

Digital Print Carpet Graphic Guidelines

(Digitally Printed FlexFloor, Dye-Sub, Brumark Infusion, BruPrint, etc.)

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.

Dye Sublimation aka "Dye-Sub" is a permanent heat fusing process that bonds ink to the carpet. Using a specialized heat press, inks are applied to standard carpeting, causing the inks to become a gas that is embedded into the fibers of the carpet. The method is becoming widely used because it produces colors that are wildly vibrant, retains great detail, and is durable. Carpet created in this manner can be shampooed, walked on and otherwise treated like any normal carpet without wearing off the image.

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

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

Vector:

- 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** (Encapsulated Post Script) also know 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.

Raster:

- 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** (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.**

Color Mode

- CMYK** (Cyan, Magenta, Yellow, Black). Please set up all files for CMYK color mode. Illustrator files must have all colors used converted to CMYK. All photographic support files used in Illustrator must be CMYK and prepared to the proper resolution and format for the project.

- BLACK** (in Illustrator) All Blacks should be composed of 85c, 70m, 75y, 100k. This will produce a richer shade of black when your design is ink jetted onto the carpet surface.

Resolution

All photographic (pixel) graphics MUST be designed to have 72 DPI of resolution at final finish size, and in CMYK Mode. Images MUST not be interpolated (sized up); this will greatly affect the resolution and quality of the final printed carpet. Example: A 10ft. x 10ft. carpet at 72 DPI = 284mb file

Converting Fonts to Outlines

Converting Fonts to Outlines eliminates the need to provide support fonts. It also reduces the risk of having a font re-wrap or change appearance when opened on different computer platforms (PC, MAC) and software versions.

Sending Files to Brumark On Disk:

Brumark
Custom Logo and Inlay Carpet/Flooring
Attn: [Customer Service Representative Name]
2020 Airport Industrial Park Drive
Marietta, GA 30060

Sending Files to Brumark via FTP:

FTP SERVER: **ftp.brumark.com**
USERNAME: **brucom**
PASSWORD: **Exhibit1**

Note that username and password are **case sensitive**.

Please advise your customer service representative when placing files on the FTP site for production. This will insure your files are expected and received on time. Please provide a PDF proof of your layout when possible.

Please note that even though the FTP site can be accessed via your web browser, **you will ONLY be able to upload your files to the server if you are connecting with FTP software**, such as WS_FTP or CuteFTP (for PC users) or Fetch (for Mac users). Additionally, the FireFox web browser has a free downloadable plugin FTP client called FireFTP.