

Technical Information

Stock Programmes:

Our Artroom is Apple Macintosh based and we can usually open most Mac and PC file formats. We always carry the latest versions of the most popular applications. When supplying files to us please try to follow these guidelines:

Adobe Photoshop:	Files should be supplied to final print size at a resolution of 300 dpi (see notes on bitmap image files further on). Please keep the artwork in layers, do not flatten it.
Adobe Illustrator:	Any text should be converted to (vector) paths, if not then fonts should be supplied.
QuarkXPress:	Please ensure that you supply all source image files and fonts used in the document.
Adobe Acrobat Pro (PDF):	Any embedded bitmap files should be of a high enough resolution to print and fonts should be supplied for any text that has not been converted to paths.

CorelDraw files should ideally be exported as EPS or Adobe Illustrator files.

Please include all instructions with your artwork, including the final image size requirement, pantone references of the colours that you want print and the colour(s) of the garments to be printed.

We also offer a full artwork, design and typesetting service.

File Delivery/Media Formats:

3.5" Floppy Disk

100Mb & 250Mb Zip Disk

CD

DVD

Email attachment

Creating and supplying your artwork the correct way will improve the quality of your prints:

Vector Graphic Files:

Vector graphics are files created in programs such as Adobe Illustrator, Freehand and CorelDraw (and saved in formats such as AI, FH, CDR, PDF & EPS). These files are 'resolution-independent' and can be scaled to any size without losing quality (unless they have bitmap images embedded in them, then the following also applies).

Bitmap Image Files:

Bitmap image files (photographs and images created in Photoshop, PaintShop Pro etc. and saved in file formats such as JPEG, TIFF, PSD, & EPS) are 'resolution-dependent' and should ideally have a resolution of no less than 300dpi at the size they are being printed. Enlarging a bitmap file beyond it's intended resolution will mean that the image will appear 'jagged' and of poor quality.



Vector Graphic shown at 300% size



150 dpi Bitmap Image shown at 300% size

Maximum Print Areas:

- Adult: 35cm wide x 40cm deep (depth of print is dictated by size of garment)
- Kids & Ladies skinny-fits: 24cm wide x 40cm deep (depth of print is dictated by size of garment)
- Short Sleeves: 8cm wide x 8cm deep
- Long Sleeves: 8cm wide x 40cm long
- Bags, etc.: We will advise on sight of item.

These are the maximum mechanical limitations of the printing machines. But also bear in mind that the smaller the garment, the smaller the print area!

Textile Screenprint Processes

Four Colour Process:

Four-colour process work is a photorealistic image that is printed with the colours of cyan, magenta, yellow and black (CMYK), usually onto white garments. Although this is a good 'catch-all' method, it is impossible for just four colours of ink to reproduce the millions of colours that may be in a design. Therefore, important design colours (such as specific pantone colours) that cannot be reproduced are often printed as additional spot colours. CMYK images can sometimes be printed onto light coloured or pastel shirts, but an additional white ink may also need to be printed.

Simulated Process:

The term 'simulated process' means an image that is photorealistic but does not use CMYK. Simulated process colours are generally made up of specific spot colors that are halftoned and blended together. From a distance they look like process colour but upon examination are not CMYK.

Simulated process applies mainly to black and coloured shirts, although it can also be applied to images on light shirts as well. The beauty of simulated process colour images is that they look vibrant on black shirts because they are printed with opaque inks. Simulated process prints are generally at least six colours and if going on a dark shirt almost always need an 'underbase' white in addition to the main colours.

Spot Colours:

Spot colour printing is simply the printing of pantone or matched colours as solids or tints onto either white or coloured shirts. Again, if printing onto a dark shirt you almost always need an 'underbase' white in addition to the main colours. This method gives very effective results.

Speciality Inks:

A variety of speciality inks are available, although there are limitations to their use. Metallic colours such as gold and silver print well and can be blended with other colours to create 'metallic sheen' effects. Various glitters are available and these work well with 'chunky' images but not at all with tonework and fine linework. Other inks such as fluorescent (glow-in-the-dark), day-glo colours, UV, suede, rubberised and puff raised effects can be utilised but it is a good idea to discuss your requirements with us in order to get the best results from your designs.