

Artwork Preparation Checklist

What we need before we can produce an e-proof, and what usually delays one.

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Item	What we need
File format	Vector art is the standard: EPS, AI, CDR or PDF. Non-vector files (JPEG, BMP, GIF, PSD) are accepted if the size is correct and the resolution is high enough for the finished print size.
Fonts	Outline all fonts before sending. You can use any typeface; once outlined it will reproduce exactly as you see it.
Colour	Send the PMS reference for any brand colour. We colour match to it and keep the approved file so a reorder matches the first run.
Print sides	State single sided or double sided. On flags, single reverse prints one face and reads mirrored from the back; double sided uses a block-out liner between two printed layers so both faces read correctly.
Finished size	Give the finished size of the product, not the size of the artboard. If you are unsure, tell us the product and we will send the template.
Finishing	Confirm the finishing you need: hems, grommets, pole sleeves, sewn headers, string ties or hardware.
Quantity and date	Quantity and the date the goods must arrive, not the date they must ship.
Design help	If the file is not print ready, our in-house designers will prepare or repair it at no charge. Send what you have.

After you send the file

1. We reply with a solution and a quote within one working day.
2. We produce an e-proof. Reply on that email thread with any changes and we send a revised proof until the layout is approved.
3. Payment received, production starts. A change to the artwork itself after this point needs a new art file.
4. We photograph the finished goods and send the pictures for your confirmation.
5. Shipment by UPS, FedEx, DHL or TNT with the tracking number emailed on dispatch.
6. Cancellation with a full refund is possible until the proof is approved; allow up to 10 business days for the credit.