantone™ references from which we will endeavour to achieve the closest possible match.

Once your artwork is finished, the package including the **CD** and **colour printout** should be sent to:

Exhibition Services Ltd

Unit 6
271 Merton Road
London
SW18 5JS

To send artwork via our FTP site please go to our FTP upload page at **www.exhibitionservices.com**

To send artwork via email (up to 5MB), please forward to the relevant project manager that you have been liaising with or **info@exhibitionservices.com**

If you have any questions or need assistance, please do contact us on **020 8874 1787** or email **info@exhibitionservices.com**



If none of this artwork talk means anything to you but you'd still like a fantastic display with brilliantly designed graphics to match, then we can organise design and artwork services for you through one of our skilled designers at rates to suit your budget. Please contact us and we will arrange a designer to talk to you about your requirements.



Various Print Methods

Lambda

Printed RGB onto photographic paper. An extremely popular print method producing high quality prints.

See Lambda file saving guidelines.

Inkjet

Printed CMYK onto paper or vinyl. A very effective print process suitable for many of our display systems.

See Inkjet file saving guidelines.

Vutek

Printed CMYK onto fabrics or PVC. Massive prints suitable for large exterior or interior banners.

See Inkjet file saving guidelines.

Rho

Printed CMYK onto solid substrates. An incredibly versatile process allowing prints directly onto Foamex, MDF or even Acrylic.

See Inkjet file saving guidelines.

Computer Cut Vinyl

Lettering and logos cut from pre-coloured self adhesive vinyl. This method allows the display of simple graphics (ie text or logos) on walls and windows etc.

Supply artwork in vector format.



File Saving Guidelines - Lambda Prints

We can output your files direct from disk. Any artwork containing text, graphics or scanned images that can be created on a Macintosh or PC and saved as a TIFF or EPS (Encapsulated PostScript) file can be output in full colour.

Detailed below are some basic Do's and Don't's when creating files:

- 1** Preferred Software: QUARK EXPRESS and ADOBE INDESIGN (for final document artwork). ADOBE PHOTOSHOP, ADOBE ILLUSTRATOR, MACROMEDIA FREEHAND.
- 2** Supply all original files along with any imported scans, logos, fonts etc.
- 3** Where possible use RGB TIFF files - if you have to import EPS files use 'single file' EPS files. Do not use DCS separated ones. Any CMYK files should be left as CMYK, allowing our RIPping software to perform the conversion to RGB.
- 4** Do not use TrueType fonts and where possible avoid Multiple Master fonts.
- 5** Always supply an up-to-date colour print with all files, fully marked up with sizes, scales, fonts, software used and any other relevant information. Please work to whole scales i.e. 1:4, 1:10 etc.
- 6** We will attempt to match any colour swatches supplied, however the RGB process has a finite range of colours. eg. it cannot reproduce all Pantone™ colours.

When saving files please note the following if you are using Illustrator or Photoshop:

Adobe Illustrator - Save files in Illustrator 5, 6, 10 or CS format. Do not save in Illustrator 7 or 9. Avoid importing TIFFs in Illustrator.

Adobe Photoshop - Supply RGB TIFF files where possible. Remove any spare channels and flatten layers. If you have to use EPS files i.e. if using clipping paths please use 'single file' EPS rather than DCS separated. In the EPS saving dialogue box select '8-bit Macintosh preview' and 'binary encoding'.

Scanned files:

When printing scanned images direct from disk the most important factors to consider are that the quality and size of scan are correct. Please refer to the table on the following page for your scanned images. We have calculated the approximate file sizes to supply, dependent on the final printed image size, **(eg. 45Mb per square metre for Lambda RGB)**. The size of the origination will dictate the resolution to scan in at; e.g. a 1m² print, requiring a scanned image file size of 45Mb could either be scanned from a 35mm slide scanned at 1400dpi or an A4 colour print scanned at 160dpi.

Please refer to page 1/6 for details on where and how to send us the finished artwork.

