Tech Sheet - Metal & Flexibrass® Plates

Size Available:

Engraved Metal Plates
- 11 standard sizes, custom sizes available
- 3 color options available: Gold Brass, Silver Aluminum, Black/Gold Brass

Engraved Flexibrass®
- 11 standard sizes, custom sizes available
- 3 color options available: Gold Brass, Silver Aluminum, Black/Gold Brass

Full Color Flexibrass®
- Custom sizes available, not a standard offer
- 3 color options available: Gold Brass, Silver Aluminum, Black/Gold Brass
  *Black/Gold Brass is not available as a full color option

Mounting Options for Plastic Signs
- Clear Adhesive Tape
- Magnetic Strip
- Velcro Backing
- Foam Tape
- Drilled Holes

Process:

Engraved Metal Plates
- Gold Brass and Silver Aluminum metal plates are rotary engraved
- Gold Brass and Silver Aluminum metal plates have limited typestyle options and can be text only, logos and artwork not available
- Gold Brass metal plates may be black filled so make the engraving appear black through an oxidation process, this is only available upon request
- Black/Gold Brass is Laser engraved
- 1-sided only (2-sided not available)
- Vertical or Horizontal Orientation

Engraved Flexibrass® Plates
- Flexibrass® all color options are laser engraved
- 1-sided only (2-sided not available)
- Vertical or Horizontal Orientation

Full Color Flexibrass® Plates
- Full color digital print
- 1-sided only (2-sided not available)
- Vertical or Horizontal Orientation

Material:

Engraved Metal Plates
- $\frac{1}{32}$" thick metal
- 3 color options available:
    1) Gold Brass - 0.020 gauge, engraves gold
    2) Silver Aluminum - 0.025 gauge, engraves silver
    3) Black/Gold Brass - 0.016 gauge, engraves gold

Engraved Flexibrass®
- $\frac{1}{32}$" Flexibrass®, 2-ply plastic that has the appearance of metal
- 3 color options available:
    1) Gold Brass - engraves black
    2) Silver Aluminum - engraves black
    3) Black/Gold Brass - engraves gold

Full Color Flexibrass®
- $\frac{1}{32}$" Flexibrass®, 2-ply plastic that has the appearance of metal
- 2 color options available:
    1) Gold Brass
    2) Silver Aluminum
- Tint of the ink will be affected by the color of the material

Production Time: 2 working days

Quantities of 50 of more and custom sizes may require additional production time.

Set-up Charge: Free

Art Charges: Minor artwork adjustments can be made with no additional fees applied. This would include items such as slight modification to size and/or color, name/text changes, and artwork clean up (i.e. removing spots from scanned artwork). These alterations should take no longer than 10-15 minutes to complete. Additional design/layout/color assistance is available for an hourly rate. This would include items such as color matching or color separation, logo redraw/manipulation or any additional layout design work needed on artwork.

Standard Offering Sizes:

Finished Size H" x W"	Engraved Metal Plate Item Number Gold Brass & Silver Aluminum	Engraved Metal Plate Item Number Black/Gold Brass	Engraved Metal Plate Artwork/Imprint Area H" x W" Engraving cannot bleed	Engraved Flexibrass® Plate Item Number All color options	Engraved Flexibrass® Artwork/Imprint Area H" x W" Engraving cannot bleed
½" x 2½"	2MS-70	4MS-70	¼" x 2¼"	4FB-70	⅜" x 2⅜"
¾" x 3"	2MS-71	4MS-71	½" x 2¾"	4FB-71	⅝" x 2⅞"
⅞" x 2½"	2MS-72	4MS-72	⅝" x 2¼"	4FB-72	¾" x 2⅜"
1" x 3"	2MS-73	4MS-73	¾" x 2¾"	4FB-73	⅞" x 2⅞"
1" x 3½"	2MS-74	4MS-74	¾" x 3¼"	4FB-74	⅜" x 3⅜"
1¼" x 3"	2MS-75	4MS-75	1" x 2¾"	4FB-75	1⅛" x 2⅞"
1½" x 3"	2MS-76	4MS-76	1¼" x 2¾"	4FB-76	1⅜" x 2⅞"
2" x 3"	2MS-77	4MS-77	1¾" x 2¾"	4FB-77	1⅞" x 2⅞"
2" x 6"	2MS-78	4MS-78	1¾" x 5¾"	4FB-78	1⅞" x 5⅞"
2" x 8"	2MS-79	4MS-79	1¾" x 7¾"	4FB-79	1⅞" x 7⅞"
2" x 10"	2MS-80	4MS-80	1¾" x 9¾"	4FB-80	1⅞" x 9⅞"

