

ImageShades™



Technical Bulletin



Levi Strauss new Flagship Store at Union Square in San Francisco, CA

Durable ink jet images printed on see-through or opaque shades for logos, artwork or photos

- Advertising graphics
- Signs & banners
- Architectural graphics
- Exhibits
- Retail store fronts
- Showrooms
- Restaurants
- Conference centers
- Imaged Room Dividers

Now you can display messages without the clutter of taped on signs.

ImageShades™ provide a unique way to communicate while obtaining the solar benefits of a sun screen.



Visually transparent ImageShades™ provide:

- A powerful medium for advertising or information graphics.
- A view through the shade from inside for security and customer and employee well being.
- Increased use of natural daylight when compared to other signage techniques.
- Reduced heat-gain
- Brightness and glare control
- Outstanding marketing opportunity
- Solar protection with a message

Continued 

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MechoShade Systems, Inc. recommends that before you design the image to be printed on the shade that you contact our graphics department to discuss the process and structural issues that affect turning your design into a shade.

Specifications for Images on Shadecloths.

A. Shadecloth requirements:

- 1) It is recommended that the fabric be approximately 5% openness or totally opaque. (ie. ThermoVeil 1000 series 1300 series or 1600 series, EuroVeil 5300 series, Blackout 0700 series or other fabrics). Larger openness factors may be used but samples must be ordered first, at the customer's expense, for approval.
- 2) The color shall be white or some other light color that can be recognized by the printer. (The background color affects the accuracy of the color reproduction. In some cases the sensor on the printer cannot detect certain color fabrics and as a result it will not print.) Samples required.
- 3) Images or shades wider than the width of the fabric roll shall be railroaded (63", 72" or 96" [1.6m, 1.8m and 2.4m] depending on the fabric selected) and will have opaque battens and seams. Images or shades higher than the width of railroaded fabric will require either a seam or a batten joint.
- 4) While rough window sizes are used for estimating purposes, actual window sizes (W&H) are needed in order to produce and image the shades. Please indicate whether the shades are within the mullions or overlapping the mullions.
- 5) Fabrics are available in 63", 72" and 96" widths (1.6m, 1.8m and 2.4m) (or as otherwise offered). Prices will be quoted as a standard width fabric and image. If the final field dimensions and sizes exceed the width of the fabric offered in the quoted price, wider fabrics or railroading option will be required which may substantially increase the cost. If the height changes substantially, MechoShades Systems, Inc. standards may require addition of battens or other stabilizing materials.

The Image:

- 1) The image will be a four color process ink jet image printed one side from customer supplied computer art. Black and white or flat color images shall be in four color process. Two-sided images are possible at additional cost.
- 2) The image will take into consideration factors involved in the production of the shade such as hembar and batten placement. As a result the image area may be broken into

horizontal bands, overlapped and welded together with seams or battens at the appropriate locations. Note: the shade will be opaque wherever seams or battens are located. Battens are used when the width exceeds 96".

- 3) Very wide shades, where the image must be rotated 90° order to print on the shadecloth, may have a problem of jagged edged diagonals or curves associated with typography or art. The condition is the result of the printing head running against the grain of the fabric. The problem is less noticeable, if at all, if the shade is viewed from approximately eight feet or more.
- 4) If there are several different images in the project, there will be an additional set up and production charge for each image.
- 5) MechoShade Systems, Inc. does not warranty the light fastness of the image.

Two-sided images:

- 1) When a see-through shade is imaged on both sides, one image will affect the other when seen from the side opposite. For this reason the image on the back side must either be a flopped image of the front or have a solid color background behind images recognizable from the front of the shade. As long as the front and back objects are separate and appear in a solid area on the reverse side there won't be any visual confusion with the images. Two sided imaging and printing is at the risk of the purchaser.
- 2) Type flopped on the reverse side is unreadable.
- 3) Unless the background of the reverse side matches the front of the fabric (face), the back of the hembar will not match the reverse side image because the back of the hembar is part of the front side of the fabric. Unless specified the back of the hembar will be the same as the face of the fabric. However, if the background of the front side and back side match, then when the shadecloth is folded back to create the hem pocket the back of the hem will match the background on the reverse side. As an alternative MSS exposed 1-1/2" hembar can be used and painted (by others) on each side to match the background on each face of the shade. It is recommended that you contact MechoShade's Graphics Project Management about imaging the back of the hembar.

