

Digital Print Carpet Graphic Guidelines

A word about the Digital Printing Process and Carpet

A digitally printed carpet is literally printed on a large scale ink jet printer. Quality white carpet stock is fed into the printer where your graphic image/design is sprayed onto the carpet with ink jet technology. Printing on carpet is different than printing on paper or vinyl. The surface of the carpet is a porous fiber that absorbs the ink like a sponge. This tends to dull the color and saturation of graphics printed on it. Precise design and file preparation, in combination with proper resolution, size and scale will yield the best results. Here are some helpful guidelines to use when preparing your graphic files for production.

Guidelines for preparing your artwork and files for production

1. Provide all files in one of the appropriate formats listed below, including all support files used.
2. Layout all files in the correct resolution, proportions or scale (usually ¼ scale) to the final carpet size. Your page size must exactly match your final carpet size or scale.
3. Convert all fonts to Outlines and remove any stray text that has not been converted. If using Photoshop Rasterize* all text and remove any text layers not rasterized.
4. A Hard Copy Color proof MUST be submitted with the electronic files. Also any indications for PMS Color Match, size, and FPO's must be clearly marked on the hard copy. Color proofs accepted are: Iris print, Kodak Approval, Matchprint and similar calibrated quality proofs. Color lasers are not acceptable.

Applications Supported

Please provide all design on disk CD or DVD format. Accompany disk with a Hard Copy Color Proof.

Adobe Illustrator 10 or Greater

(Saved in AI or EPS Formats) PC or Mac

Adobe Photoshop 7.0 or Greater

(Saved in PSD, TIFF, or EPS Formats) PC or Mac

Adobe Freehand 8.0 or Greater

(MUST be saved in EPS Format) PC or Mac

Formats Supported

AI (Adobe Illustrator native format) this is the Adobe Illustrator native format. This type of file is usually created in Adobe Illustrator 10 or greater. All fonts used must be converted to outlines. Please provide support files for any embedded graphics used in your design. Illustrator should be used when combining Text, Logos, Illustrations, and Photographic Images in your design.

EPS Outlines (Encapsulated Post Script) also known as Vector Files or Outline Files. This type of file is usually created in Adobe Illustrator 10 or greater. All fonts used must be converted to outlines. Please provide support files for any embedded graphics used in your design. Designs that use text and logos reproduce much better when produced from EPS Outline files.

PSD (Photoshop Layered Files) also known as Layered Files. This type of file is created in Adobe Photoshop 7.0 or greater, and has all layers intact. This can be helpful if the design ever needs to be edited or changed. All fonts used must be *rasterized (converted to pixels) in your design. Remove any text layers that have not been rasterized.

***Rasterize – Converts text layers into pixel images so font support files are not necessary.**

TIFF (Tagged Image File Format) This type of file is created in Adobe Photoshop 7.0 or greater. Typically a single layer (or Flattened) file. Photographic Images can be saved in this format.

EPS Photographic (Encapsulated Post Script) This type of file is created in Adobe Photoshop 7.0 or greater. Photographic Images can be saved as EPS files as well.

JPEG (compressed file) this format is not recommended for final production files.