EcoCards
PVC & Earth Friendly Cards

HOW DO I?
GUIDE

read on... >

FANTASTIC WITH PLASTIC.
CARDS WITH CLOUT MADE BY ECOCARDS

AVOID DISAPPOINTMENTS!...

100% EcoCards promise

At EcoCards , when we say 100% we really mean it. 100% quality focus – 100% service delivery –100% reliability – 100% expertise – 100% creativity. In short: 100% satisfaction guaranteed. Thats why we've also developed the **CARDEXCEED®** the seal of approval to raise standards within the industry. We guarantee everything, even our lead times, 99% just isnt Ecocards!

Zero disappointment guaranteed or its on us!

If you're not happy do you think we are? No, That's why no customer, leaves EcoCards disappointed. They'd rather return with all their friends.

All our products are **CARDEXCEED®** to ensure excellence across five Keys:

QUALITY	Ensures the validation of integrity of our raw materials, production process, and supply sources
MANUFACTURE	Ensure only extensive, modern production facilities are used to guarantee professional product and service
DELIVERY	Ensure your order will arrive, via traceable courier
PERFORMANCE	Ensure our team fully understands your business requirements, and delivers your expectations
SUPPORT	Ensuring that EcoCards outstanding reputation for customer service and after sales support is continued and improved on

ISO quality managed manufacturing

We only work with manufacturing partners who have ISO manufacturing credentials. Assessed regularly we ensure our obsessed quality guidelines are met.

When cards are finished they are checked and packed by a member of the quality inspection team. This is the final check. No problems should be identified at this stage do to previous quality checks.

Internal assessment

As well as external quality management **CARDEXCEED®** is in place to assess and maintain our internal quality standards . To this end, the process we have developed in line with our manufacturing parners, ensures seamless order management

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GET COLOUR RIGHT!

CMYK is our prefef erred print specification.

We like to keep things simple and to that end print our cards using CMYK four colour process . We have this type of set-up so that we can offer the most competitive pricing .

PLEASE CONVERT SPOT COLOURS TO CMKY BEFORE SENDING YOUR PRINT READY FILES

QUICK TIP FOR BEST RESULTS KEEP LEVELS BELOW 225%

FOR BEST RESULTS KEEP LEVELS BELOW 225%

Matching Color

If you want us to match a color to 'something' then send that 'something' on to us. Please be aware that colour changes when printing onto different materials, such as paper, plastic, wood and metal. There will always be a slight color variation, this is unavoidable. The Color of a plastic card sheet will change once it has been laminated. It can go darker or lighter depending on the color.

With modern era comes digital printing presses. Digital printing is now very widely used. This again can cause colour matching issues, especially when the item sent for matching has been printed on a litho press or vice versa.

Color Variation

The two main causes of colour variation are conversion from spot to 4 Colour process, this is ullustrated opposite.

As you can see matching to a PANTONE spot colour using CMKY Four colour process causes a variation in colour which is unavoidable. However, the cost advantages of using CMKY process for print outweigh exact colour match benefits. For those new to print, PANTONE is an internationally recognised colour matching system that ensures colour is standaradised throughout the world.

SPOT

PANTONE 2727 C

CMYK

PANTONE 2727 EC

SPOT

PANTONE Orange 021 C

CMYK

PANTONE Orange 021 EC

Tings, gradients & Vignettes

We would recommend no less than 15% tint of any colour. Any less and you may not be happy with the final result. Vignettes and gradients are best avoided at all costs as 'banding' of colour can occur making the print look dreadful. Simple design works, keep this in mind.

Rich black or single colour black

Is there a difference, Oh yes. We recommend using single colour black for any small areas, such as test or logos. For large background areas over 2cm in size we suggest to use rich black. Adding Cyan, ink into the mix helps to cover up any inconsistencies and ensures an even dark coverage. For best results never have more than 140% in coverage

SINGLE

BLAC K 100 %

RICH

BLAC K 100 %
CYAN 40 %

ENSURE BEST PRINT?

Adobe Ullustrator is our design package of choice.

There are many others but we find that the easiest and best way to sync with our process is to send your art work in this format. We can accept all versions.

It's easy to download a design template.

Our customers send Adobe Illustrator, Adobe InDesign, or press ready Adobe PDF files for print, our design template works with all. Please download your template.

Confused? Already ?!

On the following pages you will find more informaion on our plastic cards, along with size and specification guides. We will also highlight any potential probelm areas with the usage of our warning signs.

Poor resolution

To get the best print results your file, needs to be the correct resolution. Logos taken from a website are 72dpi (dots per inch). or less in some cases. We print at 300 dpi. If an image looks good on screen there is no guarantee it will look the same when printed. To Show you this we have taken a logo and print file from images for you to see the difference.

No prizes are for guessing which one is the web image. If you are spending money on print you need to ensure you get the design right. Any logos or images need to be 300dpi minimum.

Tiny tiny text.