File Size Chart:

LAMBDA 45Mb per m²

		Width (final printed size in mm)														
		100	200	300	400	500	600	700	800	900	1000	1100	1200	1300	1400	1500
Height (final printed size in mm)	100	0.5	0.9	1.4	1.8	2.3	2.7	3.2	3.6	4.1	4.5	5	5.4	5.85	6.3	6.75
	200	0.9	1.8	2.7	3.6	4.5	5.4	6.3	7.2	8.1	9	9.9	10.8	11.7	12.6	13.5
	300	1.4	2.7	4.1	5.4	6.8	8.1	9.5	10.8	12.2	13.5	14.9	16.2	17.6	18.9	20.25
	400	1.8	3.6	5.4	7.2	9	10.8	12.6	14.4	16.2	18	19.8	21.6	23.4	25.2	27
	500	2.3	4.5	6.8	9	11.3	13.5	15.8	18	20.3	22.5	24.8	27	29.3	31.5	33.8
	600	2.7	5.4	8.1	10.8	13.5	16.2	18.9	21.6	24.3	27	29.7	32.4	35.1	37.8	40.5
	700	3.2	6.3	9.5	12.6	15.8	18.9	22.1	25.2	28.4	31.5	34.7	37.8	41	44.1	47.3
	800	3.6	7.2	10.8	14.4	18	21.6	25.2	28.8	32.4	36	39.6	43.2	46.8	50.4	54
	900	4.1	8.1	12.2	16.2	20.3	24.3	28.4	32.4	36.5	40.5	44.5	48.6	52.7	56.7	60.8
	1000	4.5	9	13.5	18	22.5	27	31.5	36	40.5	45	49.5	54	58.5	63	67.5
	1100	5	9.9	14.9	19.8	24.8	29.7	34.7	39.6	44.6	49.5	54.5	59.4	64.4	69.3	74.3
	1200	5.4	10.8	16.2	21.6	27	32.4	37.8	43.2	48.6	54	59.4	64.8	70.2	75.6	81
	1300	5.9	11.7	17.6	23.4	29.3	35.1	41	46.8	52.7	58.5	64.4	70.2	76.1	81.9	87.8
	1400	6.3	12.6	18.9	25.2	31.5	37.8	44.1	50.4	56.7	63	69.3	75.6	81.9	88.2	94.5
	1500	6.8	13.5	20.3	27	33.8	40.5	47.3	54	60.8	67.5	74.3	81	87.8	94.5	101.3
	1600	7.2	14.4	21.6	28.8	36	43.2	50.4	57.6	64.8	72	79.2	86.4	93.6	100.8	108
	1700	7.7	15.3	23	30.6	38.3	45.9	53.6	61.2	68.9	76.5	84.2	91.8	99.5	107.1	114.8
	1800	8.1	16.2	24.3	32.4	40.5	48.6	56.7	64.8	72.9	81	89.1	97.2	105.3	113.4	121.5
	1900	8.6	17.1	25.7	34.2	42.8	51.3	59.9	68.4	77	85.5	94.1	102.6	111.2	119.7	128.3
	2000	9	18	27	36	45	54	63	72	81	90	99	108	117	126	135
2100	9.5	18.9	28.4	37.8	47.3	56.7	66.2	75.6	85.1	94.5	104	113.4	122.9	132.3	141.8	
2200	9.9	19.8	29.7	39.6	49.5	59.4	69.3	79.2	89.1	99	108.9	118.8	128.7	138.6	148.5	
2300	10.4	20.7	31.1	41.4	51.8	62.1	72.5	82.8	93.2	103.5	113.9	124.2	134.6	144.9	155.3	
2400	10.8	21.6	32.4	43.2	54	64.8	75.6	86.4	97.2	108	118.8	129.6	140.4	151.2	162	
2500	11.3	22.5	33.8	45	56.3	67.5	78.8	90	101.3	112.5	123.8	135	146.3	157.5	168.8	

Approximate file size in Megabytes (Mb)

EQUATION: width in metres x height in metres x 45Mb per m² = File size in Mb
(at full printed size) (at full printed size)

Example : for a print 750mm x 436mm
 0.750(m) x 0.436(m) x 45(Mb per m²) = 14.7Mb



