*Durable, eye-catching printed interior design elements for corporate, retail, healthcare, education, restaurants and museum environments.*

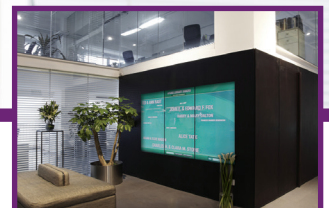# Interior Design Idea Guide 2014

Issue 1

Dye Sublimation Graphics

Custom Lettering & Logos

InTouch™ Interactive Touch Screens

# OPTIMA™

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

*See inside now for over a dozen stunning graphic solutions that can enrich your interior design ...*

**Dear Friend,**

Welcome!

I hope you find what you need in this, our latest Idea Guide.

When we began as a small sign shop and found our niche in the Trade Show / Event markets, our customer centric approach was to only use quality materials and craftsmanship, ensure fast turnaround, and charge fair prices. And it worked...this philosophy earned us a leadership position in the Trade Show / Event graphics industry and a reputation as The Premium supplier!

As the years have gone by, we have watched our product-offering grow and the environments they are used in diversify. We have watched our products transfer from the show floor to the conference room and beyond. As you look through these pages, you'll see that many of our graphic structures and print processes transition naturally to interior design, to help you create a stunning and functional space whether it be corporate, retail, healthcare, education, restaurants and museums (or something yet to be created.)

We are excited to help you provide and create new visually engaging solutions that will bring any Interior space to life. Please call us if you have a question or to discuss the possibilities past what you see inside.

Sincerely,

Dave Brown
VP of Sales

**We are** committed to helping you retain customers and grow your business by providing you real value. Optima's goal is to deliver results that make you look good every day.

**Why Optima?**
- The most advanced equipment
- Great people
- Excellent customer service
- A dedicated team to work with each client
- 5 print processes under one roof
- 3 shifts to ensure on-time deliveries
- Large and varied product offering
- Experienced at producing large graphics for any design
- Experienced in-house graphic design team
- Can help clients in any part of the country
- We won't try to sell you what you don't need
- Peace of mind

**Call now for a fast, free custom quote!**

Everything you see in our catalog is custom made for you. Pricing depends on size, format, materials and other factors. So give us a call now and we can give you a specific quote once we see what you need.

# Table of Contents

# Enhance your customer experience with a welcoming ipad kiosk.

## iPad Kiosk

The large, custom-cut graphics of our iPad kiosks draw in users directly to your iPad App or presentation. With looks that will compliment any high-end environment, this iPad Kiosk is right at home in retail or audience engagement displays. Because the graphic is integrated into the hardware that holds the iPad tablet, the kiosk works as one unit. The #1 advantage of our kiosk over others is the large graphics that can be shaped to meet your specific needs. You can add people cut-outs or product representations that will be recognized instantly, drawing your target audience in to interact with your iPad presentation. This kiosk is perfect for retail, museums, universities, sports facilities, and medical venues.

Locking clamshells for additional security.

## Use our customized iPad app to systematize and organize!

## inTouch App

Everywhere you look, interactive technology has become a part of interior décor. Corporations, medical offices, schools, restaurants and even retail stores are conducting business using the iPad as a powerful sales and customer tool.

If your customer wants consistent messaging in the market place, our inTouch™ iPad app is budget, time-line and sales friendly!

With the inTouch™ App your customer can:
• Organize and control any content all in one place.
• Brag about any brand … new products & services, current campaigns, charity & community events, behind the scenes, etc.
• Collect contact information.
• Reduce the need for printed materials.
• Show forward-thinking in business using current technology.

inTouch™ is the revolutionary line of products that creates a fully interactive and engaging experience, showcasing your brand and backing it up with a robust and comprehensive analytical report at the end.
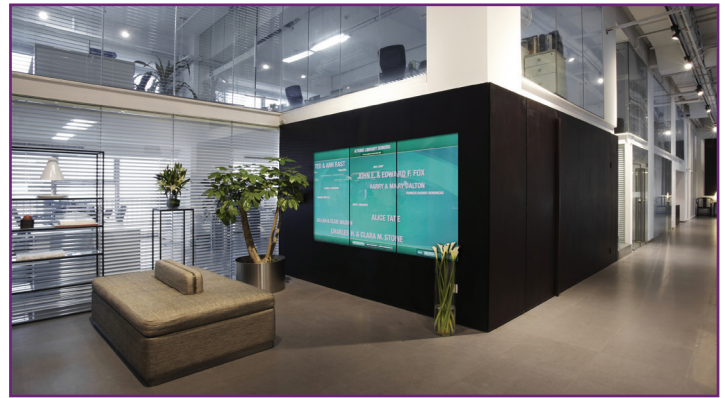
The technology behind inTouch™ has been tested and vetted in both the Trade Show and Restaurant worlds. Hot, cold and direct light, often the bane of interactive technologies, does not affect the usability of the inTouch™. Couple that with the engagement, interaction and the back-end reporting for a successful follow-up.

## inTouch Table



## inTouch Wall



### inTouch™ is an interactive solution that will...

- Provide qualified leads with detailed analytics and reporting built into the product
- Turn meetings and cold calls into sales follow-up contacts by knowing exactly what your customers want
- Eliminate shipping pallets of unneeded and out-of-date literature
- Demonstrate products and services with current literature, presentations and videos
- Interact with all social media outlets
- Improve staff presentations in-house and at events
- Improve customer engagement and interaction

inTouch™ Works great for corporate interiors, board-rooms, lobbies and more. All have the potential to showcase any brand.

8 versatile and diverse table options for you to choose from, plus a version that can be integrated into custom structures.




Table A


Table B


Panoramic table A


Table C


Table D


Panoramic table B


Table E
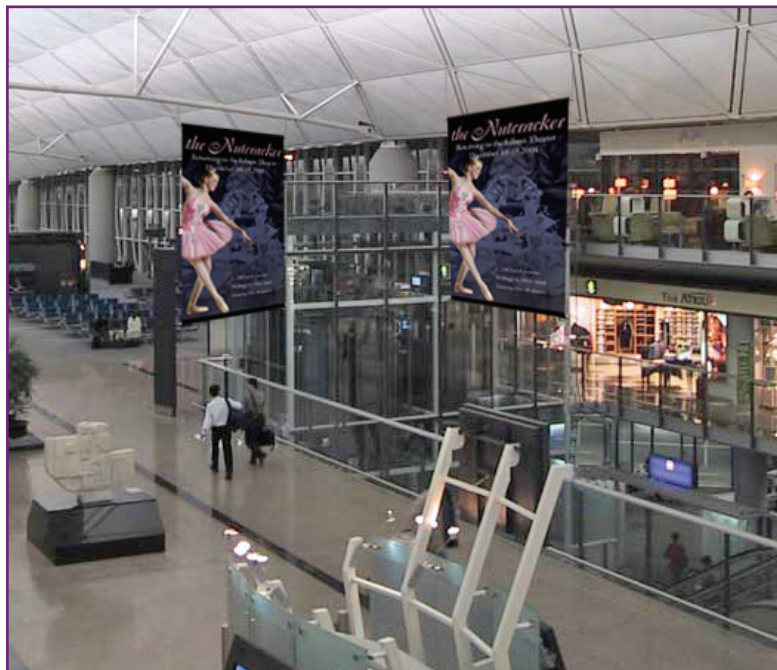

Table F

Powered by:

T1VISIONS | Social Touchscreen Solutions

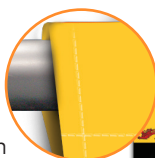# Fill a large space with your message on a customized, hanging banner.



