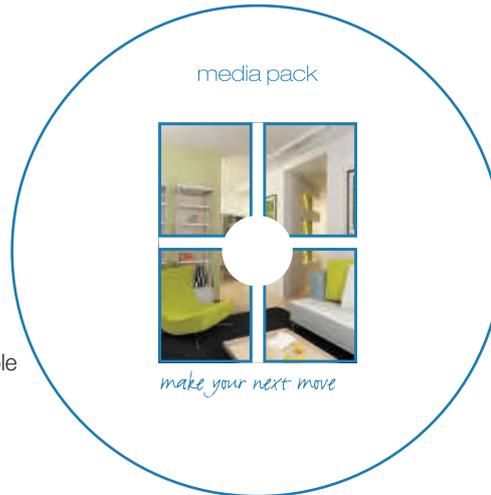# Inkjet Print :)

Inkjet shows text, logos and photo images very nicely. The print is high resolution and economical on short runs - from 5 to 500.

Here at wewow we use advanced inkjet technology to produce high-quality, professional print results.

Water-resistant discs are now available which provide a professional glossy finish and show colours more vibrantly. We are also pleased to offer vinyl-style discs - great for music releases!

Colours vary between onbody disc print & paper-parts. If you require a close match then please make us aware so that our production team can match the colour of the disc as closely as possible to your paper parts. If you are unsure, please request printed samples of your artwork.

See the examples on this page for inspiration...

media pack

make your next move

DANCING
PERFORMANCE

SHOWREEL DVD

DANCING
PERFORMANCE

Fantastic results on full colour designs!

Great for low volume!

BRADFORD
CENTRE REGENERATION

The Awakening
squint/opera
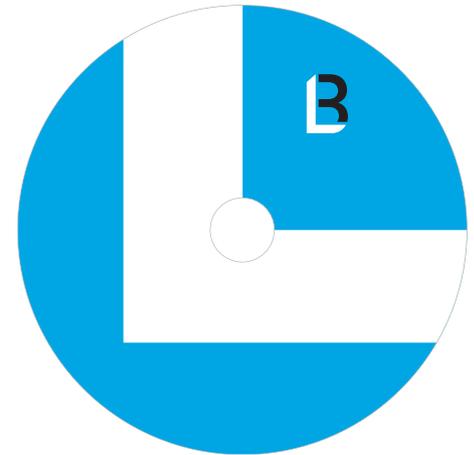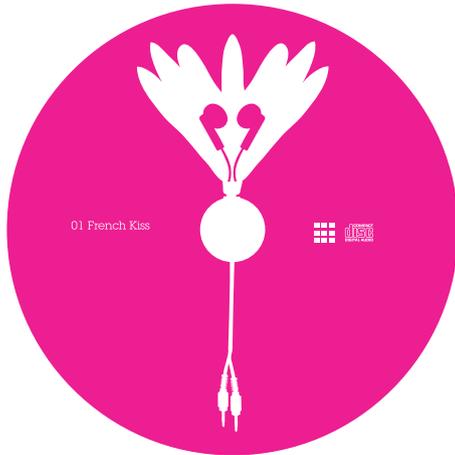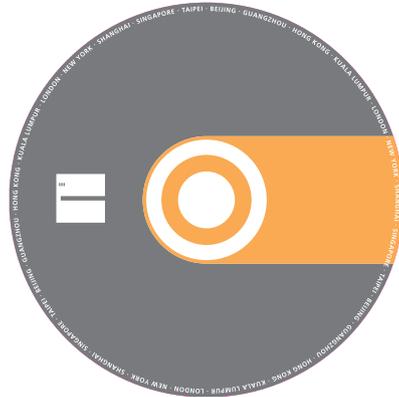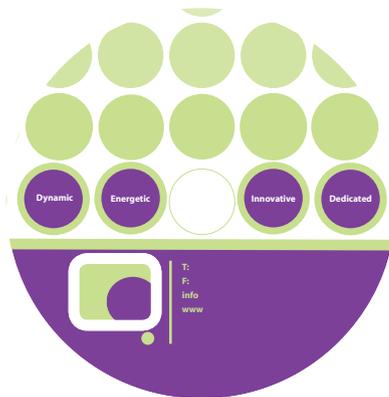
LIFE

We require high resolution images, minimum 300 dpi and recommend minimum font size of 6pt for text on-body. Acceptable file formats include .pdf, .ai, .eps, .ps, .jpeg. Please ensure all fonts are outlined and images embedded. If using Photoshop or Quark, please supply a flattened high resolution image (there must be no guide lines in the area to be printed).

