

Case to Counter

Setup Information and File Tips

The Case to Counter converts from a durable case to a distinctive counter with table top. Unlike similar products, this unit looks like it was intended to be used as a counter instead of an afterthought.

The wrap around panel is printed on durable Lexan and quickly attaches to the front of the expanded counter.

Setup

Design your graphic 71.625" wide x 36.25" tall. Add 1/8" bleed on all sides.

Value Series Counter

Setup Information and File Tips

The Value Series Counter offers a great look at a lower price point. It features a heavy brown plastic top.

Setup

Design your graphic 37" tall x 78" wide. Add 1/8" bleed on all sides.

For best results, avoid placing text or logos in the bottom 12" of the design as this is close to the floor and hard to see.

SUPPORT FILES

Save your file as a press ready pdf for printing

We suggest sending a press ready pdf to print your order. Be sure to include crop marks and the required bleed. This avoids the need to send fonts and support files. If sending a native file, please include all image and graphic files.

Never use images that you found on a web page.

Web images may look great on the screen, but will not print like they appear. It is better to leave off a logo or photo altogether rather than paste one from a web page.

Never “up res” your image as this may cause undesired softness or blurring.

If you are ordering a large format poster or banner, be sure to use a high resolution graphic that will not lose quality when enlarged. Opening a graphic into Photoshop and increasing the size or dpi will typically result in a poor quality image when printed. Better yet, use a vector graphic that is designed for printing at any size. Remember, if it looks bad when small, it will look worse when printed large.

COLOR FORMAT

Convert all your graphics from RGB to CMYK

Your images may print off color or with inaccurate color if you neglect to convert images. Since your monitor is RGB, RGB images look great on screen, but they will look washed out and off color when printed on a CMYK printer or plotter.

Solid or spot colors should be Pantone (PMS) coated

Do not convert solid colors to CMYK as this can change their color value. We suggest referring to a current Pantone color to accurately choose and confirm your color. Never rely on your screen image for color.

A note about color accuracy

Our presses are calibrated to produce the most accurate color possible. Please do not use your own printer or monitor as a guide to color accuracy. Since we print using CMYK inks, spot colors may print differently than their PMS equivalent. If you are concerned about color accuracy, request and allow enough time to request a proof before printing your order.

HELPFUL INFORMATION

What is “Bleed”?

Bleed refers to extending your background so white space does not show.

Please contact us if you have any questions. Thank you for your order!