**Large Hanging Banner** Suspend fabric graphics in open spaces to modify visual space or carry designs overhead



**Pole Pockets**
A pocket sewn at the top and / or bottom of a banner to accommodate a pole for hanging or weighting. Note the live area to avoid seams through text and logos.
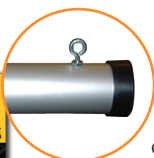
**Seam**
A banner wider than 118″ requires 2 or more pieces of fabric to be sewn together - creating a seam.

**Grommet**
A round metal eyelet pierced into the fabric for fastening or hanging. The default size is 3/8″, unless otherwise specified.

**Large Hanging Hardware**
One or more 5′ aluminum poles (1.5″ diameter) that screw together. Poles are equipped to hang with ¼″, 20 lb. eyebolts on each end for effortless hanging. Up to 4 poles can be connected, for a max. width of 20′.

**Single-sided banner**
One piece of fabric with the image printed on the front with finishing that is specified.

**Double-sided banner**
Two single-sided banners sewn together.

**The Standard Finish Hem**
½″ of the fabric, folded back and sewn to create a finished edge. The graphic is printed ½″ larger on each side to accommodate for the hem, so final size is not affected.

**Surged Edges**
An optional sewing technique on the outside edge of fabric to create a finished look. The graphic is printed 1/8″ larger on each side to accommodate for the surged edges, so final size is not affected.

optimainteriors.com | 800.844.8877

# Eye-popping, large format wall options.

**Large, light and attention-getting...**
Infinity™ Extrusion Wall System

The INFINITY is a slim, wall-mounted aluminum extrusion frame system that features taut Dye Sublimated SEG Fabric Graphics. INFINITY provides a lighter wall mounting system that is barely visible. Many other extrusion frame systems are too heavy for wall-mounted applications. With INFINITY, the taut graphics flow directly from edge to edge, with only the smallest bit of frame exposed.



**Best for displays...** Panoramic® Full Visual System

PANORAMIC™ isn't just a graphic frame system ... it IS the graphic. These designs use the entire display as a complete canvas. Graphics completely cover the entire structure and can mimic faux finishes like paper, wood, stone, stucco, brick and more. These beautiful blank canvases are waiting for your creativity to explode without limits.
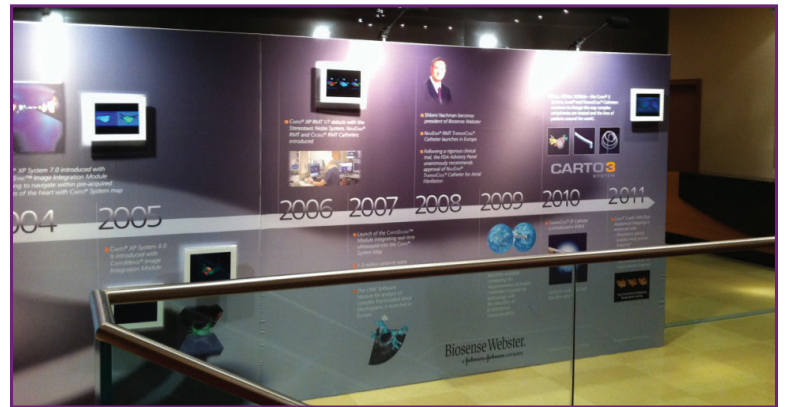




**Backlit graphics light up your space...**
Panoramic® Lightbox

This is the next generation of backlit messaging for retail and corporate brand spaces. Stand alone, wall-mounted or integrated within your architectural build, these LED edge-lit units are constructed to meet your size specifications. Graphics are backlit dye sublimated fabric and can be changed out on-site as messaging changes. The thin profile of the hardware allows your images to go edge-to-edge.



**Portable, double-sided backlit graphics...**
Aura™ Lightboxes

AURA™ is a great backlit solution for any environment. A stable and stylish free-standing aluminum extrusion frame fits in perfectly with any existing display. It's perfect for permanent installations and light enough for easy transport. The round sides of this vertical frame have a far more finished and purposeful shape than typical exposed frames. The optional rigid graphic header can be printed with a full image on both sides. The header makes a great topper that enhances your message. Easy change-out of the fabric–so easy that you could have a new message every day.

**SEG (Silicone Edged Graphics)** is a style of fabric graphic finished with a thin silicone strip that is sewn directly to the edge of the graphic. The strip is then inserted into a frame with a recessed groove. The size of the graphic is very precise so the fabric is taut when installed in the frame. The result is a large format graphic that mimics the old-fashioned, hard panel graphics commonly found in custom interior spaces.



## What are the benefits of SEG?
- **Storage and Shipping.** Fabric is lighter than many other graphics. When folded neatly, fabric graphics take up much less space than traditional direct print graphics.
- **Care.** Fabric graphics can be washed and steamed and are just as durable and long-lasting as traditional graphics.
- **Lightweight.** Larger graphics weigh less.
- **Cost.** More image bang for the buck!
- **Green.** There are the obvious transportation and storage benefits. Even more exciting is the growing list of fabric options created from recycled materials.
- **No Glare.** Fabric is the perfect choice for media walls or any backdrop that is being photographed or video recorded.
- **Versatility.** SEG fabric can be applied to most any frame extrusion including cubicle walls.
- **Less Visible Frame.** The silicone edge means you see more graphic and less frame.

## Why customers love SEG graphics
- Tight as a drum, vivid, flat fabric graphics replace hard panel graphics in custom displays.
- Highest quality look.
- Neatly finished corners.
- More visible graphic, less frame.
- Pull tabs applied for easy material removal from frame.
- Quick install.

