

ImageShade®

A step-by-step technical bulletin for selecting, designing and preparing digital files



ImageShades® Technical Bulletin

ImageShades® are created when durable ink-jet images of almost any sort are printed onto see-through or opaque MechoShade Home Systems' shade cloths. The effect is a unique, efficient and cost-effective method for displaying logos, artwork or photos. And ImageShades® offer an eye-catching, attractive vehicle for:

- Advertising graphics
- Signs and banners
- Architectural graphics
- Exhibits
- Retail-store fronts
- Showrooms
- Restaurants
- Conference centers
- Room dividers

Specifications for images on shade cloths

Before you begin the design of your ImageShade™, we recommend that you contact the graphic sector of our Communications Department to discuss the processes and technical issues associated with turning your artwork into a finished, attractive ImageShade™.

Shade cloth requirements

1. We recommend the selection of a shade cloth with either a 5% openness or 0% openness (or totally opaque). These MechoShade Home Systems shade cloths are appropriate: ThermoVeil® 1000 or 1300 Series, EuroVeil® 5300 Series, Blackout 0700 Series or similar. Shade cloths with greater openness factors (OF) can be used but require that you approve printed samples before the actual ImageShade® is printed. (Samples are at client expense.)

2. A fabric color should be white or another light color. The background or fabric color will affect the accuracy of the color reproduction. In some cases, the sensor on an ink-jet printer cannot detect certain shade cloth colors and as a result, printing will not occur.

3. When an image or the shade width desired is wider than the shade cloth roll, the shade cloth will be railroaded (or rotated 90°) and will incorporate opaque battens and seams. Images or shades greater than the width of a railroaded shade cloth will require either a seam or a batten joint. Standard roll sizes are in widths of 63 in., 72 in., 96 in. and 120 in. (1.6m, 1.8m, 2.4m and 3.2m), depending on the shade cloth selected.

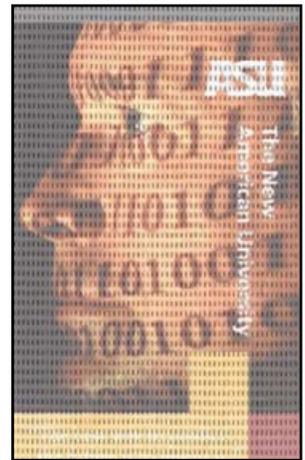
4. Even though approximate window sizes or openings are used for cost-estimating purposes, the actual window or opening size (width and height) is needed to produce an image on the shades. You must indicate whether the shades are within or over the mullions.

ImageShades® can be a powerful alternative to the standard signage of point-of-purchase and store windows—with the additional benefits of a solar shade.

Visually transparent ImageShades®:

- are an effective medium for advertising or information graphics.
- allow the increased use of natural daylight, when compared to other signage techniques.
- reduce heat-gain.
- provide brightness and glare control.
- allow a view through the shade from the inside to offer both security and the wellbeing of customers and employees.
- offer an outstanding marketing opportunity.
- combine the benefits of solar protection and a message.

Images can be any combination of high resolution graphics, colors and type and can “bleed” on the left and right side, as shown or not at all.



5. Prices for ImageShades are quoted on a standard-width fabric and image. If the final field dimensions/sizes exceed the width of the fabric offered in the quoted price, wider fabrics or railroading will be required. This may substantially increase the cost.

If there is a sizable change in the height, the standards of MechoShades Systems may require the addition of battens or other stabilizing materials.

The image

1. An image is printed using the four-color-process inks of an ink-jet printer. Standard printing is on one side of the shade cloth. Images must be supplied to us in the form of prepared computer-image art. Black-and-white or flat PMS (Pantone) color images will be produced using four-color process. Two-sided printing is possible if certain instructions are followed; see “Two-sided images” on the next page. Please contact our Estimating Department with any questions that you might have pertaining to additional costs for two-sided printing.

2. Important: Pay close attention to the physical limits and dimensions of the shade cloth and window opening when choosing and positioning the image. The size, seams, battens and mullions might intrude into the image area. Also, keep in mind that the shade will be completely opaque in the horizontal areas where battens are located. (Battens are used when a shade width exceeds 96 in. When viewed from a distance of about eight feet or more, the seam and/or battens will be virtually unnoticeable).

3. Shades on which the image must be rotated 90° in order to print on the shade cloth may have the problem of jagged-edged diagonals or curves associated with the typography or art. This condition is the result of the printing head's running against the grain of the fabric. The effect is less noticeable when the shade is viewed from about eight or more feet (2.5m or more).

4. A separate set-up production charge will be made for each image whether on one or multiple shade bands.

5. MechoShade Systems does not warranty the light fastness of the image.

Two-sided images

1. When printing images on both sides of a see-through fabric, the image on one side will affect the looks of the other. For this reason, the images must either be flopped (or mirror-imaged) on the backside of the shade cloth or have a solid-color background imprinted behind the image. Visual confusion can be reduced if the same solid-color background surrounds both images, front and back.

Two-sided imaging and printing is at your risk.

2. DO NOT FLOP OR MIRROR-IMAGE TYPOGRAPHY (OR A FONT). Typography (or a font) that has been flopped (or mirror-imaged) on the reverse side will not be read.

3. Unless the background of the backside matches the background of the front (or face) of the shade cloth, the hembar (at the bottom) will not match. If not specified, the hembar will be made to be the same color or image as the face of the shade cloth. However, if the background color of the front and backside matches, the hem pocket will match the background on the side to which it is folded. As an alternative, an exposed 1.5-in. hembar can be used and painted (by others) on each side to match the backgrounds on each side of the shade. We recommend that you contact our graphic sector about imaging the back of the hembar.