Silk Screen Print!

We love silk screen print.   It's great for producing solid colour and text and allows specific pantone colours to be matched perfectly.   Screens are produced from artwork supplied, then ink is pressed through these straight onto the surface of the disc. Silk screen print is industry standard and is usually available from 300 units plus.

Print pantone colours...the definitive international reference for selecting, specifying, matching and controlling ink colours...allowing your discs to be printed using the exact colour you need. This negates the need for a chromalin/printed proof to be produced.

Wow with simple eye-catching designs

Print up to six colours at once (the white base is classed as a separate colour). A white base is required to accurately match pantone references.

Full colour/CMYK designs can be printed using silk screen but we would generally recommend lithographic as this prints to a higher resolution allowing better reproduction of tones, photographs and graduated tints. The amount of background tones required for an acceptable screen print is 50%+ colour per CMYK separation. Litho should print tones down to approximately 3%.

Silk screen print naturally produces a glossy finish to the disc but you can opt to have a matt varnish appied or metallic pantone colours to be used...even a spot UV varnish to create your own finish.

Durable and permanent

Use pantone (PMS) 'solid coated' colours from your colour pallet. When using black, please ensure this is set to 100% black.

We require high resolution images, minimum 300 dpi. Please use CMYK colours or specify pantones. Acceptable file formats include: .pdf, .ai, .eps, .psd, .jpeg, .indd, .tiff. Please ensure all fonts are outlined and images embedded. If using Photoshop or Quark, please supply a flattened high resolution image (there must be no guide lines in the area to be printed).

Lithographic Print*

The perfect print for photographic images and colour graduated designs.

It's simply great. There are four separate colours (Cyan, Magenta, Yellow and Key - black). The inks are applied onto the disc using rollers. This print method shows smaller text and details of image smoothly and clearly. It is fantastic for showing fine images with tonal backgrounds and tints. As with silk screen, lithographic print is industry standard and usually available from 500 units.

Lithographic or offset print is available at 150-175 lpi (lines per inch), whereas silk screen print is usually 85-100 lpi.

Photo perfect!

Full colour designs with too many colours for silk screen print look fantastic printed lithographically.

This print type naturally produces a matt finish to the disc but you can opt to have a gloss varnish applied.

A photographic image can be combined with one pantone colour, this lets you apply your company - specific colour to the design.

*also known as offset

DVD

34 **track** audio CD

COMPACT disc DIGITAL AUDIO

INTRO

Fantastic results!

A chromalin/printed proof may be recommended as colours printed on a disc may look different to any paper parts due to the drying processes involved.

We require high resolution images, minimum 300 dpi. Please use CMYK colours or specify pantones. Acceptable file formats include: .pdf, .ai, .eps, .psd, .jpeg, .indd, .tiff. Please ensure all fonts are outlined and images embedded. If using Photoshop or Quark, please supply a flattened high resolution image (there must be no guide lines in the area to be printed).

Creative White Base...

A white base shows your colours effectively, but you don't have to have one at all. You can have even more fun with your design using a selective white base, letting the silver of the disc show through.

Combine a full colour image with a selective white base for a striking effect:

simple, effective

Combine a spot (pantone) colour design with a selective white base for a stunning finish:

Prospectus
please telephone:
01234 567891

2007

PROSPECTUS   2007

For your selective white base to be printed you will need to cut out/create the shape that you intend to be white, then simply assign a pantone colour to this - re-naming the colour 'white base.' Now just pop this under your artwork exactly where it needs to be.   This is the same principle as if you are having a special coating applied in a certain area of the disc, i.e. a UV spot lacquer.