## What is different or special about SEG?
- **Superior Fabric.** The fabric is from high quality vendors only.
- **Quality.** The fabric undergoes a painstaking pre-inspection before the images are printed.
- **Dye Sublimation**. Dye sublimation graphics are durable, vibrant, and lightweight.
- **No Sew Line.** Unlike bead or pole pocket finished graphics, the sew line is hidden within the extrusion providing a more finished look to your art or retail display.

## Do fabric graphics offer the same color saturation, vibrancy, definition, and overall image quality as other graphics?
Fabric not only matches other graphic options, it often exceeds it! Dye sublimation equipment is more advanced than ever offering near continuous tone (limited by the texture of the material you choose) and exceptional detail created from high dpi outputs and sophisticated image patterns. Color is permanently dyed into the fabric creating a deep saturated image.
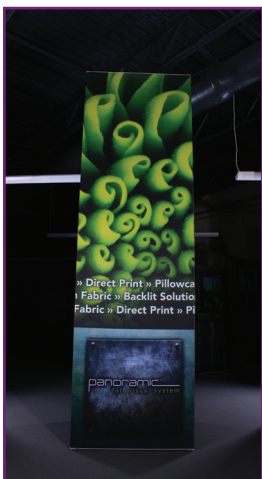
# Grab customer attention with unique metal displays.



## Custom Metal Fabrication

Great-looking displays constructed in the United States of top-grade aluminum tube and tailored dye sub fabric graphics. Graphics are available in many different shapes for any space. Our seamstresses and fabricators work side-by-side to construct custom displays that set you apart. Each frame is hand-fabricated to spec and outfitted with top-of-the-line Dye Sublimated fabric graphics. Both the fabric graphics and displays are constructed, printed and sewn in the United States by trained artisans. Frames are set-up easily in minutes with the Quick-Connect tube frame system and tailored design graphics easily slip over and zip tight for a clean presentation. A tremendous value with zero sacrifice to design and quality.



### Custom Metal Fabrication
- 1.25″ Aluminum Tubing
- 2″ Aluminum Tubing
- Varying Extrusions
- Create beautiful hanging structures
    - Perfect for controlling acoustics
- Create modern floor structures
- Drape all of your creations with brilliant fabric graphics
- Create Counters and Kiosks

If you **have an idea**–big or small, tame or off-the-wall, we can help you make it happen!  No matter what it is–a hanging banner, carpet graphic or display, just call us or send us a sketch of your idea and we'll use our in-house designers to bring it to life and make it look exactly how you envisioned it.

**Call now 1-800-844-8877 ext. 222 and let's get started!**
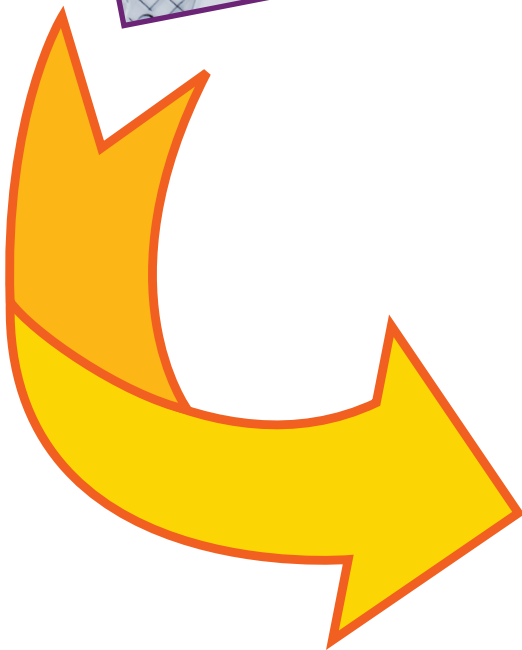
## Custom Tension Fabric / Tube Structures

Give life to your designs through Tension Fabric / Tube Structures. With our in-house manufacturing facility we can sew, cut, bend and weld your design into a great looking display. Our unmatched dye sublimation printing is guaranteed to make your images stand out! Get your custom frame and graphics from one place.
**Optima can do it all!**



## Hanging Tension Fabric / Tube Structures

**Hanging Fabric Structures** create exciting aerial environments, up high and from all directions. Available in exciting shapes and practical sizes to meet any design. Constructed from the highest quality lightweight aluminum assembly with push button connectors. The structures are skinned with the very best tension fabric graphics! Superior fabrics, zippers and sewing techniques ensure many years of use. Our unmatched dye sublimation printing is guaranteed to make your images stand out.
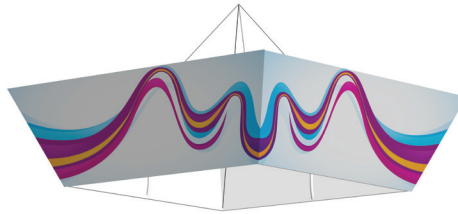


## Floor Display Tension Fabric / Tube Structures

Floor TF displays are available in many different shapes for any space. Each custom frame is carefully measured and a graphic template is created specifically for that frame. Frames are set-up easily in minutes with the Quick-Connect tube frame system and pillowcase design graphics easily slip over and zip tight for a clean presentation.

Create temporary or permanent walls, rooms and dividers that are beautifully branded for any interior space such as: retail, restaurants, museums, corporations, conference rooms and lobbies.



## Ellipse Backlit Tube Structure

Great-looking displays perfect for corporate events are constructed in the United States of top-grade aluminum tube and pillowcase-style dye sub fabric graphics. Ellipse displays are available in many different shapes for any space.
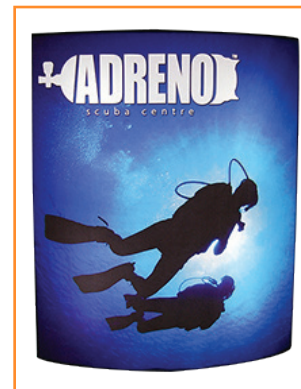
# Is it real, or is it a Lambda Mural Graphic?

These large, high-quality mural photo graphics bring any image to almost real life.



## Lambda Photo Prints

Lambda photo prints are the highest quality photo realistic graphics available. A Lambda print is produced by digital laser exposure to photographic film. Print options for Lambda include Lambda Bright, Lambda Duratrans, Lambda Duraflex and Lambda Metallic.

**LAMBDA BRIGHT** - A Lambda Bright print is a long lasting, flexible, resin coated, paper based print that produces high quality continuous tone photos.

**BACKLIT LAMBDA DURATRANS** - A Duratrans print is a flexible, plastic based print material that produces high quality backlit photos.

**LAMBDA DURAFLEX & LAMBDA METALLIC** - Lambda Duraflex print is a flexible, plastic based print material that produces high quality, continuous tone photos. A Lambda Metallic print is a flexible, resin coated paper based print which adds a pearlescent shine and color saturation to the graphic image. We recommend HDL Matte or HDL Gloss laminate for Lambda Metallic prints.

