

ABOUT LENTICULAR:

Lenticular is a printing technique that creates the illusion of 3D, moving images, and images that change from one to another. An integral part of this process is the specially designed lens material called the 'Lenticular' lens.

This plastic lens material is made up of a number of parallel lenses called lenticules and it's the position of these lenses in relation to the artwork, that create the illusion of movement.

Once created, artwork is converted to a format that can be directly applied to this Lenticular lens material, the image is called and interlaced image. These images can be created in most design programs, but before they can be interlaced, will need to be converted to a Photoshop® file. Another simple method for creating these images is through the use of special lenticular software, one example is Humaneyes. Visit www.humaneyes.com for details.

OUR PROCESS:

CJ King & Co Printers are a CMYK offset printing company, we print interlaced images directly onto the lenticular material. We believe this gives a far better quality image than you would get from a digital process, where a printed sheet of paper is manually adhered to a lenticular sheet.

We believe offset printing allows for sharper colours and longer, more cost effective print runs. We use a state of the art, 6 color Heidelberg® Speedmaster 74 UV printing press. All of our printing and converting is done in house, without any overseas shipping, saving you time and money!

In order to ensure a quality product and avoid production delays it is important that art adhere to some general design guidelines. The information listed below is helpful for all projects.

Tips for all Effects

- Since the lenticular lens only shows a small portion of the underlying print at any one time, very small images, thin lines, small text, and some portions of smaller text may actually disappear as the finished print is moved.
- Avoid thin lines, especially going the same direction as the lens Vertical lines in 3D or horizontal for all other effects.
- Avoid type smaller than 14 points on the lenticular (effect) side of the artwork, CJ Kings can print double sided CMYK, so we suggest you put any 'vital' information on the back of the job..
- Avoid solid color, black, and white backgrounds. Use a soft textured background or a common background if possible, this will avoid the possibility of 'image ghosting' .
- Make sure all art files are editable whenever possible, this is especially true for 3D and zoom effects where layered files are used to create the effect.

Specification Checklist for all Art

- Artwork must be a minimum of 300dpi at 100% print size.
- All images should be supplied as high resolution CMYK Tif or layered Photoshop files. When possible an 'interlaced' TIF image created in a program like Humaneyes (go to www.humaneyes.com.au for details of product) would be preferred. Call us for specifications before attempting to do your own interlace.
- Make sure to have a minimum 5mm bleed. (25mm horizontal bleed if using a 3D effect)
- A printed proof of each job must also be supplied.

LENTICULAR PRODUCTION:

We will convert your high-resolution art files to a finished lenticular product. Your first step is to determine what kind of product you want. Consult with our product specialists to determine the product that best suits your promotional goals.

Once your art files have been composed, simply send us your art. Art services are also available to help you with major or minor adjustments.

Sending Us Your Files:

Files can be sent through on CD or DVD. Please send a printed sample of the art for desired color and position of elements. For flips and animations please send one printed page per flip. A single sample is acceptable for 3D projects.

Art Services:

Due to the nature of lenticular printing, art charges, when required, can only be determined after reviewing the requested project.

UV Offset Lenticular Set-Up:

All lenticular prints are completed by printing direct to the lens using our state-of-the-art 6 color Heidelberg 74 UV printing presses.

Lead-Time:

In general, lead time is 10-15 working days (depending on demand) from the date we receive a signed receipt of approved art. Delivery time may take 3 - 4 working day.

Run ons: All orders are subject to 5% over or under run so please allow for this when placing your order.

FOR FURTHER INFORMATION:

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