

The Original Floating Action Pen
& High Quality Acrylics



Design Manual





Artwork Service Levels

QUICK SERVICE

Free of Charge

- Artwork submitted **digitally** according to the Eskesen sketch sheets.

DIGITAL SERVICE

See present price list

- Artwork submitted **digitally**, but Eskesen needs to **adapt** the artwork to fit the sizes of the sketch sheets.

ANALOGUE SERVICE

See present price list

- Artwork submitted **digitally** or **analogue** (photos, post cards or brochures), but Eskesen **needs to put together** the single images to achieve the artwork required and **adapt** the artwork to fit the sizes of the sketch sheets.

OUTSIDE CATEGORY

See present price list

- Artwork submitted **digitally** or **analogue** with a **too low dpi (resolution)** or **bad imprint quality**, where Eskesen **needs to re-create** the artwork.





Technical specifications

- For artwork made up in Illustrator or other vectorized programmes, it is essential to **outline** the font required.
- For artwork made up in Photoshop or other pixel-based programmes, the image resolution must be **300 dpi minimum**.
- If document/file includes imported image files, then these need to be sent separately in either **eps** or **tiff** format.
- To achieve optimum print quality, the logos and texts are to be submitted in **vectorized format**.
- When a special **pantone colour** is required, the pantone reference number needs to be mentioned in the artwork. Artwork must be submitted with correct pantone colour.
- Please stuff artwork files in **zip-it** or **stuff-it**.
- Artwork must be submitted **digitally** in the following sizes:

Floating Action:



Long model:

Back panel:	160,0	x 19,5 mm	1890	x 230 pixels
Floater:	55,0-100,0	x 21,0 mm	650-1181	x 248 pixels
Background:	160,0	x 23,3 mm	1890	x 275 pixels
Foreground:	160,0	x 19,5 mm	1890	x 230 pixels

Short model:

Back panel:	125,0	x 19,5 mm	1476	x 230 pixels
Floater:	55,0-100,0	x 21,0 mm	650-1181	x 248 pixels
Background:	125,0	x 23,3 mm	1476	x 275 pixels
Foreground:	125,0	x 19,5 mm	1476	x 230 pixels

For further information we refer to the detailed **Sketch Sheet for Floating Action**.

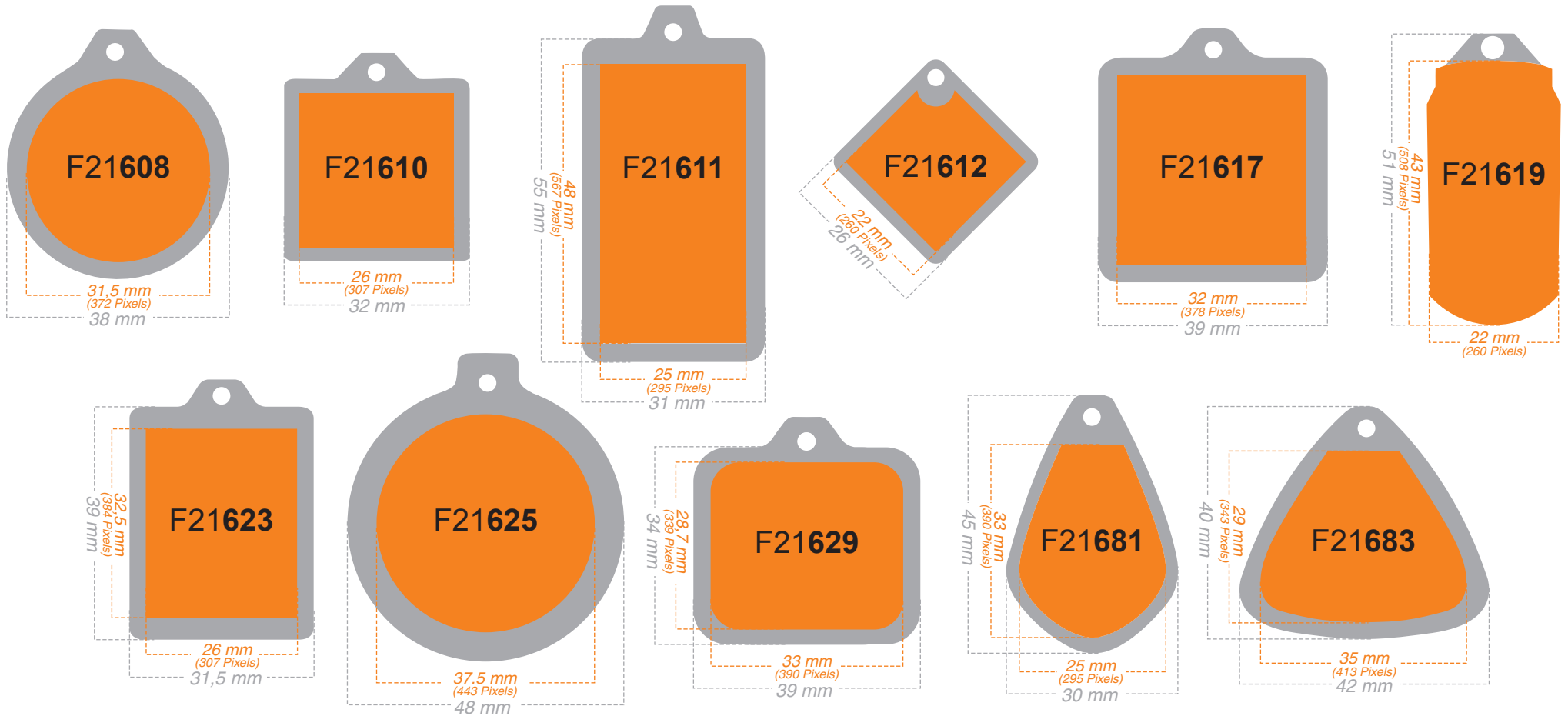
Acrylics:



Requirements are depending on product's size and shape. Artwork must be minimum double of imprint size.

For further information we refer to the detailed **Sketch Sheet for Acrylics**.

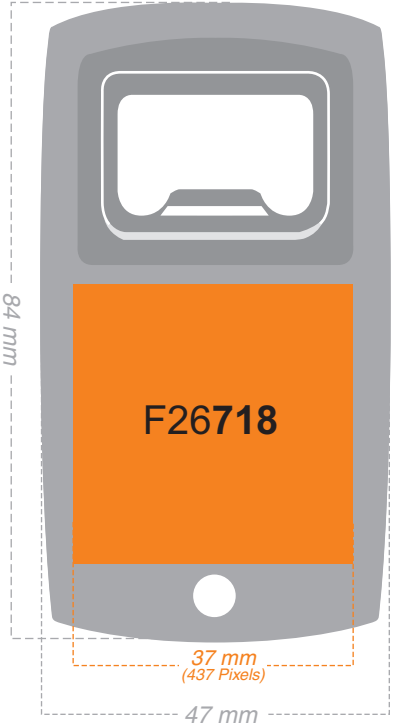
Acrylic *Keytag / Schlüsselanhänger / Porte-clés / Nøglevedhæng*
Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk **F21**



■ Dimension / Masse / Taille / Dimension
 ■ Print area / Druckfeld / Surface d'impression / Trykområde

You are about to be inspired!

Acrylic *Keytag / Schlüsselanhänger / Porte-clés / Nøglevedhæng* **F26**
Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk



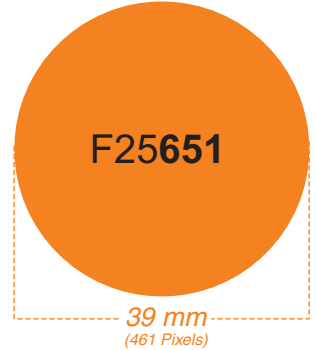
84 mm

F26718

37 mm
(437 Pixels)


47 mm

Acrylic *Magnet / Aimant* **F25**
Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk



F25651

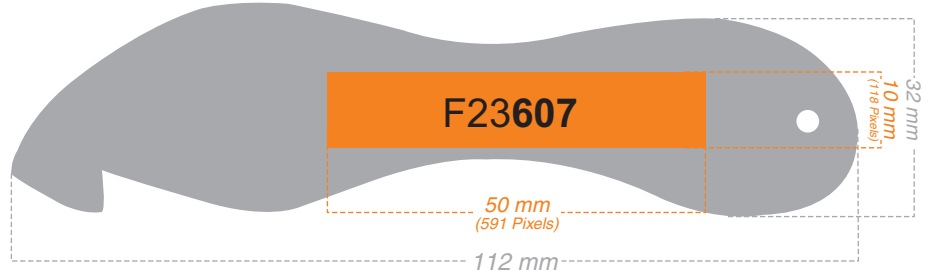
39 mm
(461 Pixels)



F25650

39 mm
(461 Pixels)

Acrylic *Orange Peeler / Apfelsinen Schäler / Couteau D'Orange / Appelsin Skræller* **F23**
Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk



F23607

50 mm
(591 Pixels)

10 mm
(118 Pixels)

112 mm

Dimension / Masse / Taille / Dimension

Print area / Druckfeld / Surface d'impression / Trykområde



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