




DIGITAL PRINTING



A unique process that uses the most advanced technology to offer a leather print that retains beautiful saturated colors and high definition. This is a highly customized capability and therefore we treat every project as unique. Your Townsend Representative will help walk through the process of selecting the perfect leather, base color, hide size, and other requirements based on your project needs.

Please note: this is a basic reference tool sheet only; every leather and image will be slightly different. Customized pricing based on width, quantity and details of the artwork and leather. Digital prints are suitable for most all upholstery applications, including furniture and wall coverings.

INFORMATION

Printing is a latex, water-based ink printed directly on to the leather, then top coated for added durability.

Maximum printing width of 75" (ask your Customer Service rep for larger or special size requests).

Print will be applied to the grain side of the leather.

Estimated lead time is 2 to 3 weeks, additional to leather being produced.

Strike-off for approval is required prior to production.

The color of the leather will directly affect the color of the printed material.



FINE PRINT IS EASILY PRINTED

ORIGINAL VECTOR ARTWORK



DIGITALLY PRINTED ON TWO SHADES OF LEATHER



SEE ARTWORK REQUIREMENTS ON BACKSIDE



ARTWORK REQUIREMENTS

CMYK artwork at 300+ dpi.

Artwork must be flattened, must not include layers.

Submit artwork at 100%.

Accepted File Formats: JPEG, TIFF, PDF, EPS, or AI.

Repeated Designs: If artwork is a repeated design, be sure it repeats properly in the direction you wish, taking into consideration necessary wrap requirements.

VECTOR ARTWORK

Excellent for creating and printing graphics, corporate logos, personalized artwork and allowing for resizing and color alterations.

Vector file types include:

- Adobe Illustrator (AI)
- Encapsulated Postscript (EPS)
- Adobe Portable Document Format (PDF)
- JPEG, PNG or GIF files are not forms of vector artwork, as these do not allow for editing text and graphics.

GRAPHIC DESIGN DEPARTMENT

Townsend Leather has an highly experienced Graphic Design Department that will assist you through the digital printing process. Charges may apply for customizing artwork and support.

