townsend® LEATHER

DIGITAL PRINTS

Digital Printing is 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 base on your project needs. Estimated lead time for Digital Prints is 2 to 3 weeks additional to leather being produced. Please note: this is a basic reference tool sheet only; every leather and image will be slightly different. Customized pricing based on film width, quantity and details. Digital Prints are suitable for most all upholstery applications, including furniture and wall coverings.

DIGITAL PRINT DETAILS

- Printed on film, applied to leather, then top coated for added durability
- Maximum printing width of 47”
- Print can be applied on the grain or flesh side of leather
- Strike-off for approval can be generated before production

ARTWORK REQUIREMENTS

- CMYK artwork at 300 dpi or more
- Artwork must be flattened, no 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 (As shown to the right)
- Vector file types include: Adobe Illustrator (AI), Encapsulated Postscript (EPS)
- JPEG, PDF, PNG, or GIF files are not forms of vector artwork, as these may not allow for editing to text and graphics, therefore results may vary

ORIGINAL VECTOR ARTWORK

ORIGINAL VECTOR ARTWORK WITH SIZING AND COLOR ALTERATIONS

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

townsend® LEATHER

PO Box 669
45-49 Townsend Ave.
Johnstown, NY 12095 USA
518.762.2764
www.townsendleather.com