The white base needs to be approximately 1mm smaller than the rest of the image. Use the 'offset path' or 'contract' option to do this. On a 300 dpi image, reduce the selection by 6 pixels.

Save your artwork in the template provided, placing the white base cut-out on a separate layer/directly underneath the actual image.

Without a white base the plane would have a metallic undertone and look washed out...cutting the white base allows emphasis and true colour to show.
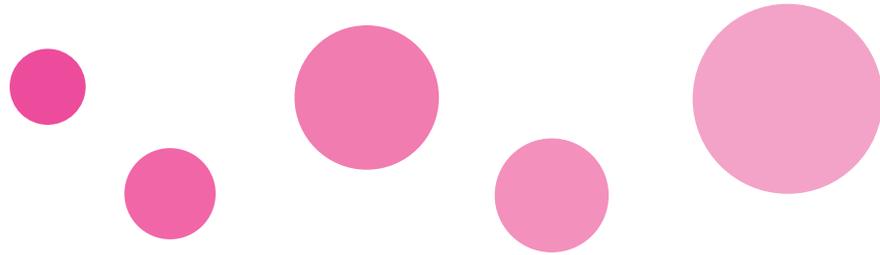
THE PLANE

DVD
VIDEO

white base layer
under design

your brands

Design impact for your media!

6 Colour Process

Add an extra colour to your arkwork! A 5 colour process is commonly used for on-body print - this means either CMYK plus a white base or 4 x pantone colours plus a white base. But it is possible to print up to six colours, allowing an extra pantone or a CMYK design combined with a specific pantone colour, for example, a photographic image together with your company specific colour logo.

Finally...

Just a couple of limitations to consider:

Avoid tints of less than 15% as these will produce a patterned effect. Also, tints over 85% will fill in resulting in a solid colour. The minimum line thickness is 0.2mm. If using pantone references please take from the Pantone Solid Coated Library.

There will be slight variation between printed discs and paper parts, even when the same colours are used, due to the fact that paper is porous and a disc is not (so different drying processes are involved). All jobs are matched as closely as possible but slight variances are possible even when PMS (Pantone) colours are defined.

READY FOR PRINT…take a moment...

- Artwork needs to be set up as high resolution, min 300 dpi
- Images must be embedded and fonts outlined/supplied
- Minimum text size for clarity is 6pt.
- Inkjet print requires artwork as CMYK only
- Silk screen print can be set using up to 5 pantone colours plus a white base (6 pantone colours if no white base required)
- Please ensure large areas of black are set to 100% black for silk screen print
- Use vector artrwork where possible
- Preferable file types include high resolution .pdf, .ai, .eps and .psd (CMYK only)

Printed Paper Parts.

An eye-catching card wallet, a booklet for a jewel case or a digipak - printed paper parts are the perfect accompaniment to your media! There are two print options available: digital for low volume runs and lithographic for higher quantities of 300 or over. With digital print the ink forms a layer on the surface of the paper (unlike conventional ink which absorbs into the paper). This prints up to full colour (CMYK). Lithographic print uses a roller under pressure to apply the oil-based ink. Standard paper parts are usually available from 20 units.
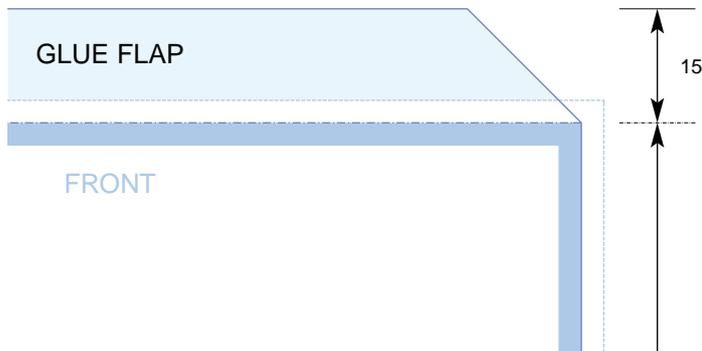
Key:

No text area

No print area

Bleed

Trim

Fold

Bleed is an extension of your artwork past the trim/fold lines. This is used to ensure that your design goes right to the edge when the paper is cut down to size (this is done in bulk which means each sheet cannot be individually aligned). All printed parts need a 3mm bleed around all trimmed edges.

