

ProLux

Holiday Cards



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Technical Data Sheet

Robin Imaging offers two ways for you to produce your own Holiday card. All Holiday cards come complete with envelopes

Using Templates

We have preset 4"x8" holiday templates. All you have to do is select a template, provide the copy (up to 3 lines with 30 characters per line), and give us an image. We take care of the rest.

Template samples are available at our front counter or at www.RobinImaging.com.

Originals can be from:

- 35mm or 120
- Color neg., B&W neg. or transparency
- Digital camera cards
- Color print 8x10 or smaller (additional charge)
- Tiff file (PC Format) – less than 18 MB
- J-peg file (PC Format) – less than 18 MB

Cards from Digital Files

If you would like to create your card from scratch we offer two sizes – 4"x8" and 5"x7".

When setting your file up please keep in mind there is about a 2% crop (approximately 1/16" on each side). Be sure to leave this extra space to avoid critical elements from getting cropped or too close to the edge.

Raster Files

Files should be saved as TIFF RGB, J-Peg, or BMP and should be no larger than 18 MB. There is a \$0.20 per MB charge for files over 18 MB. Do not use compression

B&W images must be saved as TIFF RGB. Grayscale will not work. If desired you can request that color images be printed as B&W. We offer B&W in warm tone, cool tone, and Sepia.

PhotoShop files must be flattened. All layers and masks must be removed.

Mac users: be sure to save files in IBM format. There is an additional charge if we have to convert files.

Images should be saved at 100% of print size. If you set the DPI at 200 the file size should be just about the optimum size. Make sure the image is proportional to the print size. If not it will cause part of the image to be cropped off. To get larger white borders increase the canvas size and fill it with white.

Unless your monitor is calibrated and a profile for the intended source applied, you cannot assume the output will match your monitor. To check your images probe the neutral colors to make sure they are neutral. Also, check your white and black points. Suggested values are 245, 245, 245 for white and 5, 5, 5 for black. If your gray values are neutral in your file, your overall color should be pretty good. For more information on monitor calibration see Robin Technical Data Sheet TDS009 "Color Calibration."

Scans

Before you spend a lot of time putting a file together, make sure your scan is of the proper quality. There are many variables that affect the color and overall quality of a scan. These variables can make it difficult to match the original. Unless your monitor is calibrated to the output device, you cannot accurately judge the color when viewing your monitor. If the quality of your output is critical and you are not sure about the quality of your scans we can provide you with scans of known quality. As long as you don't change the color, density, or contrast, your output color should be as close to the original as can be achieved.

Scans should be done in RGB and remain in RGB. Scans done in CMYK for 4-color printing often do not convert well to RGB for digital photo output.

Most scans need some sharpening, but avoid over sharpening. If you go too far it will cause artifacts, posterization, blocking up of highlights and shadows, and halo effects. Once these are present they cannot be removed.

Vector Files

When setting up your file it is extremely important to make sure your page size matches our standard print size. If the proportions are off it will cause the image to be cropped. ProLux does not have the option of making larger borders on two sides to avoid cropping.

Include only the files that are needed in the production of your job. Documents should be saved as .doc file, not .eps. Make sure that all files inserted into the document have been updated and use the last saved file. Photoshop files should be saved as .eps or .tif files.

ProLux RIP

All Vector files must be RIPed to a raster file before they can be printed. Our ProLux RIP is a budget priced RIP. **To receive this special rate files must be prepared correctly, kept relatively simple, and a completed Digital File Submission Form must be enclosed.** Be sure to include all imports in the same folder with the file and mark on your tag the file name of the document to be printed.

The total file size must not exceed 24 MB. Extremely complex or poorly prepared files will require more time and cost considerably more.

ProLux RIP prices include only a minimal Preflight check. It is up to the person preparing the file to make sure the file is set up properly.

To achieve smooth blends use the blend tool rather than gradient. Gradient fills will increase RIP times and increase banding. For best results double click on the blend tool and set in on 1000 steps.

Fonts

To avoid problems with fonts, most programs allow you to create outlines from fonts, transforming them to objects. If the program you are using does not allow this conversion then you must supply the printer and screen fonts that are used in the documents.

Please note that small type on ProLux prints reproduces somewhat soft. If you have small type and need it to be as sharp as possible we recommend that you go with our premium quality LightJet prints.

Spot Color Matching and Pantone Colors

We do not offer critical color matching on ProLux prints. However, if your file is set up correctly, our color management system should yield results that are reasonably close.

Since Pantone colors are actually ink mixes for printers to use on a 4-color press, they will reproduce somewhat different using RGB and photographic emulsions. Robin uses a calibrated color management system that will minimize the difference, but due to the nature of the two mediums they can never be identical.

If you have chosen Pantone colors for type or logos, make sure you have not made changes in the CMYK values of those colors. If you change the values our color matching system will not recognize them as PMS colors and will not correct them.

Preflight

ProLux RIP prices include only a minimal Preflight check. To avoid costly mistakes and possible production delays, please make sure all elements of your file are included and saved in the proper formats. We highly recommend the use of programs such as Markzware FlightCheck Collect. This program will collect all the elements and fonts necessary to produce the job, put them in a folder, and print out a report to go with the job. There is a link to Markzware on the Robin website.

If you need more services than the ProLux RIP offers, Robin offers more complete services. See price schedule for additional items.

Internet File Transfers

Files over 3 MB do not transfer well as e-mail attachments. If you wish to send us a file through the Internet, go to our website, www.RobinImaging.com. On the site there are instructions on how to send files using FTP. When you send files, be sure to fax us a Digital File Submission Form at 381-3686.

Additional Services

Preflight – \$15.00 per file
RIP time over 10 minutes – \$1.25 per minute
Full Service RIP – \$35.00
Oversize raster files – \$0.20 per MB over 18 MB
Decompress – \$15.00 per folder
Convert Mac to PC – \$2.00 per file