

ALPHADEZINE - PRE-PRESS WEBSITE CONTENT

BANNER TAGLINES -

- ✓ Effective Prepress Solutions for Precision Printing
- ✓ Mitigated Errors for Flawless Printing Performance
- ✓ Reduce Waste. Reduce Time. Enhance Profits!

ABOUT ALPHA!

AlphaDezine is a milestone of precision pre-press services and solutions with an immense international industry experience of over 10 years. If there's any pre-press service there is on this planet, we can do it!

Our pro-designers and industry crafted creative team members have been through all the turbulence of challenging winds and have emerged as a rare combination of "People who get things done"!

- ✓ Looking for a team that can handle even the trickiest of pre-press design tasks?
- ✓ Need help with prepress services in impractically tough deadlines?
- ✓ In search for best quality prepress at the most affordable prize?

AlphaDezine is all you'll need!

BROTHER FULL COLOR/C-DIGITAL

In C-Digital, the letter C is used for Chromogenic color prints. Made using traditional chemicals and processes, these are full color photographic prints. The material is exposed using either LED lights or Lasers. Earlier, when corrected light was passed through a negative onto a transparency film, it produced traditional c-prints. Later in the 1950s, under the name "Type - C", Kodak introduced chromogenic papers. The name has remained popular ever since.

Very few people can really appreciate the complex operation of large digital photographic printing. There are a lot of nuances and people involved in the process beginning from original file to getting the final print.

Features:

- Can print any vector and raster artwork
- The raster artwork resolution should be at least 300 dpi in actual size for quality printing

Art standards:

- "San serif - serif - script" fonts: minimum 7 to 12 point size
- Positive-negative space in artwork to be taken special care
- Color mode as per machine calibrations. Ex. PMS/CMYK/RGB
- Cups/T-shirts/notebooks/flyers/bottles/pens/notes/etc.

CMYK (FULL COLOR) PRINTING

CMYK (Cyan, Magenta, Yellow and Key Black) is also referred to as process color, full color or even four color printing. CMYK's different combinations can produce all colors which can reproduce beautiful quality colored texts and images. Tiny dots of colors make up the colors of the image and hence if in the digital picture the Pixels per Inch are low then the image will appear to be start becoming grainy if you try to enlarge it.

Features:

- The raster artwork resolution at least 300 DPI in CMYK color mode in actual size and also provide vector artwork

Art standards:

- Minimum "PT" for "San Serif - Serif - Script" Fonts
- Positive-Negative space in artwork
- Effects like Blend/Drop Shadow/Gradients/Transparency
- Color mode as per machine calibrations. Ex. PMS/CMYK/RGB

CMYK 4 COLOR SCREEN PRINTING

The color image system is divided into 4 different color values with the use of filters and screens known as Four Color Process Printing. It was earlier done with the help of photographic film but is now done with software. When the images are transferred to the printing plates and are printed with the inks cyan, magenta, yellow and black it produces the original color image. This four color printing process is used worldwide in both graphic arts and commercial printing industry for reproducing color images and text.

Features:

- Can print any vector and raster artwork

Art standards:

- Minimum "PT" for "san serif - serif - script" fonts
- Positive-negative space in artwork
- Effects like blend/drop shadow/gradients/transparency
- Provide print ready in 4 color separate files in halftones

- Color mode PMS/CMYK/RGB

DEBOSSING/EMBOSSING

Raising an image above the surface of the paper is called Embossing and pushing the image down on the surface of the paper is called Debossing. Both the processes give a polished look and feel owing to the tactile qualities and visual shadow lines. These can have colors or can be done blind, i.e. without using colors. Produced on the letterpress equipment, both embossing and debossing require film and metal dies to be made.

Features:

- Simple vector artwork

Art standards:

- Minimum "PT" for "san serif - serif - script" fonts
- Positive-negative space in artwork

DECAL TRANSFER

Decals are a "transfer" in the design form which can transferred from one surface to another. It is a specific type of sticker. 'Peel and Stick' decal is the most common type of sticker. The difference between commercial stickers and decal is that, decals have three layers as compared to two in commercial stickers. Decals are supported by paper backing which not only helps in keeping it intact but also placing it wherever you like comfortably. There are basically two types of decals, one which are sticky on one side and the other which can be transferred, for example temporary tattoos.

