

TILL CATCHER

PRINTING SPECIFICATIONS



1. COMPONENTS

1.1 TILL CATCHER

Size : 300mm wide x 300mm high

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.

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.

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

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

2.4 SUBSTRATE / INNER BOARD

Aisle - Cardboard	:	880gsm White Cardboard (1.5mm thickness).
Fridge – Hard Plastic	:	White Water Resistant Foamboard - 2mm (minimum) to 3mm (maximum) thickness.
Foamboard Type	:	Palfoam (Palram)

3. ARTWORK REQUIREMENTS

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.

rainmaker MEDIA AB0000-0-000000

rainmaker MEDIA AB0000-0-000000

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.
- 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.
- The thickness of the board is critical as the card is sandwiched between the clamps of the bracket that attaches the media on the shelving. If the board is too thick the media cannot be inserted into the shelf clamp and if it is too thin it will not provide sufficient rigidity.

FOR MORE INFO AND DETAILS PLEASE VISIT www.rainmakermedia.co.za