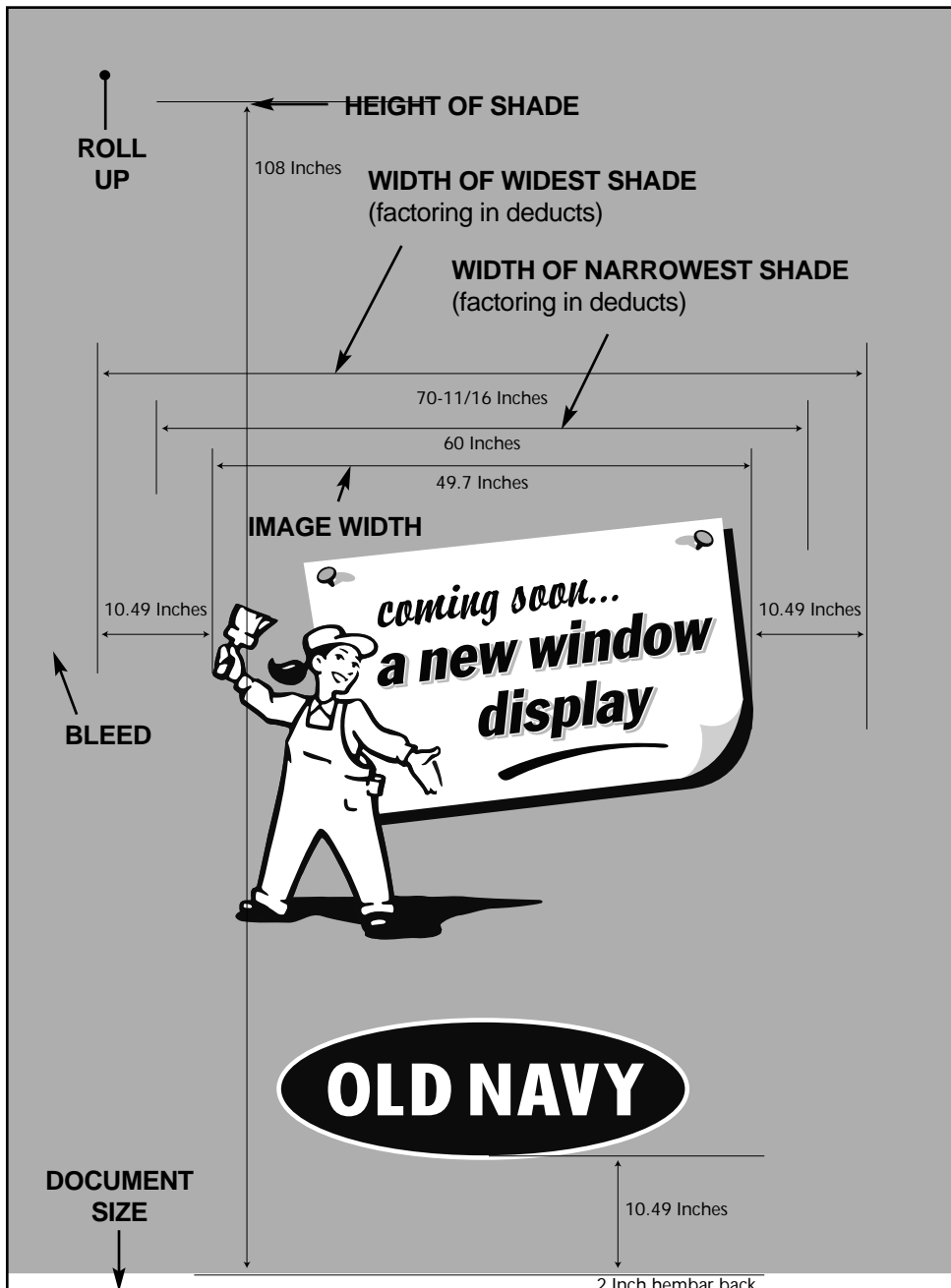
Customer Supplied Computer Art

- 1) The Customer shall provide MechoShade with a 1/10th scale computer file of the art according to MechoShade specifications for hembar and roll up factors and image overlap for battens and seams.

