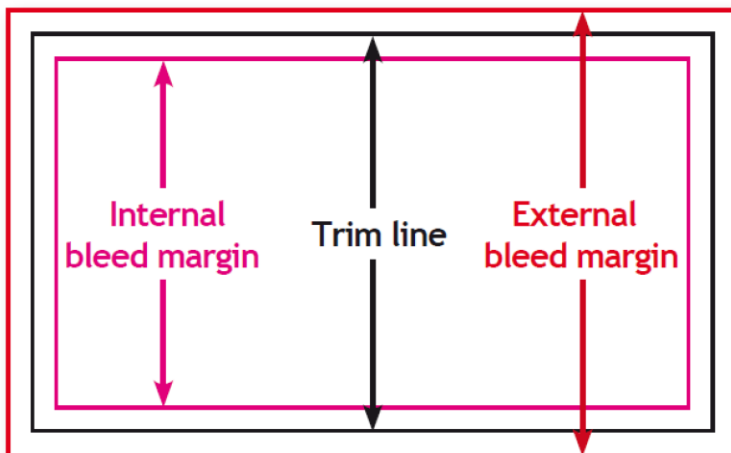## UNDERSTANDING BLEED:

IMPORTANT: You need to carefully follow these instructions when preparing your artwork.Failure to do so may result in artwork incorrectly prepared for print.

If you are supplying press ready artwork you need to understand how to set your bleed up correctly.

This example has been shown with internal and external bleed margins to help you correctly prepare your artwork.

Scope: Business card,flyers,poster,bouchers,booklets,images,etc;

The **red size** is the external bleed margin. All background images,colours, patterns and artwork elements which extend to the trim edge must also extend to the external bleed margin.Normal is extend 3mm on each side than the finished size.

The **black size** is the trim edge also is call finished size. This is the line along which your printing will be trimmed.

The **magenta size** is the internal bleed margin also call safe line. All text, logos and important graphics must be kept within the internal bleed margin.Any text or images that extend beyond the internal bleed margin risk being trimmed off during finishing. Normal at least 5mm from the trim edge to avoid any uneven borders.

Please note: We recommend all images should be set to 300 dpi. Images with a resolution of less than 250dpi may appear pixilated, blocky or blurry when printed even if they appear clear and sharp on screen.

Colour Mode

Our print machines are specifically made to print using the CMYK colour mode. Make sure your design is in CMYK for best results.

Please see the artwork do's and don't's

Internal bleed

Make sure all your text and logos are within the internal bleed margin, otherwise they may be trimmed off.

External bleed

Make sure all backgrounds/elements that meet the trim edge extend to the edge of the external bleed line so you won't have any white edges.

Artwork Size

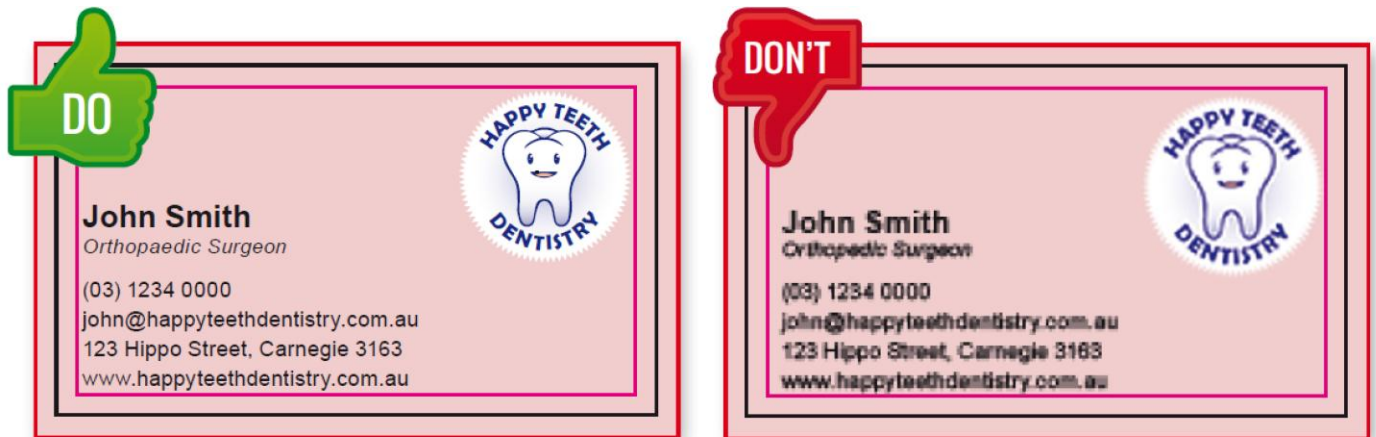Make sure your design is the right size or it may be automatically resized which may distort your artwork.

Border width

Make sure all borders are at least 3mm from the trim edge to avoid any uneven borders.

Image Resolution

Make sure all images andrasterized text are 300dpi when placed at 100% so they won't look blurry or pixilated when printed.

Some Special Requirement for inkject product:

Pull up banner

In addition to general requirements, we also need the design file should be at least 50mm more than the height of the finished file at the bottom (the picture is inside the base) , for example 850*1800mm finished picture, The height should be 1850mm);

Oneway vison or windows vinal image;

In addition to general requirements, we also need the design file should be at least 10mm overlap in the place where the screen overlaps;