



Color and Technical
INFORMATION
for Artists and
Customers

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- Simple Directions for Preparing Ready-to-Go Files
- Info About Your Color Management Group at Holt
- All About Our Unique Process



Our unique process

Holt Sublimation specializes in four-color process printing: ours is one of the most unique processes in the printing world! We print images on paper with our custom-made inks, and transfer the printed images with heat and pressure to polyester substrates. Once transferred, the dyes actually become part of the

fibers or polyester coatings without changing the feel of the substrates: these substrates include carpet, fabric, glass and many more!

What sets us apart from other printers is our technical focus and our ability to manage our process. We have the technical expertise to provide you with the best reproduction possible using our unique inks and printing process. We can economically produce small quantities as well as large-volume runs of paper to the highest quality standards.

In this brochure we'd like to provide you with guidelines to prepare art for our process-- by adhering to these guidelines you can save time and achieve the best print possible. We want to exceed your expectations by providing great printing at a great value! So, let's get started.....



Color Management Group: your new best friends!

One of the most important benefits you have as a Holt customer is your own team of professional color experts! Our Color Managers make our very technical process work smoothly for you. They work with you to ensure that your jobs flow through our system efficiently and economically. The Color Management Group includes the following team members:

Color Manager: your daily contact person at Holt who knows your account inside out. With years of technical experience, Color Managers apply our technical process to your product, with the end result being the highest quality product. Your Color Manager oversees the activities of the Color Management Group to ensure we meet your needs.

Color Specialists: These experts bring years of pre-press experience to the team, making necessary color and adjustments and enhancements to your designs so the results are consistent with your expectations.

Mechanical Artists: These pros take the electronic data from the Color Specialists and build plate-ready files. If your art hasn't yet been engineered to fit your patterns, they will add bleed and make adjustments at this point. Your art is then ready for plating and printing.

All team members work in close proximity and communicate with each other constantly to achieve the best results for you!

Part 1: How can knowing all of this stuff benefit me?

The more you know about our technical capabilities, the easier it is for you to prepare art for our process. "Holt Certified" means we receive "ready-to-go" files from you-- and you are rewarded with faster turnaround and more color-accurate prints.

Part 2: How can my job be Holt Certified?

First and foremost, your Color Management Group will be happy to help you understand our requirements and work towards meeting Holt Certification status. When your job arrives (either on our Insite Server or on CD) it should be ready to enter in our system. We may ask you to work directly with our Color Managers to better understand color in your environment.

Here are some key requirements to meet to become Holt-Certified:



Patterns and Bleed:

Designs should be engineered to patterns, and bleed must be included. If not, we have to do the stretching, cloning and in some cases the designing here. These are fundamental mechanical requirements that can be done by most of our customers, and performing them yourself ensures that you are getting the exact design format you want.

Equipment and Programs:

We are both Mac and PC compatible and can accept the following formats: Illustrator, Freehand, Photoshop, and Quark Xpress. We can read CD's and DVD's; and high-resolution digital photography is also acceptable. Please assemble jobs in Quark. Please include Pantone numbers when sending Illustrator and Freehand files.

CMYK or RGB?

Please stay in the program you start with: switching can actually cause adverse color shifts.

Pixel Based Images

Please work at least 200 PPI at full size, or 200 DPI. (100 meg plus files are not uncommon.) While these files are large, and most people would prefer to work in lower resolution and size files; it is impossible for us to correct the loss of detail that results from a low-resolution file. Our full sheet image areas are 26 7/8" x 39"; and 42" x 59". Layered files give us the flexibility to make necessary color adjustments without affecting other portions of the design, so always send layered files.

Suitcases, Links, and Paths, oh my!

Graphics files with any linked objects (for example, Tiff files) should also be included. If type is part of your design, then all text should be converted to paths or complete font suitcases should be included.

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Match-to Musts!

We must receive an approved color print of your image for Holt to match, or a color copy with PMS numbers indicated. Our Color Managers will work with you to achieve the best results.

Something to Transfer!

We must have your fabric or substrate at the time your job is entered in our system.

Part 3: I can't send it digitally-- so now what?

Option 1: Scanning Actual Art

We can scan original artwork less than ½" thick and no more than 36" wide. The medium should be as flat as possible, because the scanner reads different thickness of medium as different colors. Once scanned, it will have to be "fit" to the pattern or product template. Any CMG member can help identify accurate dimensions for you to "create-art-to-size."

Option 2: Scanning Transparencies

Crisp, clear original transparencies of art reproduce best (not duplicates, please!) If you provide us with a color-accurate transparency (rather than the original art) we will generate a paper print which matches the transparency prior to going to press. If you are having your work photographed, request that a color bar be included in the transparency.

Other services we offer:

We will gladly shoot additional transparencies for you at the time we are photographing original artwork. Note that we cannot provide reprints, only additional originals-- they provide the best color reproduction. Please advise your Color Manager at the time you send the job in, so they can arrange to schedule this.

Part 4: Color and Design Expectations

1. Neutral colors are more difficult to hold: you may see the most variation with them.
2. Yellows and blues may reproduce slightly stronger than in original art.
3. For the truest, clearest white, use the "canvas." If you do paint white, try to use a pure white.
4. Please try to erase pencil marks, and do not allow them to "show through" your work.
5. You may want to send along an additional copy of your signature, particularly if your art is being used for more than one product.
6. In four-color process printing there is give and take. If there is a key color(s) in your art that is critical, please indicate this and we will try to make it a priority. For color reference, you may use the Pantone Matching System.
7. The substrate (fabric, glass, wood) can make a significant difference in the way the colors in your design will appear when transferred. We make adjustments to accommodate this, but you must consider the hue of the substrate on which your image is being transferred when looking at color. We must have the correct substrate at Holt when your art arrives for processing.

Holt Sublimation Printing & Products

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