

This specification sheet covers all aspects of our custom printed car air fresheners, including artwork requirements, material specifications, and the limits of the products itself. This specification guide will be downloadable from our website, and updated as required.

1.0 Artwork Guide

1.1: All artwork used for custom printed car air fresheners should be 300dpi or vector. We can still print artwork that does not meet these requirements, however we cannot guarantee the best outcome in terms of print quality. We will redraw all artwork in vector format where possible. This artwork will be kept by use for the entire duration of our service to you. It can be purchased at any time for a one time fee of £30.00

1.2: Our machinery allows us to cut many unique shapes, however there are specific limitations. We cannot cut acute angles, or asymmetrical designs. We also advise against cutouts that have a number of direction changes in a small area.

1.3: All of our custom printed air fresheners are printed in 4 colour CMYK on a bleached white board. We advise against designs with a white background. This is due to the colour of the fragrance oils remaining on the board once the fragrance itself begins to evaporate. This may also occur with other pale or light colours.

1.4: We advise against printing borders that follow the shape of the air freshener. A discrepancy as small as 0.25mm in the duplex print alignment can be visbly noticed. Although our products still pass through quality control measures. We cannot guarantee perfect cuts every time when borders are included in the design. This also includes text borders, but the results are considerably better when text is used.

2.0 Material Specification

Max air freshener size (at prices displayed on our website): **80mm x 74mm**

Air freshener thickness: **Approx 1.2mm**

Thread length (before it is tied): **250mm**

Thread diameter: **1.5mm (rounded)**

Bag Size: **100mm x 150mm**

Weight: **Approx 9g**

Absorbption Rate: **Approx 918g/m2**