## Continuous Tone

Continuous tone Lambda graphics are the very best graphics you can provide to your customer. They are 100% guaranteed against de-lamination and provide the highest quality true photographic images. Museums and university installations often choose Lambda for it's rich and authentic feel.



## Available Laminates

**HDL Satin** - Durable thermal laminate sandwich; satin surface finish and a clear gloss backing with a lifetime guarantee against de-lamination.

**HDL Matte** - Durable thermal laminate sandwich; matte surface finish and a clear gloss backing with a lifetime guarantee against de-lamination.

**HDL Gloss** - Durable thermal laminate sandwich; a clear gloss surface finish and a clear gloss backing with a lifetime guarantee against de-lamination.

**HDL Black** - Durable thermal laminate sandwich; satin or matte surface finish and a black opaque rear laminate with a lifetime guarantee against de-lamination.

Lambda graphics can be mounted to rigid substrates. Any print that is 48″ x 48″ or larger and mounted to a rigid substrate (i.e. Plexi, Sintra or Ultraboard) will have to be shipped in a wooden crate or one-way shipper.

Maximum size for Lambda prints is 48 inches by 15 feet. Larger images with seams will be tiled for precise line-up and minimum seam visibility.

## Individual Lettering & Logos

Individual vinyl lettering and logos have pressure sensitive adhesive backing so they can go anywhere. The lettering and logos can be applied to interior walls, windows, doors, laminate panels, smooth substrates or 13 oz. vinyl banners.

## Vinyl Graphics on Substrates

Vinyl graphics can be applied first and second surface to rigid substrates, walls or other structures.

The following are the most commonly used rigid substrates to apply vinyl graphics to:

**Ultraboard** - ''Sandwich'' board with foam center and a semi-hard veneer surface.  The foam center is a high density Styrofoam and the surfaces are a resin-infused paper. Maximum sheet size is 4′ x 8′ with a thickness from 1/8″ up to 1.5″.  Please check for availability of colors and thicknesses.

**Sintra** - Plastic sheet of expanded rigid PVC foam. Maximum sheet size is 4′ x 8′ with a thickness from 1/16″ up.  Please check for availability of colors.

**Plexiglass, Plastic & Acrylic** - All plastic sheet of acrylic. Sheet size is typically 4′ x 8′.  Thickness varies from 1/16″ up.  Please check for availability of colors.

# Wincos
## Window Graphics

Wincos is an optically clear low tack adhesive window film printed with our UV process. It works best when applied to glass surfaces. Installation must be done wet. It has a 6 month removable adhesive, so it should come off smoothly within 6 months. (After that time frame, it is considered permanent).

# Wallpaper

Hi-Resolution Imaging on true wallpaper.

Two popular texture styles:
Mystical - has a fine sand texture with a smooth feel.
Suede - has a rough pitted texture with a moderately flat touch.



Both styles yield state-of-the-art image quality and make the most of the digital imaging process by combining color, light, shape and shadow to bring your walls alive beyond expectations.



# 3d Cut Lettering

We can produce signs using the following:
• Acrylic
• Sintra
• FoamBoard
• DiBond

Signage available with ADA compliance.

## TacTac™
### Peel & Stick Graphics

TacTac™ is a great pressure sensitive peel & stick material that can be used indoors or outdoors. Use it on walls, windows, doors, laminated panels and SEG fabric displays.

TacTac™ material can be wrapped around corners and poles and cover walls, tables, counter surfaces and other interior structures. With near-opaque thickness, TacTac™ can be used to cover up existing graphics on many different surfaces. We recommend testing a sample on the surface you are covering. Contour or kiss cut to fit your design needs. It withstands temperature or climate changes without shrinking or curling.



## STREETAG

### OUTDOOR GRAPHICS

Streetags are stickers /decals designed to adhere to asphalt, sidewalks, concrete and other outdoor surfaces. Use Streetag on vertical surfaces like concrete columns. Streetag is printed on a special material that easily adheres to most types of outdoor surfaces - horizontal and vertical alike.

## Clear Window Cling

Clear Window Cling is printable first or second surface (not both).  Note: not a true static cling that will stick to walls and other surfaces.

**Use on Windows only.**

# Dry Erase Laminate

Our Dry Erase Laminate is a clear, 2mil pressure sensitive laminate that gives the ability to add a dry erase board feature to UV direct print or Lambda graphics. This is perfect for break rooms, cafeterias and conference rooms.
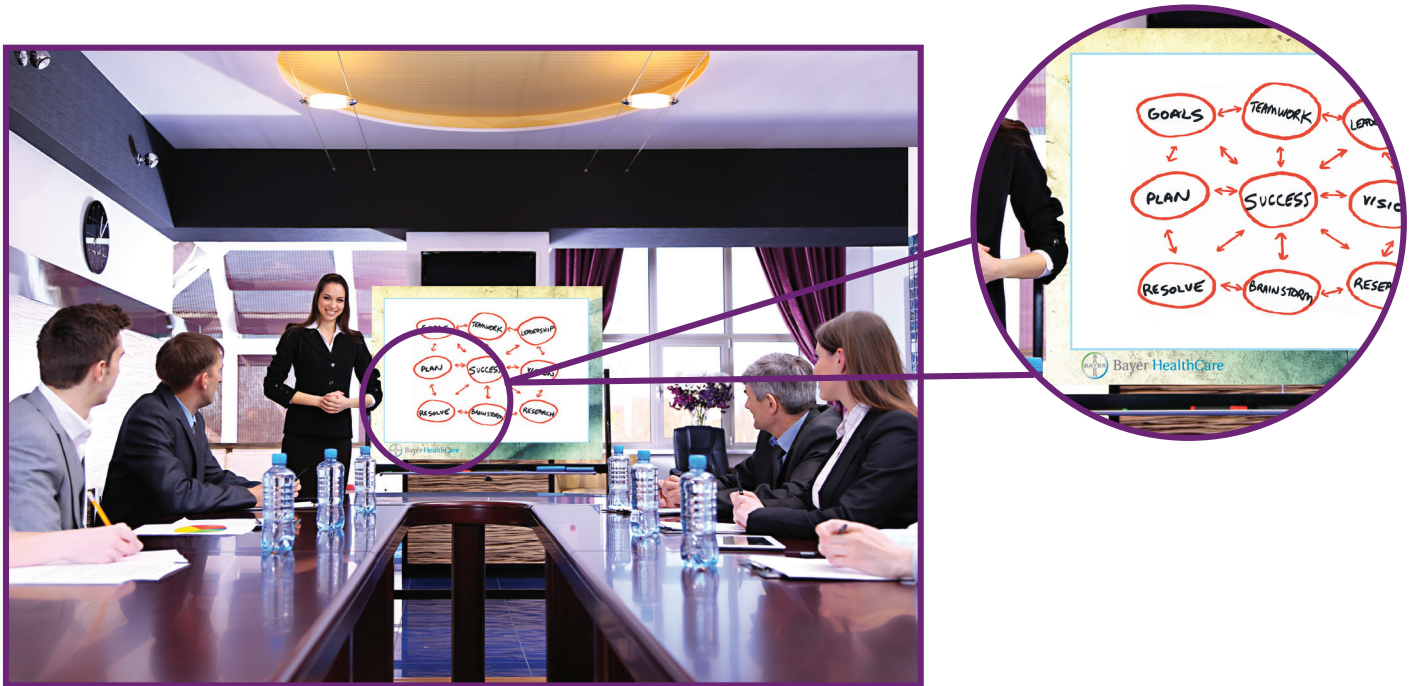


