RENZE

FILE PREPARATION

SUPPORTED SOFTWARE (MAC or PC)
Adobe Photoshop, Adobe Illustrator, Adobe InDesign

PLEASE DO NOT SEND A PDF FILE FOR OUTPUT *
Adobe Acrobat is not an acceptable file format for production of large format graphics. PDF files can and should be sent **FOR REFERENCE PURPOSES ONLY.** Although PDF files are now used increasingly as a viable output for many print providers, at Renze, this format is not the preferred method for outputting graphics since often it is necessary for us to manipulate the contents of the file. Most importantly we need to have the ability to correct the colors prior to printing. Some of the other common problems associated with a PDF intended for output are:

- Fonts defaulting or disappearing altogether.

- Embedded images/Raster resolution.

- No separated color correction availability.

- * **Renze will have the best opportunity to produce your graphic to our highest standards when you supply us with the original layouts, linked images, and fonts.**

ON YOUR DISK:

- Include layout file(s).

- Include all linked/placed elements.

- Include all fonts used in the document (even if you have sent them to us before). Alternately, you can change all text to outlines. This is especially recommended for files coming from a PC platform.

- Always send a composite printout—call out PMS colors where applicable: please include brochures/photographs/etc. that you want us to use for color matching.

- If you send your files electronically, please include a PDF file of your layout as well as the original layout files and we will use this as your print proof for our reference.

LAYOUT FILES:

- Files should be built proportionate to the output size if not at full size (i.e. 1/4 scale or 1/2 scale etc.).

- Provide 1/4″ of bleed for any file up to 30″ x 40″; 1/2″ of bleed for anything larger than 30″ x 40″; and for a mural provide 1″ of bleed (beyond the document size).

- Create murals on one complete page (do not tile different panels onto different pages).

- If you are working on a PC, please convert all fonts to outlines to avoid any cross-platform issues.

- If you are creating several graphics that are different output sizes please send them as separate documents. Elements of like sizes can be set up as multiple page files.

ROUTER/PLOTTER FILES:

- Any file that will be run through a vinyl plotter or routed on our CNC router will need to have a vector outline created in Illustrator at 100% scale. Our equipment will not process outlines created in any other software. Converting outlines from any other software leaves a greater risk for a mistake in output.

PHOTOGRAPHIC/RASTER ELEMENTS:

- Minimum acceptable resolution is 72 dpi @ size, with a target resolution of 100 dpi @ size. Anything much higher than 150 dpi is overkill.

- If possible, please send EPS or TIFF files. We prefer not to use compressed or jpeg files.

- Always include a layered file when possible. If there are elements that have been excluded from the design, please remove them as opposed to just turning off the layer, this will prevent accidental activation.

- Convert all files to CMYK. You can send us RGB or Monotone/Duotone but we will have to convert the files. In doing so, a color shift may result. By completing the conversion yourself, you will see any possible color shifts on the front end so you don't get unexpected results.

- If you are providing something for us to scan, please try to get the cleanest, most well pre- served and most original photo/transparency/negative possible. An original color transparency with little to no scratching and minimal dust/dirt will get the best results and the bigger the better depending on the output size.

COLORS:

- Please callout any PMS colors used in your document.

- Please note any other material we are to use for color-match.

- Please specify any critical color that is not a PMS color that we need to hit.

- It is not our standard practice to match a color print from a desktop printer, so please note if this is what you want.

NOTE:

- As a courtesy we will look for any obvious spelling errors, or out-of-place elements in your document, but we are not responsible for errors in files that we did not create.

- We will do our best to preflight your file within 48 hours and respond to you if there are any concerns we may have.

FILE DELIVERY
ACCEPTABLE TRANSFER MEDIA

- CD/DVD

- FTP *(see below)

- email—**only send 5 Megs or less**.

FTP INSTRUCTIONS:
Go to **www.renze.com** and click on FTP Login at upper left corner, OR go to
http://upload.renze.com/ (if you don't get there on the 1st try, hit Refresh on your browser).

username: RENZE (all caps)
password: preflight (all lower case)

NOTES:

- This is a secure site so no one but Renze will be able to see or access your files.

- There is a small amount of information to complete so that we are aware of what's being up-loaded. Completing the 5 fields will notify your account representative and expedite the start of your project.

- Instructions are the same for Mac and PC users.

- For best results we recommend collecting all files, fonts, links, etc. into one folder and zipping or stuffing it, as sending individual elements can lead to corruption of files.

- Please be sure to include a .pdf of your graphic for reference, as there will be no hardcopies available to us.

- You will receive an email once your upload is complete.

If you have any questions or problems please contact our Graphics Dept. @ 402-342-1111 or 800-627-9131; John at ext. 114, Steve at ext. 137, or Nate at ext. 125.

Renze 12.16.19

GRAPHIC FILE SERVICES

SCANS:

We utilize desktop and drum scanners depending on the project. Our desktop scanner is sufficient for most display graphics. However, drum scans may be necessary for very large prints that require close-distance viewing. Each hi-res drum scan is $125.00 and each hi-res flatbed scan is $75.00—this includes our time to clean up any "dusties" that may appear from the scanning process, and to replace the low-res scan that may already be in your file.

RETOUCHING, LAYOUT & DESIGN:

Any retouching, photo manipulation, typesetting, layout or design requested is billed at $75.00 per hour—this will be quoted and approved before we begin production.

APPROVAL PROOFS/TEST PRINTS:

Small composite proofs are available for $20.00 each; magnification test strips are available for $50.00 each. These proofs will add at least one (1) day to our production schedule, so please plan accordingly. We can also, at no charge, e-mail you proofs for layout, typesetting or retouching work created by Renze.

For any questions regarding file setup, please call your project manager or account executive, or feel free to call the graphics department directly at 1-800-627-9131 or 342-1111 (locally) ext. 114, 137 or 125.