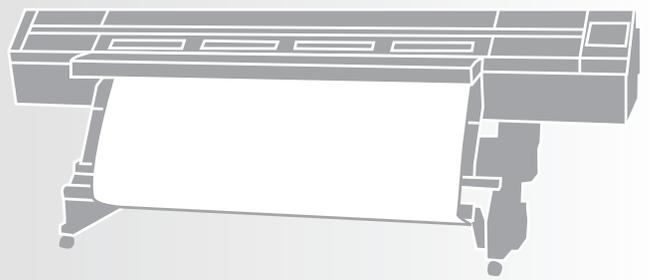


PRINTING

Going Beyond 8.5” x 11”



What is so special about printing?

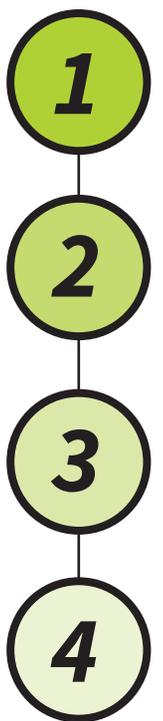
Have you ever hit “print” on your computer and had nothing happen? Gone over to your printer and reloaded the paper & and shook your toner until your arms went numb? Turned it on and off only to see a blinking red light that indicates nothing?

Imagine a printer 10 times that size, with 10 times the buttons and lights.

Running a large format printer requires patience, maintenance and expertise. Our print technicians ensure that your final printed display matches your supplied artwork. Read on to find out how!

Our Printing Process

Once you’ve approve the PDF e-proof from our art department, we **preflight** your file. Preflighting means removing all notes on the file, adjusting the colours for print and putting on the proper crop marks. The file is then transfered to our **rip station**. The rip station is a seperate computer in our print room used only for processing large format files. On the rip station, we have software that is used to convert the file into a raster format that the printer can recognize. We can set the scale, adjust colours and choose different media profiles using this software. Once the file has been processed, a small **print proof** is sent to the appropriate printer. The print proof is used to compare the printed product to the original artwork file and make sure that they match. We also use the print proof as a colour test if any **colour matching** is needed. Once the color matching is complete, the large format file is sent to the printer and closely monitored until it is finished printing.



Understanding Ink

There are many different large format printing devices with many different ink systems all designed for different print media. Selecting the right combination will determine the quality and durability of your finished graphics. Exhibitree uses various types of printers and ink systems to match the event quality materials we use to make your tradeshow graphics. Our inks are specifically designed to provide vibrant colour and remain flexible for handling and packing. Because lamination is so important for event quality graphics our inks are also selected to remain permanently bonded to our media in order to avoid separation and peeling after lamination. If you have any questions or would like to see samples of our inks and media, please just give us a call!



GIVE US A CALL

For More Information - 604 940 8110