Customer supplied art

The Customer shall provide MechoShade Home Systems with a 50% size computer file of the art according to MechoShade Home Systems specifications. The file must show the hembar and roll up factors and the image overlap for battens and seams. (See page 4).
Furnish the following file types:

1. Adobe® Illustrator® or Freehand®: Furnish object oriented EPS or JPEG files at 20% of the actual finished shade size compatible with either a Apple or PC computer. Convert all typography (or fonts) to outline.

2. Adobe® Photoshop®: Furnish EPS or JPEG files at 150 dpi minimum, in a 100% shade size or 300 dpi at a 50% shade size. Place the EPS files into a QuarkXPress® or InDesign® document. Collect ALL the output elements, documents and files and include all printer and desktop typography (or fonts). We recommend that you contact our graphics sector before creating any EPS or JPEG file.

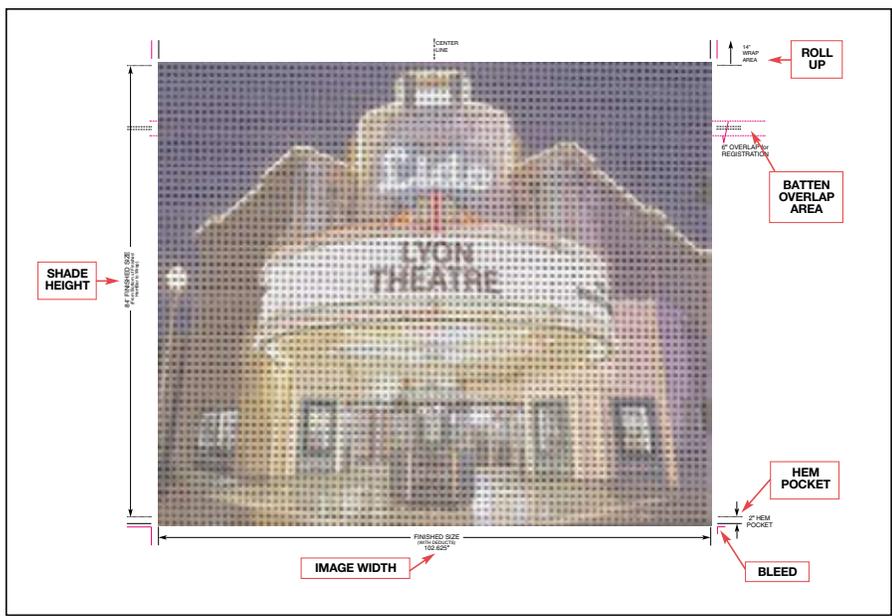
3. All art that you supply should be ready for four-color process printing. Color printing on the shade cloth will be matched as closely as possible to the color proof that you provide. Every effort will be made to reproduce faithful colors. However, due to the dimensional characteristics and openness factor of a shade cloth, we do not guarantee a completely accurate match. For determining spot colors, we suggest that you use the hardcopy Pantone® Process-Color System Guide.

4. Files saved in an EPS or JPEG format must be supplied on a CD. Please do not email your files to us.

5. An accurate CMYK color proof of the document and all instructions must accompany the CD.

6. Concerning an important effect:
For projects that include several ImageShades®, the shades on a common window wall should have a common appearance. Because window sizes tend to vary, the image (or design) should be flexible enough to accommodate several widths of shades. Follow this principle: Use the smallest-size shade for the foreground image and the largest-size shade for the background (the common denominator). The background should include an added bleed area for trimming. Pay close attention to how the image will look on substantially different-proportioned shades. A very wide shade looks very different with the same art as a very narrow shade when they are placed next to each other.

Images can be any combination of high-resolution graphics, colors and typography. They can be bleed or made to reach the edge of the shadecloth on both sides as shown here, if desired.



Proofing and file manipulation

1. MechoShade Systems will provide a sample proof of your project if you require it and for an additional cost.
2. A 4 foot by 4 foot (1.2m by 1.2m) full-color printed proof of a selected section of the image can be supplied. If you require this proof, you must inform us of the area to be proofed AT THE SAME TIME that you submit the image files. The area indicated for proofing will be produced at a 100% size of the final shade image, in order to provide accurate color representation.
3. If a file requires adjustment, correction or manipulation to meet the specifications mentioned above, there will be added charges. A Project Manager will discuss these costs with you before proceeding with any file alteration.

Setting up your computer files

Shades are printed using a resolution of 150 dpi. Your document must be prepared at 50% of the finished, trimmed shade size in a resolution of 300 dpi. You can obtain the correct finished size from a MechoShade Systems Project Manager.

A checklist for the information to be included in your document

- Dimensions of the window opening
- Roll-up dimension
- Measurement deductions for the drive mechanism
- Batten and seam placements
- Size allowance for the hembar

A checklist for the information to be included for multiple-image projects:

- Size of the art or photograph for the smallest-size shade in the total group of shades.
- Size of the background, plus bleed for the largest size shade in the group of shades. If you are working in Adobe Illustrator® or Freehand®, you should layer your document and place the four-color process artwork on the lowest level. Be sure to convert typography (of fonts) to outlines. Place lines for battens and seam placements, window height or any image or crop instructions on another layer so that we can turn them off when printing the image on the shade.



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