A no text area is also suggested up to 3mm away from the trim/fold line, this is simply to ensure text is not removed/hidden when cutting or folding to size.

GLUE FLAP

FRONT

15

GLUE FLAP

FRONT

we|wow
.co.uk

15

For booklet printing, the artwork needs to be supplied as "printers pairs". This means that the sheets are laid ready to print straight from. The front page will always be paired with the last page...see an example of an 8 page booklet layout below.

page 8	page 1
page 6	page 3

page 2	page 7
page 4	page 5

Paper is printed using CMYK (Cyan, Magenta, Yellow and Key - Black) but specific pantones can also be matched for an extra cost (with lithographic print only). Please ensure you set the artwork up using any pantone colours you would like (generally solid coated pantones are used but uncoated stock can be specified).

A choice of finishes for your paper is usually available; gloss, matt or spot uv are commonly produced.

Recycled paper parts are another option to consider; this stock is offered at a very competitive price and the paper quality is excellent.

COLOURS
CYAN
MAGENTA
YELLOW
BLACK

PANTONE

We require high resolution images, minimum 300 dpi. Please use CMYK colours or specify pantones. Acceptable file formats include: .pdf, .ai, .eps, .psd, .jpeg, .indd, .tiff. Please ensure all fonts are outlined and images embedded. If using Photoshop or Quark, please supply a flattened high resolution image (there must be no guide lines in the area to be printed).

Packaging Guidelines.

wewow™
.co.uk

Bespoke packaging provides a wealth of opportunity for creative artwork design!

Artwork for CD/DVD packaging can be supplied as .pdf, .psd, .indd, .tiff or as a high res jpeg. Your artwork should be set up as CMYK, the resolution should be at least 300dpi and all fonts should be outlined/embedded.

Key:
No text area

Bleed
Trim
Fold

Bleed is an extension of your artwork past the trim/fold lines. This is used to ensure that your design goes right to the edge when the paper is cut down to size (this is done in bulk which means each sheet cannot be individually aligned). All packaging artwork needs 3mm bleed around all trimmed edges.

A no text area is also suggested up to 3mm away from the trim/fold line, this is simply to ensure text is not removed/hidden when cutting or folding to size.

GLUE FLAP

15

FRONT

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.co uk

We take great care to ensure that our packaging is eco-friendly & cost-effective. Therefore, we offer a range of sustainable paper-boards including recycled board, FSC board and mirror/metallic effect boards.

COLORS
CYAN
MAGENTA
YELLOW
BLACK

PANTONE

Our packaging is printed using CMYK (Cyan, Magenta, Yellow and Key - Black) but specific pantones can also be matched for an extra cost (with lithographic print only). Please ensure you set the artwork up using any pantone colours you would like (generally solid coated pantones are used but uncoated stock can be specified).

Please note, there may be an additional cost for printing pantones on CD/DVD packaging.

A choice of finishes is usually available; gloss, matt or spot uv are commonly produced.

The WOW! Range of eco-friendly packaging is a unique range of CD/DVD packaging solutions which have been carefully designed by wewow Ltd.

All designs in the Wow! Range are protected by registered designs, therefore wewow request that customers include the relevant registered design number on their artwork. For example, 'WowWallet Registered Design 4010076.'

We require high resolution images, minimum 300 dpi. Please use CMYK colours or specify pantones. Acceptable file formats include: .pdf, .ai, .eps, .psd, .jpeg, .indd, .tiff. Please ensure all fonts are outlined and images embedded. If using Photoshop or Quark, please supply a flattened high resolution image (there must be no guide lines in the area to be printed).