

SHELF TRAY

PRINTING SPECIFICATIONS



1. COMPONENTS

1.1 SHELF TRAY

Size : product forward share width +8mm x 400mm depth x 30mm height

2. PRINTING METHODS

2.1 DIGITAL PRINTING

Vinyl : 80-100 micron permanent white vinyl.

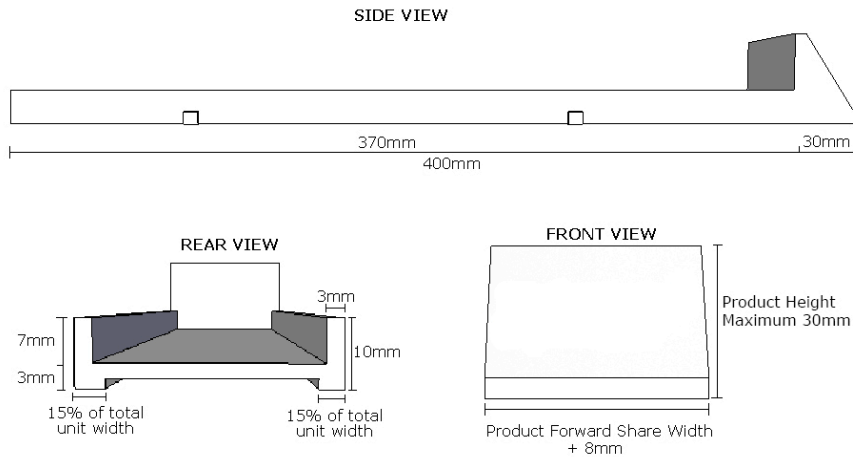
Colour : 4-colour CMYK palette.

Substrate : See 2.2 for spec.

2.2 TRAY SUBSTRATE

Material : Makrolon 2807 or Bayblent T65. Any other materials must first be approved by Rainmaker Media before the units are made up.

Tolerances : Injection Moulding $\pm 1\%$. Any other processes and/or tolerances must first be approved by Rainmaker Media.



3. ARTWORK REQUIREMENTS

TIMELINE

All artwork is required to be at Rainmaker Media 6 weeks prior to the start date of the campaign.

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.

SCALING

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

MIRROR IMAGE

This media is a single-sided display, no mirror image required

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.

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.

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.

FILE FORMATS

PDF (1.4 compatibility) is the format of choice.

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.

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.
- Cardboard may not be used for media being placed in or near a fridge or freezer.
- 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