

# E Book FAQs

**LARGE FORMAT PRINTING**

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Large Format Digital Printing



## Large Format Printing & Solutions

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## Large Format Printing & Solutions

ICL Imaging understands the complexities of large format printing and we'd like to help you understand them, too. To that end, we have created an FAQ guide to help you learn from our experience.

We have grouped questions into categories to make your life easier. This FAQ is part of an ICL Imaging series that will continue to evolve and have you – the customer –in mind, with helpful tips and answers to the challenges of the ever-changing large format printing industry.

You will be able to stay up-to-date with the latest trends here.

### **Large Format Printing FAQ's**

#### **General Questions**

1. What type of Large Format Printing services do you offer?
  - Trade show graphics, banners, posters, window displays, POP displays, building wraps, outdoor signage, vehicle graphics, fabric graphics, museum graphics, backlit displays, retail signage, vehicle wraps, custom wallpaper, movie set backdrops, wall and floor graphics
2. Do you offer the necessary installation services as well?
  - We act as the general contractor, contracting and overseeing your installation projects. We have a national list of qualified installers from coast to coast. Our installation projects range from corporate lobbies to airports.
3. How can large format printing help promote my business?
  - Large format printed products are flexible enough to be placed almost anywhere, which can increase your target audience.
  - The larger the image, the greater the chance that customers will see and remember your product and/or services.
  - Vinyl banners can really draw a customer's attention to your products. They are easy to clean and durable enough to be left outside.
  - Large printed materials are great for entrance halls/reception areas of your buildings, where your potential clients can easily view them and be attracted.



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### Job Specific Questions

1. What is your standard turnaround time for a large format-printing project?
  - Lead times can vary depending on pre-production services needed, the size of the order and what other jobs are running in house at the time. Generally speaking, however, proofs can be generated from a print ready file in 24 hours. Once the proof is approved, most jobs are completed within 2-3 days.
2. Do you offer Priority Services and at what additional charge?
  - Yes, priority services are for those jobs that are needed in less time. To accommodate these expedited jobs, there is usually overtime involved and the rescheduling of other jobs. Because of this, additional charges are required.
3. What are the maximum sizes you can print on?
  - Maximum sizes vary due to the width of the material available and what the output device can accommodate. Our output devices can accommodate roll widths from 50 to 194 inches. The print area in most cases is generally 2 inches less than the width of the material.
  - We can print photographic materials up to 50 inches wide and we can print vinyl up to 192 inches wide.

*For a list of sizes on our individual output devices, please click on our Services tab and then click on Equipment List.*

4. Do you have waterproof material that can be printed on?
  - Yes
5. Do you offer dye sublimation printing?
  - Yes- For fabric banners, our dye-sublimation process is fade resistant and color fast.
6. Do you offer in-house finishing capabilities like hemming, pole pockets, seam matching, and mounting?
  - Yes we do. Our in-house stitching department finishes all of our fabric graphics. They can provide you with hemming, pole pockets, seam matching and fitting to tension fabric structures.
  - We can also mount and laminate your graphics, provide cut-outs, shapes and radius corners.
7. Can you provide me with the fulfillment services (sorting, packaging) for my orders?



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- Yes we can. Sorting, kitting and packaging are something we do every day. We can bulk ship to your distribution center or custom ship to your mailing list.
8. Can I get a proof before final printing, and is the proof done on the end product material?
- Yes. All of our proofs are printed on the final output device and material that will be used to produce your end product.
9. What is your largest substrate offered?
- The largest standard substrates we offer are 60 x 120 inches; ultraboard, clear acrylic, gatorfoam, komotex, clear polycarb, coroplast.

### **Large Format Printing File Preparation**

1. What size file do I need for printing?
- This will depend on the output device being used and how large your image is being printed.
  - Generally speaking, 100 dpi at final size is a good resolution for any output device. This in turn dictates the file size of any raster data.
2. How do I send you my file? (What program should I use?)
- You can use our File Transporter on our website: <https://transporter.icl-imaging.com/dropbox/upload>
  - You may send us your files on a CD or flash drive. Files may also be emailed, provided they are less than 5 MB in size.
3. Can you print from a PDF?
- Yes we can. If certain elements within the PDF file need manipulating for color enhancement or image manipulation - we cannot do that. Only global color corrections can be made to a pdf file.
  - If color matching is required and pantone named spot colors are defined within the PDF files, we can control the color manipulation using spot color replacement technology built into our rip.

### **Color and Resolution**

1. What color space should I be working in? (RGB or CMYK)
- You may work in either RGB or CMYK. We will convert your files into our color space according to the output device being used.



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2. What should the DPI be?
  - 100 DPI at final size.
3. What is the resolution of your printing devices?
  - From 350 dpi to true photographic resolution.

*For a list of resolutions on our individual output devices, please click on our Services tab and then click on Equipment List*

### **Care and Maintenance**

1. How long will a large format print last before fading?
  - This depends on a number of variables. Direct sunlight is the cause of most fading. Fading can be minimized by using certain inks and laminates and by positioning the graphic, when possible, out of direct sunlight.
  - Warm colors are the first to fade, so you will notice reds, oranges and yellows fading faster than blue and greens. Fading is a very slow process. It may take years before you notice any significant fading.
2. Can you over lamine prints with a UV protective film?
  - If fading is a concern for you, have your prints over-laminated with a UV protective film.
3. Can fabric graphics be cleaned?
  - Yes. Our dye-sub fabric graphics are color fast and fade resistant. You can wash them on the gentle cycle in warm water. Tumble on low heat or hang up to let dry. Iron only on a low setting. Fabric graphics can also be dry cleaned.
4. What is the best way to store my graphics?
  - Store graphics flat whenever possible. Store them in a cool dry place away from heat and moisture. As a last resort, flexible graphics may be rolled and put into tubes no smaller than a 12 inch diameter if flat storage is unavailable.
5. Can I roll my large format graphics?
  - Graphics maybe rolled, but not tightly – especially if laminated. Laminated graphics should not be rolled less than 12 inches in diameter.



## Large Format Printing & Solutions

### Why do Clients Use ICL Imaging?

ICL has over 55 years experience getting it right

Our Account Executives have, on average, over 18 years experience

We have New England's largest selection of printing options

ICL has the widest selection of inventory in the area

We offer seamless printing up to 16 feet wide

ICL runs a 24-hour operation as needed

Our in-house courier service picks up and delivers consistently on-time