

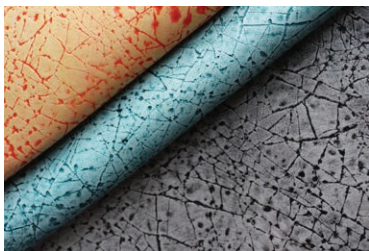
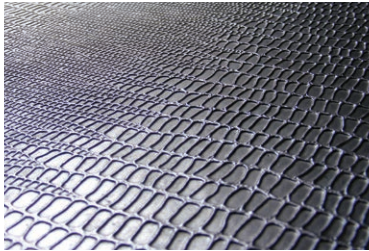
FLAT BED PRESS EMBOSSEING

One of Townsend’s ways of embossing is by a Flat Bed Press. This process “stamps” the leather using a magnesium plate with a design or grain texture under very high pressure.

Townsend has the largest collection of embossing plate patterns for leather in the U.S. with over 900 embossing plates available to choose from.

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 based on your project needs.

Please note: this is a basic reference tool sheet only; every leather and image will be slightly different.



EMBOSSING PROVIDES GREAT RESULTS FOR CUSTOM ARTWORK

SEE ARTWORK REQUIREMENTS ON BACKSIDE

INFORMATION

Most of the Townsend Leather product line can be embossed with plates.

Maximum custom plate area of 54"x29".

Depending on the pattern/plate design, embossing is available in full hides, sides, center cuts and panels.

Strike-off for approval is required prior to production.

Many textures can be embossed on whole cowhides without showing overlap lines, known as matchlines. This maximizes cutting yield and greatly minimizes the need for excess seams during upholstery.



ARTWORK REQUIREMENTS

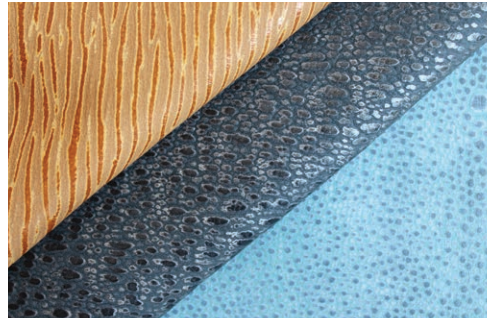
Submit artwork at 100%.

Artwork must be flattened, must not include layers.

Accepted File Formats: PDF, EPS, or AI.

We can work from design sketches or photographs to develop virtual renderings and customized tooling of embossing plates.

Repeated Designs: If artwork is a repeated design, be sure it repeats properly in the direction you wish.



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 flat bed embossing process. Charges may apply for customizing artwork and support.