Test is usually the most important part of your marketing message. Its vital that any telephone numbers, email addresses and terms and conditions are clearly visible. For small text at 12pt or lower use only one colour from the **CMKY Palette**, so if black use only single colour 100% black (K). Printing presses have a very slight variation in the position of the printing plates and very small text printed in four colour process can become 'blurry'. Even in one color we recommend point size to be no less than 6pt.

WE DO NOT ACCEPT MICROSOFT WORD, EXCEL POWER PROINT FILES FOR PRINT

DO NOT PRODUCE YOUR DESIGN IN PHOTOSHOP AS PRINT RESULTS CAN VARY. USE ILLUSTRATOR OR INDESIGN FOR DESIGN AND PHOTO SHOP FOR IMAGE EDITING.

SHADOWS, TINTS OR GRADIENTS ON SMALL TEXT MUST BE AVOIDED

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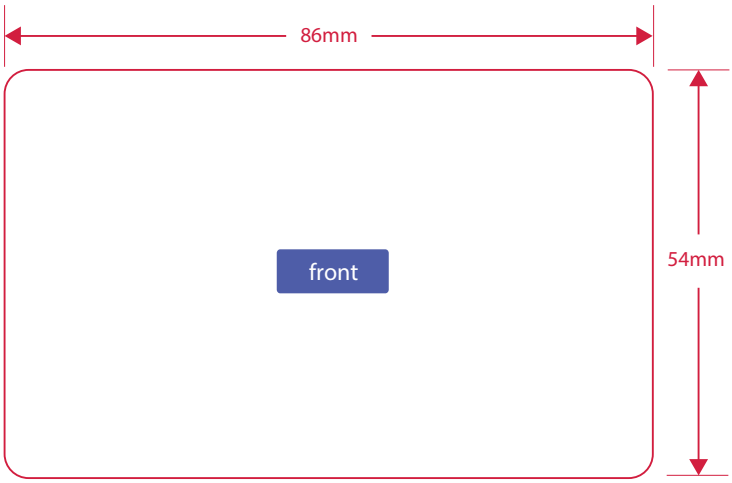
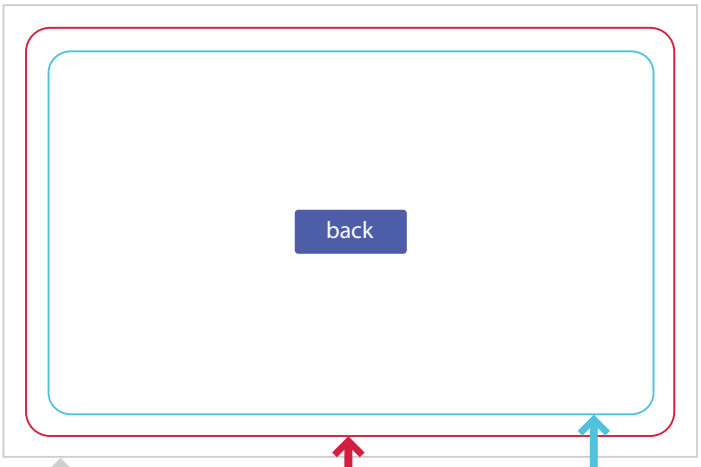
SET MY DESIGN SIZE?



DO NOT FORGET
A PDF VISIUAL TO SHOW ANY EXTRAS. THERE SHOULD BE NONE
ON YOUR FINAL PRINT FILES.

PLEASE ENSURE YOU SEND
THE ORIGINAL SOURCE FILE SO THAT WE CAN MAKE SMALL TWEAKS OUR END IF WE NEED TO .



BLEED LINE
Extend bleed graphics or background 3mm to the grey line.

TRIM LINE
We will cut your job along the red line.

SAFETY LINE
Keep any part of your job you don't want cut 3mm inside the red line.

SHOW MY CARD EXTRAS?

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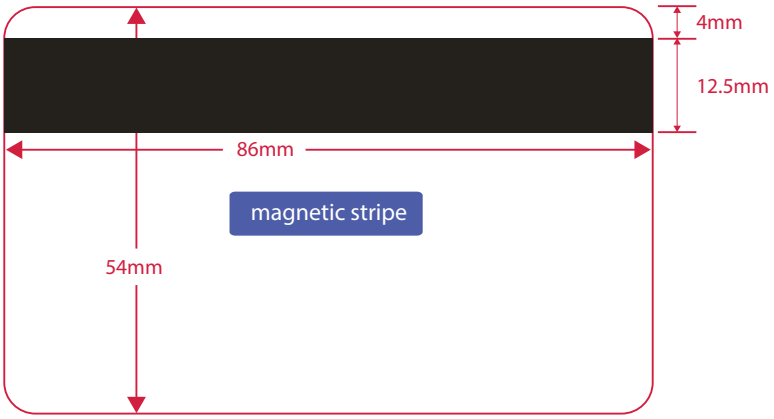

