

## PRODUCT SHOWCASE BOX

### PRINTING SPECIFICATIONS



## 1. COMPONENTS

### 1.1 PRODUCT SHOWCASE BOX

Size : 240mm high x 180mm wide x 70mm deep  
Weight of the final unit : less than 400g.

The product on display must be empty to reduce weight.

“Display – Not for Sale” sticker must be placed on each product on display.

## 2. PRINTING METHODS

### 2.1 LITHO PRINTING

Material : 250 gsm coated art in matt or gloss.  
Colour : 4-colour CMYK palette.

Finish : Laminated gloss or matt film.  
Substrate : See 2.4 for spec.

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## 2.2 DIGITAL PRINTING – OPTION A (ONTO SELF-ADHESIVE VINYL)

Vinyl : 80-100 micron permanent white vinyl.  
Colour : 4-colour CMYK palette.  
Substrate : See 2.4 for spec.

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## 2.3 DIGITAL PRINTING – OPTION B (DIRECTLY ONTO SUBSTRATE WITH UV INK)

Colour : 4-colour CMYK palette.  
Substrate : See 2.4 for spec.

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## 2.4 SUBSTRATE / INNER BOARD

Aisle : 290gsm White Cardboard.  
Fridge : 290gsm White Cardboard with extra layer of permanent vinyl on inside of the box to prevent moist absorbents.

# 3. ARTWORK REQUIREMENTS

## TIMELINE

All artwork is required to be at Rainmaker Media 4 weeks prior to the start date of the campaign.

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## RETAILER NAMES

Only the relevant retailer name, i.e. the name of the retailer in whose store(s) the artwork/media is to be used, is allowed to appear on the artwork/media. Please note that NO other retailer names may be used.

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## DISCLAIMER ON ARTWORK

If more than one product is showcased on the artwork, a disclaimer needs to be added to ensure that the media installation takes place successfully should one or more of the variants on the media not be in-store. At least one of the advertised products must be stocked. The Rainmaker Media recommended disclaimer is “Selected stores have limited range”.

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## **INSTALLATION LOCATION**

The unit must be installed as close as possible to the displayed products. Media can be also placed in a complementary area. All media in a complementary area requires a “find me” statement for customers to be able to locate the advertised products in store. Contact Rainmaker Media sales representatives for acceptable terms of use, i.e. “Find me in the medicine aisle”.

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## **SCALING**

Please do not scale artwork. You should always supply artwork at 100% scale.

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## **MIRROR IMAGE**

This media has multiple display areas. Artwork must be provided for the front, back, top and all sides.

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## **COLOUR PALETTES**

All artwork should be supplied in CMYK palette. If you require spot colours to be printed please communicate to sales representative and supply artwork including all the correct spot colours.

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## **FONTS**

Convert all fonts to curves/outlines when sending artwork. If it is not possible to send files with text that has been converted, then please include all Post Script fonts that are used in the layout when submitting your file.

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## **BLEED AND DIE CUTTING**

To ensure a borderless print, allow for at least a 5mm bleed all around. If die-cut is indicated on the artwork, please ensure that it set on over-print option. Alternatively, please supply die-cut in separate page/document. Please note that the line will not be in the image, it will only be used to create the die.

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## **FILE FORMATS**

PDF (1.4 compatibility) is the format of choice.

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## SECURITY AND LOGISTICS

All media within the Retailer group of stores have to be identified with a PIN number. The PIN number is always in colour and is available to third party upon request. The PIN number identifying and confirming the legality of the campaign.

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## COLOUR PROOFS

To ensure consistency in the final printing run, two colour proofs must be supplied with the artwork. By providing this proof, we can produce the product that you want more accurately.

## 4. PRINTING REQUIREMENTS

- Please note that silk screening is not allowed as print method. All material must be litho or digitally printed.
- All printed material must have a resolution of at least 300 dpi.
- The Rainmaker Media PIN number must be clearly indicated on all printed sides of the media type
- Correx substrate or similar fluted plastic material may not be used.
- When used in or near a fridge, careful consideration should be given to the material being used during the manufacturing.
- All media that is printed with UV ink requires separators (e.g. wax sheets) between each unit to prevent prints from sticking to each other during transport.

FOR MORE INFO AND DETAILS PLEASE VISIT [www.rainmakermedia.co.za](http://www.rainmakermedia.co.za)