**Product Opacity:** Clear
**Available Widths:** 51″ max
**Material Surface Options:** Glossy
**Adhesive Material:** Pressure sensitive overlam for dry erase applications

Use Dry Erase Laminate on the following applications:

| UV direct print | Lambda |
|---|---|
| Sintra | Bright |
| PETG | Duraflex |
| Styrene | Duratrans |
| Ultraboard | |
| Coroplast | |
| Controltac Positional Vinyl | |
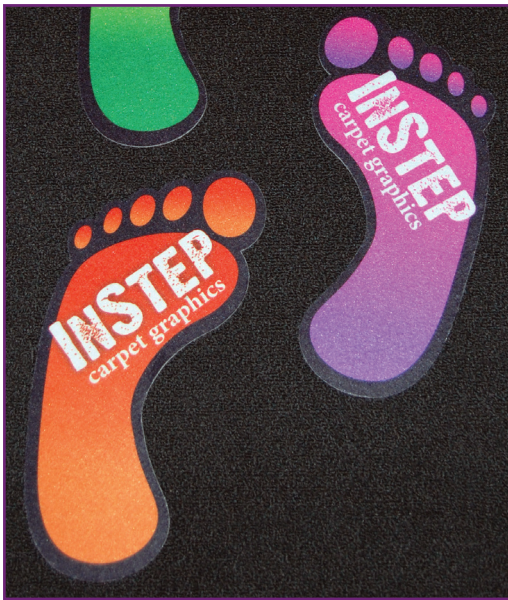
# InStep™

Carpet Graphics



InStep™ carpet graphics are perfect for any interior or retail environment. Use them for full color exhibition flooring, mats, carpet tiles or runners to direct your audience and promote your product.

Benefits:
• Rubber backing reduces sliding
• Good abrasion resistance to foot traffic
• Vibrant color prints
• Full color dye sub

# InStep™

Vinyl Floor Graphics
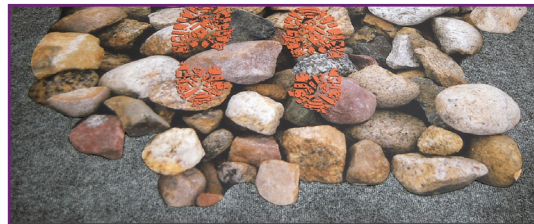




InStep™ vinyl flooring is perfect to add to existing or new display environments to promote your message. Create full-color flooring, directional signage, product branding and other creative product promotions.

* InStep floorings are the perfect products for creating custom cutout shapes



# InStep™

Adhesive Floor Graphics

The material is designed to be temporary and not leave any glue residue behind when it is removed. It is only to be used indoors. The hard floor version can be used on tile, sealed wood and sealed concrete. The carpet version is designed for low pile carpet.

Both versions use our UV print process and are laminated and UL approved for slip resistance.

# InStore Floor Displays are perfect for upscale spaces.



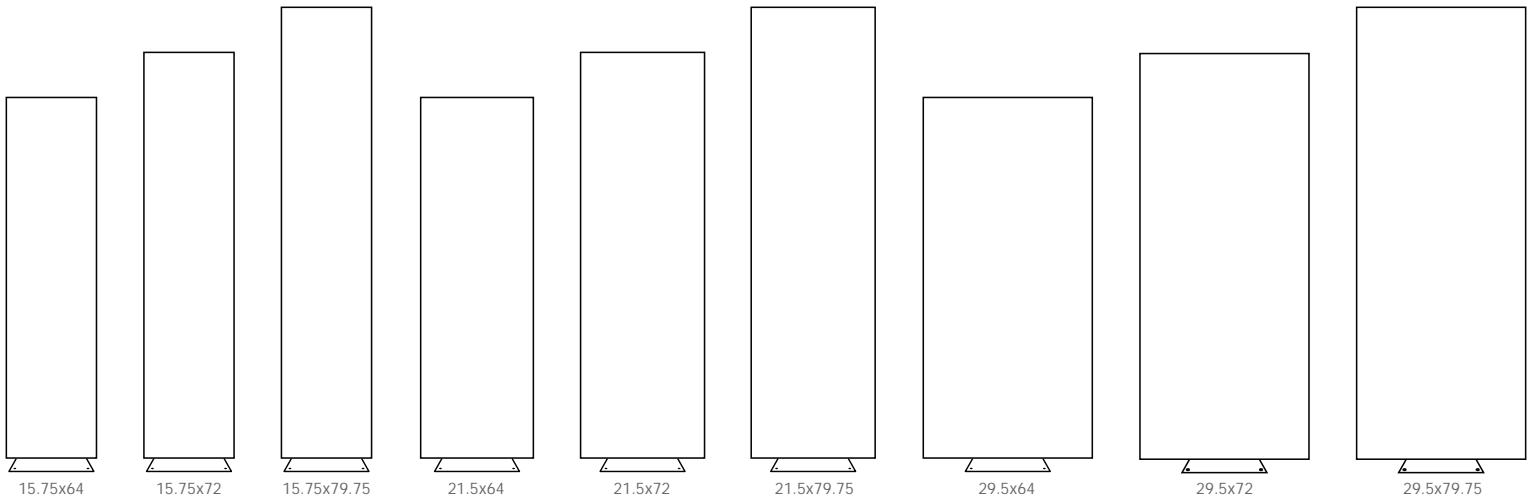**InStore** is the perfect retail banner for upscale spaces. When floorspace is at a premium and a clear line of sight is imperative, InStore is a great choice. The premium style of the InStore bannerstand makes it the smart choice when temporary messaging is needed. It's great for directional signage, corporate events, HR messaging and recruiting, and as a welcome display.

