



A Draper operator checks on the latest custom graphic printing job.



Draper can color match almost anything—challenge us!

- Whether you're looking to make a splash with some large graphics for your business, using a wall of windows as an artistic canvas, communicating a message in a restrictive environment, or bringing the outdoors into your space, Draper's in-house custom printed shades and backgrounds are the perfect solution.

Custom printed graphic shades are ideal when restrictions are imposed on signage. Company logos or ads can be printed on the outer side of a window shade for display to the world, or graphics can be printed on either side of the shade. Meanwhile, custom printed backgrounds can convey a brand message in press rooms, in trade show booths, or along the red carpet, or give telepresence an air of professionalism.

For some years, Draper has offered these services, and has seen a continued, steady growth. We've previously done the preliminary work with files in-house, then had to pass those files on to an outside printer. Last year we decided it was time to purchase our own printing equipment and bring the entire process—from start to finish—inside. There are several reasons for this move.

First of all, it is more efficient for us. We are no longer bound by the timelines of secondary vendors, nor do we have the back-and-forth ordering details which can add to lead times.

It's also more efficient for our customers. They receive their product faster, and since we now control the entire process, we don't have to build the cost of additional shipping between the printer and our factory into the price.

Quality control increases with this move. Although we have always worked to ensure a high standard of quality, the fact remains that dealing with outside print vendors introduces more possibilities for things to go wrong. This is nothing against printers; their business process simply works differently, and we are one of many customers sending items through. Plus, when a quality issue is identified, it can be remedied much more quickly.

Draper's printers digitally produce high quality images with incredibly sharp detail. The use of CMYK (cyan, magenta, yellow, and black) inks allow for brilliant and vibrant color reproduction throughout a wide color gamut.

There are environmental advantages as well. Water-based latex inks used by Draper are UL ECOLOGO® Certified, and GREENGUARD® Gold Certified to standards for low chemical emissions into indoor air, and can be used on several GREENGUARD® Gold certified fabrics. They are odorless and require no special ventilation. In addition, all of our printing supplies are recyclable, and 70% of the weight of the used ink cartridge is a recyclable cardboard container.



Coupled Graphic Shades in the hallway near the football locker room at Michigan State University's Spartan Stadium. Photo by Mike Feeney.



Custom Printed VCB Access at the Washington Institute, Washington D.C. Dealer: MCW Solutions, Ashburn, Virginia. Photographer: Marty Katz, Brooklandville, Maryland.

DRAPER'S FABRICS FOR PRINTING

White fabric is required to print graphics. Printing inks are transparent, so any non-white fabric will shift the appearance of the final print. All printing for projection screens or video conferencing products at Draper is done on our Matt White XT1000E projection screen viewing surface material. This material is black backed.

Draper's most-recommended window shade fabric for printing is SunBloc SB9000, a white opaque vinyl suited for crisp image reproduction. If view-through is desired, we typically turn to Mermet's E Screen, a mesh fabric in 1, 3, 5, or 10% openness. For an additional expense Draper may be able to print on non-white fabrics, or fabrics other than the two listed above. Not all fabrics are printable. Contact Draper for details.

PREFERRED FILE FORMATS FOR GRAPHIC ART

Draper strongly prefers vector-based illustrations in Adobe Illustrator (.ai) or Encapsulated PostScript (.eps) format. Please convert all text to paths/outlines to ensure font compatibility. We can also accept high resolution .tif or .jpg files. Other file formats may not be suitable for printing. All files should be in CMYK color mode, to prevent unexpected color shift.

IMAGE SIZE

Files should be sized exactly to the final print size, plus 1/2" (1.27 cm) on each side for bleed/trimming. For example, if your product's visible area is 50" x 50" (127 x 127 cm) in size, your graphic image size should be 51" x 51" (130 x 130 cm).

In addition, please ensure the resolution for non-vector images is at least 150 dots per inch (59 dots per cm).

SENDING LARGE FILES

There are several ways to send Draper your print-ready graphic files. If the file is under 10Mb in size, simply email it to your Draper sales rep. For files that are 10Mb or larger, you can send them electronically through one of many free online file transfer services. We regularly use and recommend two in particular: wettransfer.com or hightail.com.

You can also burn your files to a flash drive, CD-R or DVD-R and mail/FedEx/UPS it to us.

SOURCES FOR HIGH RESOLUTION ARTWORK

Customers sometimes ask where they can obtain high resolution images suitable for large format printing.

Please don't copy photos from the Internet without permission. Not only does this invite copyright infringement issues, but these images are rarely of a resolution high enough for printing.

If you need to purchase high resolution or vector artwork, we recommend royalty-free stock images from providers such as www.istockphoto.com, among many others. You must purchase these images and provide them to Draper. We can't purchase them for you due to image licensing issues.

For information on graphic shades, visit draperinc.com/go/GraphicFlexShade.htm.

For more on custom printed backgrounds, visit draperinc.com/custombackgrounds.

Or, you can learn more by contacting your Draper inside salesperson.