File Saving Guidelines - Inkjet Prints

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- 2 Supply all original files along with any imported scans, logos, fonts etc.
- 3 Where possible import LZW Compressed TIFF files. If importing EPS files use 'single file' EPS files. Do not use DCS separation. Do not use JPEG files.
- 4 Do not use TrueType fonts and where possible avoid Multiple Master fonts.
- 5 Always supply an up-to-date colour print with all files, fully marked up with sizes, scales, fonts, software used and any other relevant information. Please work to whole scales i.e. 1:4, 1:10 etc.
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- Adobe Photoshop - Supply CMYK TIFF files where possible. Remove any spare channels and flatten layers. If you have to use EPS files i.e. if using clipping paths please use 'single file' EPS rather than DCS separated. In the EPS saving dialogue box select '8-bit Macintosh preview' and 'binary encoding'.

Scanned files:

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Please refer to page 1/6 for details on where and how to send us the finished artwork.

File Size Chart:

INKJET 30Mb per m²

		Width (final printed size in mm)														
		100	200	300	400	500	600	700	800	900	1000	1100	1200	1300	1400	1500
Height (final printed size in mm)	100	0.3	0.6	0.9	1.2	1.5	1.8	2.1	2.4	2.7	3.0	3.3	3.6	3.9	4.2	4.5
	200	0.6	1.2	1.8	2.4	3.0	3.6	4.2	4.8	5.4	6.0	6.6	7.2	7.8	8.4	9.0
	300	0.9	1.8	2.7	3.6	4.5	5.4	6.3	7.2	8.1	9.0	9.9	10.8	11.7	12.6	13.5
	400	1.2	2.4	3.6	4.8	6.0	7.2	8.4	9.6	10.8	12	13.2	14.4	15.6	16.8	18
	500	1.5	3.0	4.5	6.0	7.5	9.0	10.5	12	13.5	15	16.5	18	19.5	21	22.5
	600	1.8	3.6	5.4	7.2	9.0	10.8	12.6	14.4	16.2	18	19.8	21.6	23.4	25.2	27
	700	2.1	4.2	6.3	8.4	10.5	12.6	14.7	16.8	18.9	21	23.1	25.2	27.3	29.4	31.5
	800	2.1	4.8	7.2	9.6	12	14.4	16.8	19.2	21.6	24	26.4	28.8	31.2	33.6	36
	900	2.7	5.4	8.1	10.8	13.5	16.2	18.9	21.6	24.3	27	29.7	32.4	35.1	37.8	40.5
	1000	3.0	6.0	9.0	12	15	18	21	24	27	30	33	36	39	42	45
	1100	3.3	6.6	9.9	13.2	16.5	19.8	23.1	26.4	29.7	33	36.3	39.6	42.9	46.2	49.5
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	1500	4.5	9.0	13.5	18	22.5	27	31.5	36	40.5	45	49.5	54	58.5	63	67.5
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	1900	5.7	11.4	17.1	22.8	28.5	34.2	39.9	45.6	51.3	57	62.7	68.4	74.1	79.8	85.5
	2000	6.0	12.0	18.0	24	30	36	42	48	54	60	66	72	78	84	90
	2100	6.3	12.6	18.9	25.2	31.5	37.8	44.1	50.4	56.7	63	69.3	75.6	81.9	88.2	94.5
	2200	6.6	13.2	19.8	26.4	33	39.6	46.2	52.8	59.4	66	72.6	79.2	85.8	92.4	99
	2300	6.9	13.9	20.7	27.8	34.5	41.4	48.3	55.2	62.1	69	75.9	82.8	89.7	96.6	103.5
	2400	7.2	14.4	21.6	28.8	36	43.2	50.4	57.6	64.8	72	79.2	86.4	93.6	100.8	108
	2500	7.5	15	22.5	30	37.5	45	52.5	60	67.5	75	82.5	90	97.5	105	112.5

Approximate file size in Megabytes (Mb)

EQUATION: width in metres x height in metres x 30Mb per m² = File size in Mb
(at full printed size) (at full printed size)

Example : for a print 750mm x 436mm
 0.750(m) x 0.436(m) x 30(Mb per m²) = 9.8Mb