

LASER ETCHING

A unique process of using lasers to engrave leather not using the use of inks, nor does it involve tool bits which contact the engraving surface. 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, panel size, and other requirements based on your project needs. Townsend Leather has spent several years perfecting the Laser Etching technique to make your logo or custom design stand out.

Please note: this is a basic reference tool sheet only; every leather and image will be slightly different. Customized pricing based on design width, quantity and details of the artwork and leather. Laser Etching is suitable for most all upholstery applications, including headrests, wall or insert panels.

INFORMATION

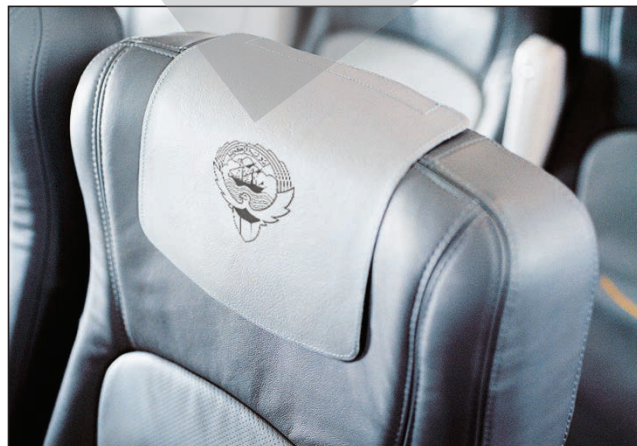
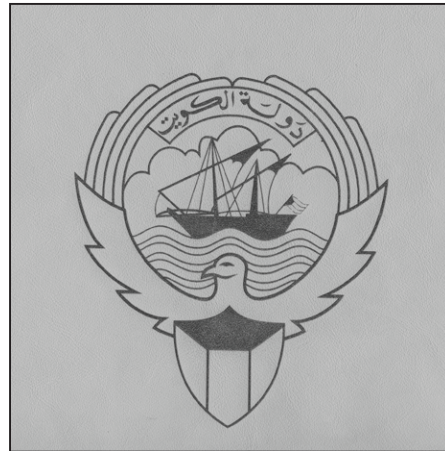
Engraved on leather, then top coated for added durability.

Maximum etching area of 11"x22"

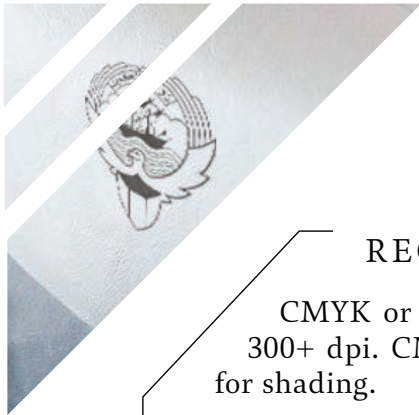
Estimated lead time is 10 days, additional to leather being produced.

Strike-off for approval is required prior to production.

Etching results in a monochromatic image and can show variations in shading.



SEE ARTWORK REQUIREMENTS ON BACKSIDE



ARTWORK REQUIREMENTS

CMYK or single color artwork at 300+ dpi. CMYK artwork will allow for shading.

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 personalizing leather pieces with names, logos, small image, etc. and allowing for resizing and precise detail.

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.

LASER ETCHING PROVIDES GREAT RESULTS FOR PRECISE AND VISUALLY DECORATIVE ENGRAVINGS CONTAINING TEXT