The display is an easy-to-work-with, frameless, double-sided, high-quality display system. You will quickly get attention with your message. Just as quickly, you switch to a new one when the next message is rolled out.

| Unit Size | Graphic Size | Live Area |
|-----------|--------------|-----------|
| 15.75″ | 15.75″w x 64″h | 15.75″w x 63″h |
| 15.75″ | 15.75″w x 72″h | 15.75″w x 71″h |
| 15.75″ | 15.75″w x 79.75″h | 15.75″w x 78.75″h |
| 21.5″ | 21.625″w x 64″h | 21.625″w x 63″h |
| 21.5″ | 21.625″w x 72″h | 21.625″w x 71″h |
| 21.5″ | 21.625″w x 79.75″h | 21.625″w x 78.75″h |
| 29.75″ | 29.5″w x 64″h | 29.5″w x 63″h |
| 29.75″ | 29.5″w x 72″h | 29.5″w x 71″h |
| 29.75″ | 29.5″w x 79.75″h | 29.5″w x 78.75″h |





15.75x64  15.75x72  15.75x79.75  21.5x64  21.5x72  21.5x79.75  29.5x64  29.5x72  29.5x79.75

**The Pronto Banner Stand** is a simple retractable unit perfect for temporary use, directional signage, corporate events, HR messaging & recruiting and as a welcome display. A quality banner stand at the most economical price. When ready to display, simply attach the pole perpendicular to the base and pull the banner up to attach to the top of the mast.

When displayed, the graphic is held in place with a clean "clamp style" top hanger for long-term reliability and grip. When not in use, the graphic retracts into the unit.

The mast stores in the base of the unit and is designed with three even segments for various display options. This makes the Pronto very conducive as a table-top display...just assemble at one or two sections high.

The Pronto is a versatile single-sided unit (double-sided available). It comes with an attractive black full zip around padded canvas carry bag. The set-up instructions are included on every unit. Every Pronto comes with a Lifetime Warranty.

| Unit Sizes | Live Area | Graphic Print Sizes | Unit Color |
|---|---|---|---|
| 23.5 | 23.25 x 87.25 | 23.25 x 92 | Silver or Black |
| 33.5 | 33.25 x 87.25 | 33.25 x 92 | Silver or Black |
| 39.375 | 39.125 x 87.25 | 39.125 x 92 | Silver or Black |
| 47.25 | 47 x 87.25 | 47 x 92 | Silver or Black |

## Graphic Specs

Approximately .625" of the graphic hides behind top hardware bar.
Total Banner Stand Height: 89.75".
The 23.5" unit uses a four section pole.

## Segmented Pole Heights

For 3 piece pole:  (33.25", 39.125" and 47" units only)
    3 pole height live area from top is 87.25"
    2 pole height live area from top is 57.25"
    1 pole height live area from top is 30.25"
For 4 piece pole:  (23.5 unit only)
    4 pole height live area from top is 87.25"
    3 pole height live area from top is 65.25"
    2 pole height live area from top is 43.25"
    1 pole height live area from top is 21.25"

Solvent-printed banners are perfect for indoor or outdoor use. They feature 12-month+ outdoor use with minimal fading.

| MATERIAL | PRINT SIZE | SURFACE TEXTURE | OPACITY LEVEL | FINISHING OPTION |
|---|---|---|---|---|
| Solvent 9oz. | Any size composed from 10ft. sections. Individual pieces 120″ max width by fall* | Matte | N/A | Standard edges, pockets and grommet options combined with welding and sewn reinforcements. |
| Solvent 13oz. | Any size composed from 10ft. sections. Individual pieces 120″ max width by fall* | Gloss | Good | Standard edges, pockets and grommet options combined with welding and sewn reinforcements. |
| Solvent 13oz. Blockout Vinyl (indoor) | Any size composed from 10ft. sections. Individual pieces 120″ max width by fall* | Matte | Opaque | Standard edges, pockets and grommet options combined with welding and sewn reinforcements. |
| Solvent 15 oz. Blockout Vinyl | Any size composed from 10ft. sections. Individual pieces 120″ max width by fall* | Matte | Great | Standard edges, pockets and grommet options combined with welding and sewn reinforcements. |
| Solvent 15oz. Backlit Vinyl | Any size composed from 10ft. sections. Individual pieces 120″ max width by fall* | Matte | Translucent | Standard edges, pockets and grommet options combined with welding and sewn reinforcements. |



# Solvent Window Perf
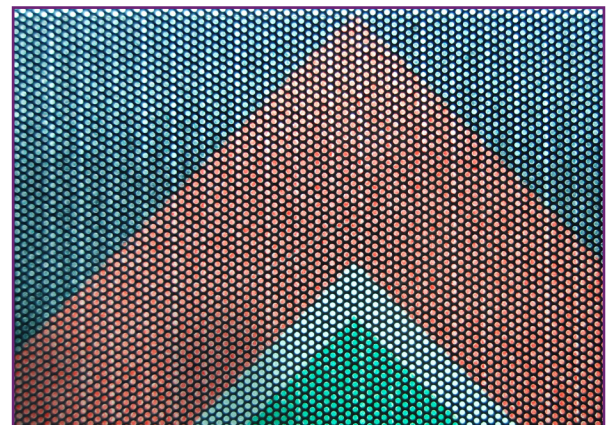


**Solvent Window Perf** is ideal for exterior-mount window graphics. The print area of 65/35 means you get 65% of your image retained with only 35% perforation. This is much better than the 50/50 print area most window perforation graphics offer. Window Perf has a gloss surface and displays text and small details to help carry corporate brands, shield sun on windows with style or provide temporary information.