Custom Offer Sizes:

Process	Custom	Artwork/Imprint Area H" x W" Cannot bleed	Finished Size H" x W"
Engraved Metal Plates Gold Brass, Silver & Black/Gold Brass	Minimum	¼" x 2¼"	½" x 2½"
	Maximum	11¾" x 23¾"	12" x 24"
Engraved Flexibrass® All color options	Minimum	⅜" x 2⅜"	½" x 2½"
	Maximum	15⅞" x 23½"	16" x 24"
Full Color Flexibrass® All color options	Minimum	¼" x 2¼"	½" x ½"
	Maximum	15¾" x 23¾"	16" x 24"

Art Requirements:

Engraved Metal Plates

• 100% Black artwork
• Engraving files should be the finished size. Artwork/imprint safe area needs to be ⅛" away from the finished size on all sides.
• Engraving artwork/imprint area cannot bleed.
• Artwork is not necessary to provide if there are no logos and only text needed. If only text is required the typestyle, upper/lower case along with text position should be indicated with the order. If no point size of text is given we will use our best judgement.
• Artwork cannot have screens.
• Artwork with a border design should have a minimum thickness of 4pt., if design has double borders the space between the borders should be a minimum of ¹⁄₁₆".
• Logos/artwork with fine intricate details will not engrave well and will fill-in in tight registered areas.
• Logos/artwork are not available on the Gold Brass or Silver plate options. Only available on the Black/Gold Brass.
• Minimum Engraving Point Size: Block Fonts = 12pt., Script Fonts = 24pt.
• Gold Brass and Silver Plates are only available with Rotary fonts: Helvetica Medium, Futura Standard, Times New Roman, Contemporary Caps, Script, Gothic, Cursive, Optima and Fineprint Std Regular
**please note the following typestyles are also not available in a point size less than 24 pt. American Std Roman, University Roman, Burin Sans Regular, Amazone BT Regular, AT Commercial Script Regular, AT Isadora Regular, Murray Hill Bd BT Bold, Park Avenue, Ribbon 131 Bd BT Bold, Shelley Allegro Script, Snell Roundhand LT Std Script
• Minimum 300 dpi, 600 dpi is recommended for highest quality output
• File formats should be Tiffs, PDFs or Illustrator files with the fonts embedded in the file, *PDF files are preferred*
• Do not include any punctuation in the PDF file name and keep the name as short as possible

Artwork Requirements: <u>Engraved Flexibrass® Plates</u>

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- Engraving artwork/imprint area cannot bleed.
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<u>Full Color Plastic Signs</u>

- Full color files should be the finished size. Artwork/imprint safe area needs to be ⅛" away from the finished size on all sides.
- CMYK processed file, create full color process files with Adobe Acrobat PDF file, *note: if RGB or other non-CMYK colors are used in your files the necessary conversions to CMYK will change the appearance of the colors when printed*
- Minimum 300 dpi, 600 dpi is recommended for highest quality output
- File formats should be Tiffs, PDFs or Illustrator files with the fonts embedded in the file, *PDF files are preferred*
- Do not include any punctuation in the PDF file name and keep the name as short as possible

Order Process: Electronic or Manual

Proofs: **Emailed Electronic PDF Proofs,** add 2 working days to the item production. First proof is free of charge. Additional proofs available for an additional charge. Production time begins after receipt of complete order including proof approval.

Production Samples, physical product proofs are available using customer artwork. These are offered at a % off the one quantity price. Standard production times will apply.

Complimentary Proof may be required for certain orders to ensure satisfaction. Production time will be begin upon approval of the proof.

Packaging: Box shipping container depending on the size of the sign.

Multiple signs will ship in one shipping container, multiple containers pending size and quantity.

Changes or Cancellations: Changes to orders in progress may require additional charges and/or time. Cancellations for orders in progress will require payment for the order.