

PRODUCT INDICATOR

PRINTING SPECIFICATIONS



1. COMPONENTS

1.1 PRODUCT INDICATOR

Size : 150mm wide x 150mm high

2. PRINTING METHODS

2.1 LITHO PRINTING

Material : 250 gsm coated art in matt or gloss.
Colour : 4-colour CMYK palette.
Finish : Laminated gloss or matt film.
Substrate : 0.5 mm PST (Styrene).

2.2 DIGITAL PRINTING

Vinyl	:	80-100 micron permanent white vinyl.
Colour	:	4-colour CMYK palette.
Substrate	:	0.5 mm PST (Styrene).

Please note: For both printing methods, matt or gloss lamination needs to be applied to the front of the Product Indicator as this will prevent the substrate from tearing.

3. INSTALLATION METHODS

3.1 DRY SHELF

Please note that double-sided tape should be applied to the lip of the Product Indicator. The tape should cover the entire surface area of the lip. Please make use of a 18mm wide clear polyester, double-sided, high tack tape.

3.2 FRIDGE

Please note that the fridge product indicator makes provision for two cable ties. Please use 20mm long cable ties to secure the media to the fridge.

4. ARTWORK REQUIREMENTS

4.1 TIMELINE

All artwork is required to be at Rainmaker Media 4 weeks prior to the start date of the campaign.

4.2 RETAILER NAMES

Only the relevant retailer name, i.e. the name of the retailer in whose store(s) the artwork/media is to be used, is allowed to appear on the artwork/media. Please note that NO other retailer names may be used.

4.3 DISCLAIMER ON ARTWORK

If more than one product is showcased on the artwork, a disclaimer needs to be added to ensure that the media installation takes place successfully should one or more of the variants on the media not be in-store. At least one of the advertised products must be stocked. The Rainmaker Media recommended disclaimer is "Selected stores have limited range".

4.4 INSTALLATION LOCATION

The unit must be installed as close as possible to the displayed products. Media can be also placed in a complementary area. All media in a complementary area requires a “find me” statement for customers to be able to locate the advertised products in store. Contact Rainmaker Media sales representatives for acceptable terms of use, i.e. “Find me in the medicine aisle”.

4.5 SCALING

Please do not scale artwork. You should always supply artwork at 100% scale.

4.6 COLOUR PALETTES

All artwork should be supplied in CMYK palette. If you require spot colours to be printed please communicate to sales representative and supply artwork including all the correct spot colours.

4.7 FONTS

Convert all fonts to curves/outlines when sending artwork. If it is not possible to send files with text that has been converted, then please include all Post Script fonts that are used in the layout when submitting your file.

4.8 BLEED AND DIE CUTTING

To ensure a borderless print, allow for at least a 5mm bleed all around. If die-cut is indicated on the artwork, please ensure that it set on over-print option. Alternatively, please supply die-cut in separate page/document. Please note that the line will not be in the image, it will only be used to create the die.

Please note: All corners are required to be rounded, so as not to hold a health and safety risk in store.

4.9 FILE FORMATS

PDF (1.4 compatibility) is the format of choice.

4.10 SECURITY AND LOGISTICS

All media within the Retailer group of stores have to be identified with a PIN number. The PIN number is always in colour and is available to third party upon request. The PIN number identifying and confirming the legality of the campaign.

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4.11 COLOUR PROOFS

To ensure consistency in the final printing run, two colour proofs must be supplied with the artwork. By providing this proof, we can produce the product that you want more accurately.

5. PRINTING REQUIREMENTS

- ✓ Please note that silk screening is not allowed as print method. All material must be litho or digitally printed.
- ✓ All printed material must have a resolution of at least 300 dpi.
- ✓ The Rainmaker Media PIN number must be clearly indicated on all printed sides of the media type.
- ✓ Correx substrate or similar fluted plastic material may not be used.
- ✓ Cardboard may not be used for media being placed in or near a fridge or freezer.
- ✓ All media that is printed with UV ink requires separators (e.g. wax sheets) between each unit to prevent prints from sticking to each other during transport.

FOR MORE INFO AND DETAILS PLEASE VISIT

www.rainmakermedia.co.za