Features:

- Can print any vector and raster artwork
- The raster artwork resolution should be at least 300 DPI in actual size for quality printing

Art standards:

- "San serif - serif - script" fonts: minimum 7and 12 point size
- Positive-negative space in artwork to be taken special care
- Color mode as per machine calibrations. Ex. PMS/CMYK/RGB

DIRECT PRINT UV

As conventional printing plates can be imaged in the printer's digital workflow, it enables the workflow to be extended beyond the current printing applications to screen printing. Various types of lasers (405mm, 830 mm, 940 mm) can be equipped in the printing devices and it no longer requires an analogue film or conventional exposing.

Features:

- The raster artwork resolution at least 300 DPI in actual size and provide vector artwork

Art standards:

- Minimum "PT" for "san serif - serif - script" fonts
- Positive-negative space in artwork
- Effects like blend/drop shadow/gradients/transparency
- Color mode as per machine calibrations. Ex. PMS/CMYK/RGB

EMBROIDERY

When a design or logo is sewn or woven directly then it is called as Direct Embroidery. It then becomes a part of the material. You also have the option of contrasting direct embroidery on a piece of material first and attaching the patch to the garment.

Features:

- Need JPEG or Vector files

Art standards:

- Minimum "PT" for "San Serif - Serif - Script" Fonts
- Positive-negative space in artwork
- All text should be a minimum of 3/16" tall to look OK and 1/4" to look great
- You also want the width of the stitch to be a minimum of 1/16" wide

HEAT TRANSFER/SUBLIMATION

A computer printer which uses heat to transfer dye to different materials such as card, fabric, plastic or paper is known as the Dye-Sublimation Printer. The dye was earlier considered to be going through the solid and gas states without going through a liquid stage and that is why the name sublimation was given but it was found out that the process is incorrect. After the realization, the entire process is now called as dye-diffusion but the original name still remains. The professional dye-sublimation printers are specifically

designed for producing clothing, ID cards, photographic prints and a lot of other things.

Features:

- The raster artwork resolution at least 300 DPI in actual size and provide vector artwork

Art Standards:

- Minimum "PT" for "san serif - serif - script" fonts
- Positive-negative space in artwork
- Effects like blend/drop shadow/gradients/transparency
- Color mode as per machine calibrations. Ex. PMS/CMYK/RGB

LASER

Laser printing is an electrostatic digital printing process which produces text and graphics of high quality. The process involves the continuous passing of laser beam over the "drum" which is a negatively charged cylinder to define a intricately designed image. The electrically charged powdered ink is then collected and transferred to the image which is heated to permanently fuse the text and/or imagery. It also needs to be understood here that laser printing is different from analogue photocopiers. Laser printing is produced by directly scanning the medium in the printer's photocopiers which is not the case with the analogue photocopiers. This makes the copy images process in laser printing much faster than most of the photocopiers.

Features:

- Vector artwork
- For cutting and engraving

Art Standards:

- Minimum "PT" for "san serif - serif - script" fonts

PAD PRINT CARL

Features:

- Vector artwork

Art Standards:

- Minimum "PT" for "san serif - serif - script" fonts
- Positive-negative space in artwork

SCREEN PRINT

The printing technique in which a mesh is used for transferring ink onto a substrate except in impermeable to the ink areas by a blocking stencil is known as the Screen Printing technique. In this process, to fill the open mesh apertures with ink, blade or squeegee is moved across the screen. Then a reverse stroke causes the screen to touch the substrate in the line of contact. The ink gets with the substrate and is pulled out of the mesh apertures. The screen later appears as the blade has been passed.

Features:

- Print ready file/vector artwork

Art Standards:

- Minimum "PT" for "san serif - serif - script" fonts
- Positive-negative space in artwork