



Graphic Shades & Expressions



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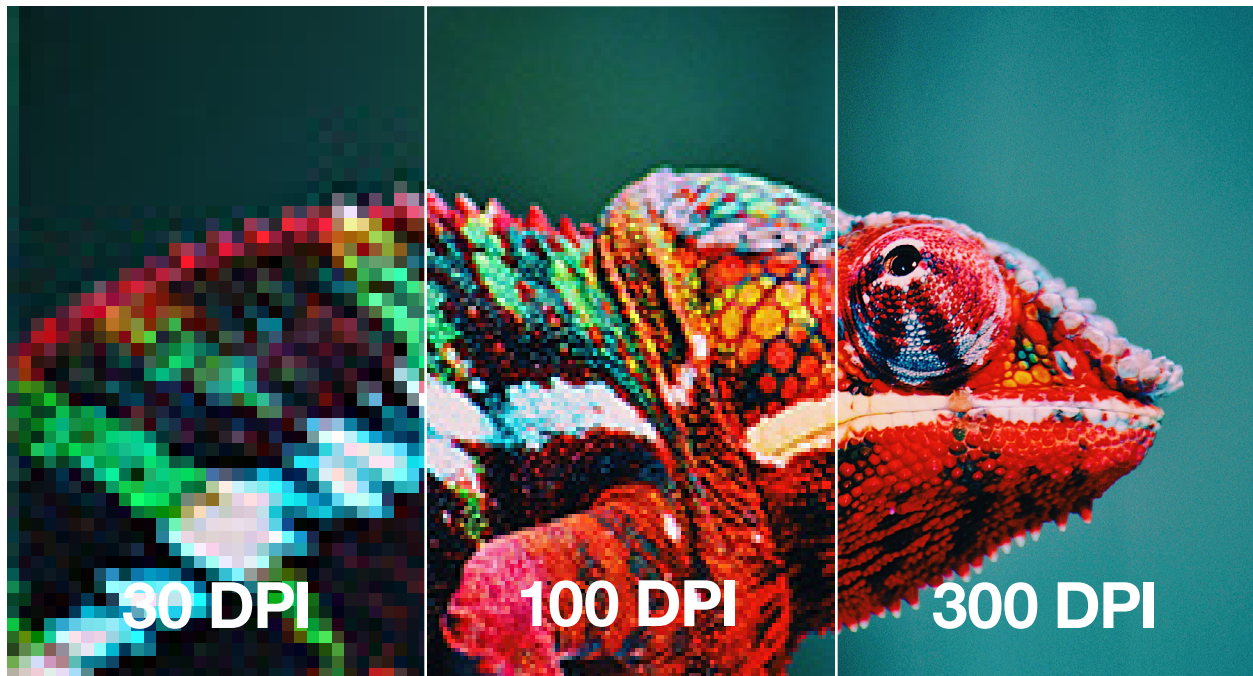
Understanding Image Resolution

When supplying artwork and images for print, you will often hear the words “high resolution” and “300dpi”.

DPI, or dots per inch is the terminology used when describing the resolution of a printed image. It indicates the number of dots in a printed inch. The printed image is of higher quality (in sharpness and detail) if the source image has lots of pixels (without having been upscaled).

An image may look great on your screen, however be completely unsuitable for print. For images to look great on a screen, they generally only need to be 72PPI (pixels per inch or PPI is used when dealing with screens instead of print), to look great in print up close they generally need to be 300DPI. In our experience 100DPI is the minimum image density for shades and wallpaper, but this depends entirely on the application and the requirements of the client. This is why we will often suggest preparing a printed sample to see if the image clarity is sufficient for the client.

Vector graphics do not use pixels and are ideal for drawings, logos, and other non-photographic images.



The above image is only an approximation for demonstration purposes, actual DPI not reflected.

Image Specifications:

Images should be at least 100DPI (dots per inch) at the intended print scale. Vector graphics, or images at 300DPI or higher are ideal. For more information on large format digital printing [see our digital printing guide](#).

We accept files in:

TIFF, JPEG, Photoshop (PSD, EPS), Vector files from Illustrator, Corel Draw, Macromedia Freehand, Quark Xpress, InDesign, and Adobe Acrobat (PDF). Contact customer service for assistance with sending us your files.



Graphic Shades



Technical Details

What size can images be printed?

We can print an unseamed image on graphic shades up to 117" (2.97m) wide to the length of the roll. With multiple panels of fabric the image size is virtually limitless.

Compatible Fabrics and Colours:

Solid fabrics like vinyl will yield the best results with respect to colour clarity and fine detail for graphic shades. Also providing excellent results are sunscreen fabrics with the smallest openness factors such as 1% and 3%.

Colours show best on fabrics that are white or similar. Colours in beige to black tones will yield less vivid colours. For the complete list of graphic shade compatible fabrics, please refer to the [fabric specifications chart](#) or the Sun Glow fabric catalogues which include a {GS} icon on each fabric swatch where the fabric and colour would be appropriate for Graphic Shades.

Graphic Shades Pricing

Set-Up:	\$230 per image file
Print:	\$18.50/ft ² of the shade size
Design (if required):	\$100/hr. (net price)
Physical Sample/ Proof:	Optional \$295 per sample print



- Retail discount now applies to Graphic Shades.
- Price for Graphic Shade is for printing only, this is to be added to the cost of the shade.