| SUBSTRATE | COLOR | DESCRIPTION & DETAILS |
|---|---|---|
| .020, .030, .040, .060 Styrene | White | Styrene is one of our most economical substrates. It's great for form fitting graphics onto curved areas, and great for use with channel systems.  Other colors available for special order.  Call for a quote.<br><br>Print Max: .020 styrene - Max size: 60"w X Any Length / .030, .040 & .060 styrene - Max size: 4' x 8') |
| 1/8", 1/4", 1/2" Sintra | White/Black | Sintra is a durable substrate and comes in a range of thicknesses to choose from. This substrate is the best choice for permanent use. Other colors available for special order. Call for a quote.<br><br>Print Max: 5' X 10' |
| 3/16" & 1/2" Ultraboard | White/Black | UltraBoard is a great choice for lightweight messaging.  Attaching an easel back for stability is great for short term use.  UltraBoard is very durable and accepts ink better than comparable lightweight substrates, resulting in a much deeper image.  Special order colors consist of red, blue, black surface with white center fill and white surface with black center fill. It is recommended that this substrate only be used in dry indoor environments.<br><br>Print Max: 5' X 10' |
| 4mm Coroplast | White/Black | Coroplast is the best substrate for short term outside use. This substrate design accepts your metal yard stakes for displaying outdoor signs, use at outings, directional signs and many other event needs. NOTE: Not recommended for full bleed graphics. A 1/2" non print border is strongly recommended for ideal quality and durability.  Metal yard stakes are available.<br><br>Print Max: 4' X 8' |
| 12oz. Vinyl | White | 12oz. Vinyl material is the best choice for outdoor banners.  The vinyl material is great for grand opening, sides of buildings, announcing special community events and much more.  This material has a six month guarantee not to fade under normal circumstances.<br><br>Print Max: 70"w X by any length |
| Controltac Positionable Vinyl & Decals | White | Controltac Positionable Vinyl is designed for use on projects where you need to apply your image to contoured surfaces. If needed this material can be repositioned or adjusted to achieve the best display of your graphics. Once your graphic is in position just squeegee it into place. *Controltac Laminate is a clear 2mil semi-gloss laminate that can be applied to controltac vinyl. This protects and makes controltac easier to be removed.<br><br>Print Max: 54"w X by any length |
| Reposition-it Glass & Wall Graphics | White, Clear (with and without white flood ink)<br><br>6mil Vinyl | Reposition-it graphics are designed for easy application. The adhesive side is not as aggressive as other graphics making it simple to place and then move into position. Best for short term use on multiple surfaces such as; glass or other glossy surfaces, plastic, fully cured high gloss paint and some graphic materials. Reposition-it can be profile cut and is perfect for clear clean surfaces such as Glass. When faced with other surfaces than described or when longer term use or near opacity is required we recommend TacTac™ Peel and Stick Repositionable Graphics<br><br>Print Max: 54" |
| TacTac™ Wall Graphics | White adhesive textile media | TacTac™ is a great pressure sensitive peel & stick re-positionable material that can be used indoors or outdoors. Use it on Walls, Windows, Doors, Laminated Panels and SEG Fabric displays.  TacTac™ material can be wrapped around corners and poles. Cover walls, tables, counter surfaces and other structures in interior environments. NOT RECOMMENDED FOR Pillow case graphics. Always request a sample to test on the surface you are covering. TacTac™ is not guaranteed to work on all surfaces, it is a low tac textile that will stick to most surfaces but not all. We proudly use the PhotoTex™ material combined with our state of the art UV Direct print process and iCut machines.<br><br>Print Max: 54" |
| Di-Bond | White | Di-Bond 3mm opaque durable rigid substrate consisting of two .012" white faces with a polyethylene core.<br><br>Print Max: 4' X 8' |
| Poly 5 Lay Flat | White 5mil | Poly 5 Lay Flat is a UV Direct Print Anti-Curl Lay Flat substrate.<br><br>Print Max: 58" |
| StreeTag Outdoor Graphics | White Matte | StreeTag is a sticker/decal designed to adhere to asphalt, sidewalks, concrete and other outdoor surfaces. StreeTag is printed on a special material that easily adheres to most types of outdoor surfaces - horizontal and vertical alike.<br><br>Print Max 54" / 4mil vinyl film |
| 1/8" & 1/4" Plexiglass | 1/8"Clear/White 1/4" Clear/White/ Frosted | Plexiglass is an acrylic plastic that is considered the industry standard for acrylic substrates. It is a versatile material with many interior design uses. Other sizes and thicknesses of plexiglass are available, please call for additional details.<br><br>Print Max: 4' X 8' |
| 1/8" & 1/4" Greenboard™ | 1/8" White 1/4" White | Greenboard™ Eco-Friendly Rigid Substrate is a premium quality, ultra-smooth rigid hardboard. The surface provides a firm base to support and enhance digital print images while ensuring image consistency. • Green substrate alternative   • Bright white smooth printable surface • Recycled white foam PVC  • 70% post consumer recycled content.<br><br>Print Max: 4' X 8' |
| UV direct print 80" Backlit | White/Milky | UV direct print 80" Backlit is a 9mil backlit film with a gloss surface.<br>It is great for indoor use and ideal for use in a lightbox and anywhere a graphic wider than 48" is required.<br><br>Print Max: 80"w X by any length |
| Wincos Window Graphics | Clear | Wincos is a 2mil optically clear low tack adhesive vinyl for use on windows only.<br><br>Print Max: 58" |
| Clear Window Cling | Clear | Clear Window Cling is clear static cling vinyl for use where you need to apply a window cling graphic.<br><br>Print Max: 54" |
| Magnetic Sheeting | White | Magnetic Sheeting .030 mil white magnetic material. General purpose flexible magnetic product for signage, digital imaging, advertising specialty and more. Available for indoor & outdoor uses.<br><br>Print Max: 38" |

# Fabric Description Chart

| Fabric | Surface Texture | Max Print Width |
|---|---|---|
| Poly Knit | Soft Knit | 118″ |
| Celtic Cloth | Soft Matte | 118″ |
| Sports Mesh | Flexible Polyester Eyelet | 60″ |
| Wrinkle Resist | Soft Poly Twill | 62″ |
| MicroKnit | Knit/Canvas | 118″ |
| Diamond Finish | Soft Matte with opaque backer | 50″ |
| Gaming Suede | Soft Suede | 118″ |
| Poly Duck | Matte/Canvas | 68″ |
| Poly Poplin | Soft Matte/Canvas | 58″ |
| Poly Satin | Satin Shine | 58″ |
| Poly Silk | Woven Silk | 58″ |
| Dacron | Polished Canvas | 58″ |
| Hercules | Heavy Weight Canvas | 58″ |
| Weave | Semi Transparent/Soft Matte | 118″ |
| Polylucent | Sheer | 118″ |
| Lucent Plus | Sheer | 118″ |
| TriFab (Backlit) | Soft Suede | 116″ |
| Satin Plus | Spun Satin | 108″ |
| Celtic Recycled Cloth | Soft Matte | 118″ |
| MicroKnit Recycled | Knit/Canvas | 118″ |
| Silhouette (Backlit) | Smooth | 118″ |
| Pennant | Full Saturation / Bleed Through | 58″ |
| Brilliance | Soft Matte / Knit | 118″ |
| Recycled Paradise | Matte | 60″ |
| Backlit Knit | Soft Suede | 118″ |

**COLOR MATCHING**
Please include any critical color matches required in artwork on your purchase order. All critical color matches are matched to their best possible interpretation for that specific output device. Hard copies supplied (such as photos, business cards, brochures, etc) can also be used for color matching. If color needs to be consistent with previous order, please include this information on your purchase order. For color matching, ALL artwork must remain in layered format.