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How to set up your computer files.

The documents size should be 1/10th the size of the imaged production size shade when trimmed. Obtain the correct document size from your MechoShade Project Manager. The document needs to take into consideration the following:

- Window opening size
- Roll-up dimension
- Drive mechanism measurement deducts
- Batten and seam placement
- Allowance for the hembar
- Size of the art or photo for the smallest size shade in the 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, we recommend you layer your document. Place the four color process artwork on the lowest level and be sure to convert typefaces to outlines. Place any lines indicating batten and seam placement, window height or any imaging or cropping instructions on another layer so that we can turn them off when imaging the shade.

NOTE:

Shades that are intended to trim on the edge of the image require a minimum of one inch bleed on both the left and right of the image to ensure that the shades do not leave a white edge when trimmed.

There must be a minimum 1" space on each side between the edge of the image, including bleed, and the edge of the fabric roll width. For example:

For a 63" wide roll of fabric the max. image size, including 1" bleed on each side, is 61" for a 59" wide shade.

For a 72" wide roll of fabric the max. image size, including 1" bleed on each side, is 70" for a 68" wide shade.

For a 96" wide roll of fabric the max. image size, including 1" bleed on each side, is 94" for a 92" wide shade.

Be sure to check with MSS for the width roll available for the fabric you will be imaging.

Larger width shades require the fabric to be railroaded (turned width for height) with battens and seams.

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- 2) File types.
 - a) Object-oriented EPS files at 1/10th scale using either Adobe Illustrator or Freehand software from either a Macintosh or PC computer. Typefaces should be converted to outlines and filled in.
 - b) TIFFs at 150 dpi minimum at the actual shade size, or 300dpi at 50%, as a Photoshop TIFF placed in a Quark Xpress or PageMaker document. It is recommended that you contact MechoShade's Graphics Project Management before making any TIFF files. Also the distance the shade is to be viewed will affect the degree of quality necessary. Images at eye level require a higher degree of quality than images 30 feet off the ground.
- 3) The art within the file shall be in four color process. Colors output on the shade cloth shall be matched as close as possible to a color proof provided by the customer of the four color process file taking in consideration the dimensional characteristics and openness factor of the shade cloth. We suggest you use the Pantone® Process Color System Guide in determining colors. Every effort will be made to faithfully reproduce color, but cannot be guaranteed.
- 4) Files shall be saved in Macintosh format and sent on either Macintosh 100mb zip disks or 1 gigabyte jazz cartridges. Please do not e-mail us your files.
- 5) An accurate cmyk color proof of the document along with any instructions must accompany the disk.
- 6) Note that shades on a common window wall should have a common appearance. However windows tend to vary in size and the image design should be flexible enough to accommodate several width shades. The common denominator shall be the smallest size shade for the foreground image while the largest size shade will be the common denominator for the background with bleed added for trimming.

Also keep in mind how the image will look on substantially different proportion shades. A very wide shade will look very different with the same art as a very narrow shade when they appear next to each other.

Proofing

- 1) MechoShade can offer a sample proof of your project should you desire it at an additional cost.
- 2) Since a full size proof can cost almost as much as the completed imaged shade we recommend either a 3 foot reduced image or a 3 foot section of the image for proofing purposes. Please specify when estimating the type of proof you desire.
- 3) Should the files need adjusting or correcting to obtain the desired color or brightness, there will be an additional cost for adjusting the files.