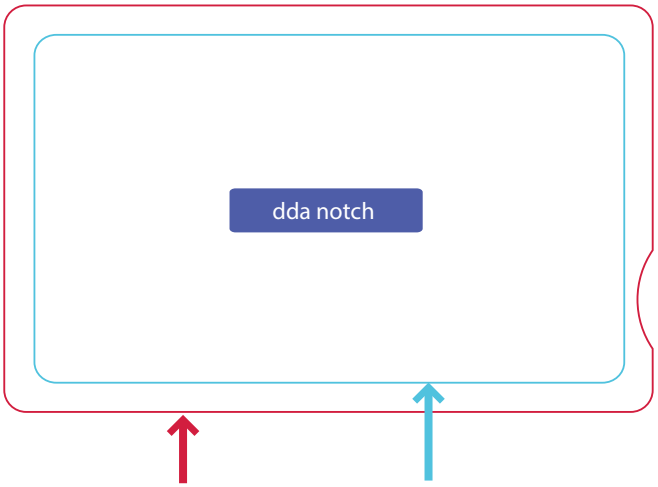

TRIM LINE
We will cut your job along the red line.

SAFETY LINE
Keep any part of your job you don't want cut 3mm inside the red line.

PLEASE ENSURE YOU SPECIFY THE CORRECT MAGNETIC STRIPE AS THERE ARE TWO TYPES:
1. LOCO
2. HICO

DO NOT FORGET A PDF VISUAL TO SHOW US ANY EXTRA.S THERE SHOULD BE NONE ON YOUR FINAL PRINT FILES.

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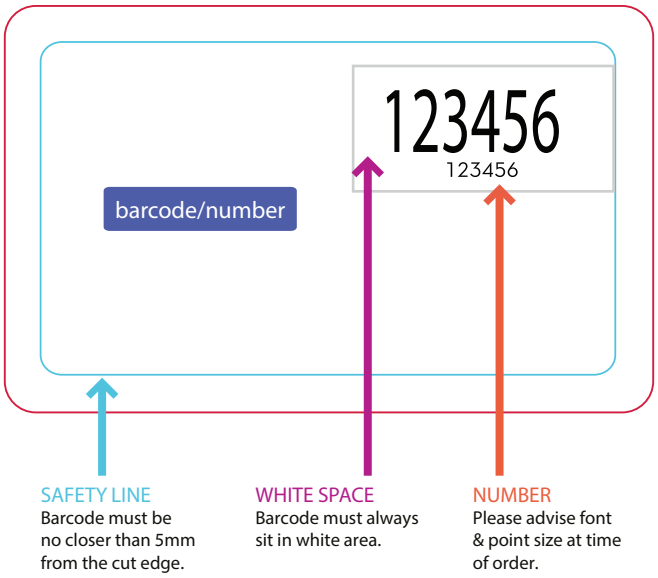
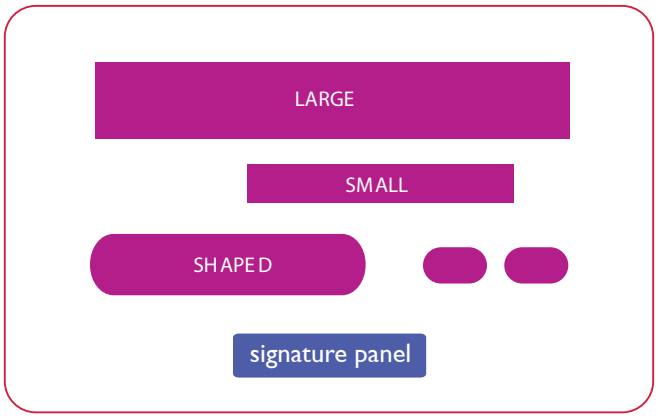
SHOW MY CARD EXTRAS? CONTINUED....





YOU CAN HAVE AS MANY SIGNATURE PANELS AS YOU NEED, AT NO EXTRA COST

thats right, its for FREE!!!!!!

PRE-CHECK ART WORK?

Page Size/Layout

- [ ] Page size set to 54x86mm
- [ ] Page includes correct bleed of 3mm
- [ ] All important images and text are at least 3mm from the page edge
- [ ] No borders are used

Format/Files

- [ ] Design is created in correct application (illustrator or in-desing only)
- [ ] Design is supplied in native format or print-ready outlined eps or pdf file
- [ ] Only relevant job files are included

Fonts

- [ ] All fonts are supplied or outlined
- [ ] All text is greater than 6pt
- [ ] Text is set as vector, not image
- [ ] No borders are used

Colour

- [ ] All colours are converted to CMYK, including spot or PANTONE colour
- [ ] All colours have a total ink coverage less than 300%
- [ ] Tints contain more than 5% of either Cyan, Magenta, Yellow or Black
- [ ] Large black areas are set 40% Cyan and 100% Black (aka 'Rich Black')

Images

- [ ] All images are original eps vector file saved as CMYK
- [ ] All linked or placed eps files are supplied

Other

- [ ] All artwork supplied with square corners
- [ ] Extras, e.g. signature panel, numbering, etc. not shown on print files, only PDF Visuals
- [ ] Fine line or hairliness are not less than 0.25pt

GET IN TOUCH
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www.ecocards.co.za

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