**DPI and FILE SIZE**
To save transfer time, setting up files at a scale of their final output is optimal. BE SURE that all raster assets will be at least 100 dpi at final size.

**EMBEDDED IMAGES**
Embedded links will be checked for quality at actual size. We recommend sending native art links, as we cannot color match or apply our color profiles to embedded links.

**FONTS**
When fonts are sent preserved, be sure to include all fonts used within upload package. Postscript format is preferred.

**SEND ART IN NATIVE FORMAT**
Programs like Quark and InDesign offer the option of exporting your layouts to self-contained pdf files for output. We always request artwork is sent in its native format with all links and fonts included. If not, we will require approval of non-native files to print as-is (usually the best course of action is to "rasterize" or "flatten" these files in Photoshop.)

**MULTIPLE PANEL PROJECTS**
When designing artwork that stretches across multiple graphic panels, ALWAYS set up as one continuous layout. If layouts are set up separately, our Technical Support department will contact you for a new layout, which could cost production time. If new artwork cannot be provided, additional composition charges could be incurred to recreate.

**BLEED**
2" overall bleed is required.

**PRINTED LAYOUTS**
Whenever possible, please include accurate printouts of your design and mark any .jpgs FPO. Although colors may be somewhat different due to the many output devices used for proofing, an accurate layout helps confirm the composition of the file. If any fonts are linked incorrectly or images shifted, our preflight department will have an accurate map to reference. For e-transferred files, a flattened screen shot will work as a quick reference of the layout.

**RGB or CMYK**
- Select/Lambda - print profile requires CMYK.
- Colossus/Print-On-It/Solv-it - print profile can be either CMYK or RGB.
    * Make sure ALL artwork is set-up in a consistent color space.
    * If unsure of print process, please consult your Account Representative or TSR.
    * If layouts are not provided in the correct color space for the specific output device, color shift may occur when converting to our color space.
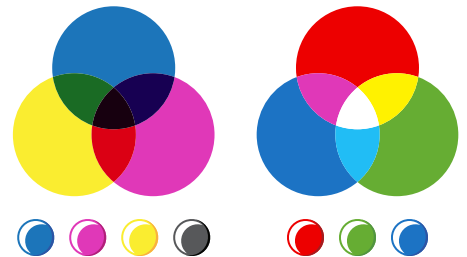
**SOFTWARE**
We keep up with the most current Adobe Creative Suite available.
Preferred file formats: Adobe Illustrator EPS, Adobe Illustrator AI, Adobe Photoshop PSD, TIFF, EPS
Alternate file formats: Adobe InDesign INDD, INX, QuarkXpress QXD.

# Our color management team makes sure the colors are spot-on!

Our Color Management Team's focus is to ensure predictable color on every printed surface. We guarantee color consistency by calibrating our print devices to be G7 compliant, giving our clients confidence that it will be done right every time.

Optima is Qualified as a **G7 Master Printer** in the services of Digital Wide / Grand Format Inkjet.

Certified **Color Managment Professionals**
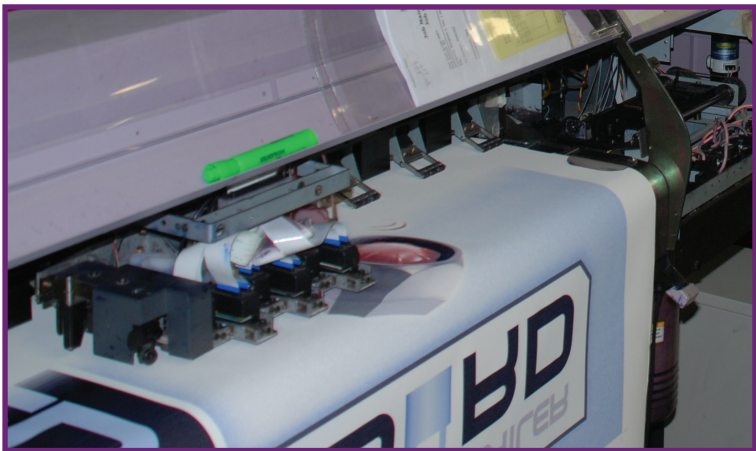
**Call** 800-844-8877
**Email** or **Fax** your Purchase Order*

**Send** Optima your artwork**

**Due Date** - When is the latest you need to receive this order?

**Shipping Address** - Where do you want your order to ship?

**Contact Name** - Who can we contact at your company?

**Art Delivery Method** - How are you sending your art? (i.e. FTP, CD?)

**Order Confirmation**
You will receive a fax and /or email confirming your order.  Confirmation includes pricing and specifications. Please double check this information to verify accuracy.

**Shipping Verification**
A Shipping Verification is automatically e-mailed to you so you can track your job.
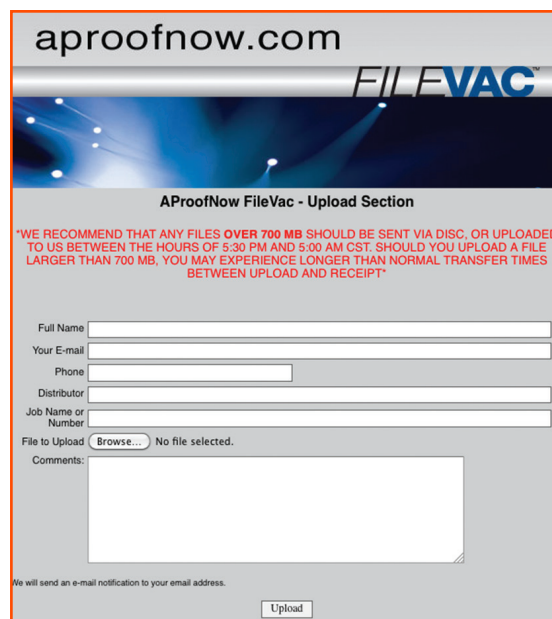* P.O.s may be emailed or faxed to 636-349-0749
**Artwork may be placed in one of the following ways:
    Upload to our FTP site:  **www.aproofnow.com**
    Email to:  **artwork@optimagfx.com**
    Ship to:  **Optima, 1540 Fencorp Dr. Fenton, MO 63026**

Please contact Optima Technical Support or artwork@optimagfx.com with any questions



## FTP Site

To upload files:
Go to www.aproofnow.com

(Fill out all the fields to ensure your
Tech Support Rep will receive your artwork.)

## Contact Info

**Optima, Inc.**
1540 Fencorp Court
St. Louis, MO 63026

**Phone: 800-844-8877**

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