

## ART REQUIREMENTS: FILE PREP GUIDELINES

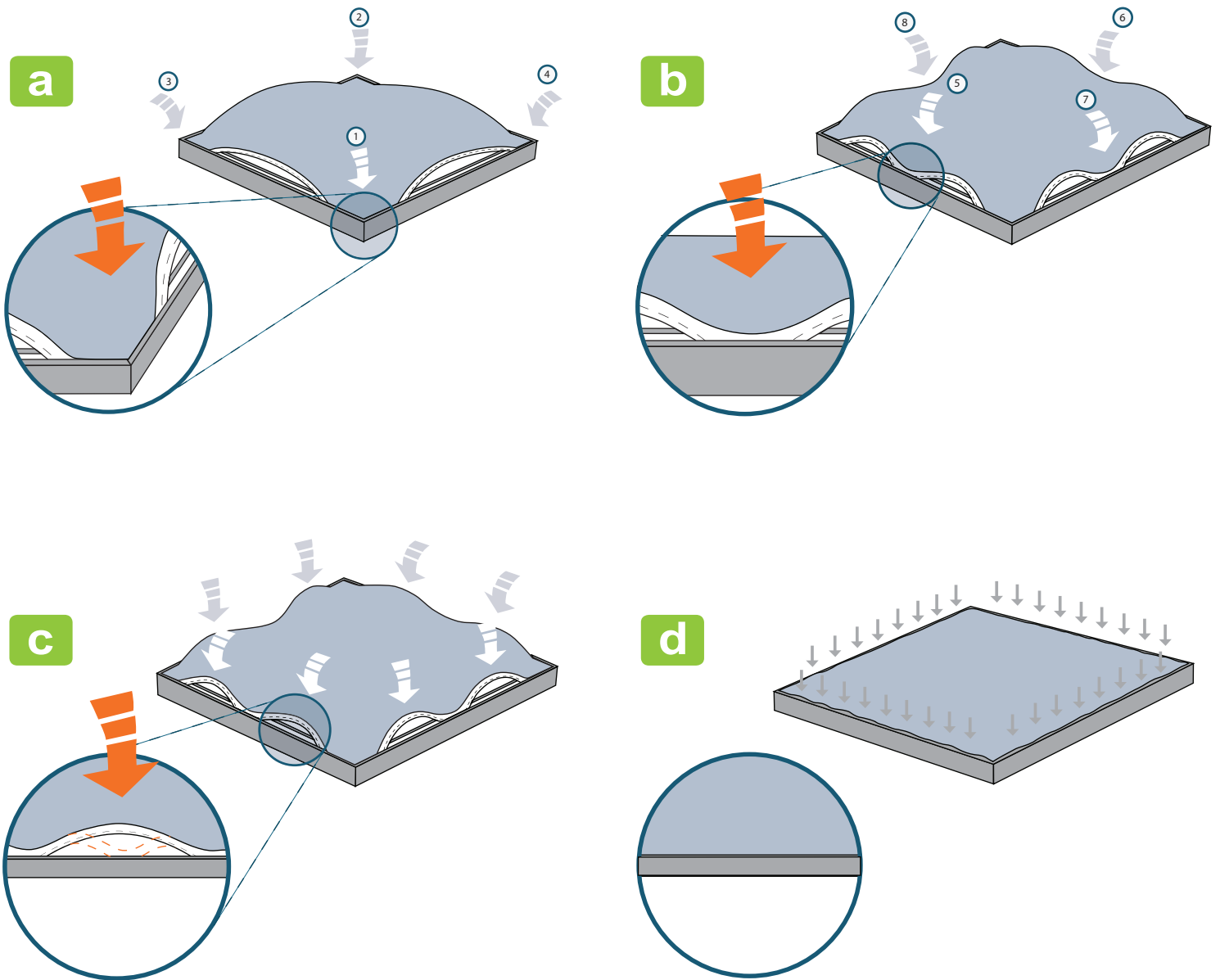
### » WHAT IS SEG?

SEG is a high-resolution dye-sublimated fabric graphic finished with a thin silicone strip (or welt/gasket). The silicone strip is sewn directly to the edge of the graphic, and the strip is then inserted into a frame with a recessed groove. The size of the graphic must be 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 on custom displays and interior spaces.

### » WHAT MAKES SEG DIFFERENT AND WHAT ARE THE BENEFITS?

- **Superior Fabric.** The fabric is from only high quality vendors.
- **Versatile.** SEG can be used on many Evo extrusion profiles.
- **Quality.** The fabric undergoes a painstaking inspection before and after the images are printed.
- **Dye-Sublimation.** Dye-sublimation graphics are durable, vibrant, and lightweight.
- **Less Frame.** SEG graphics are the perfect choice when more graphic and less frame is desired.
- **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 exhibit or retail wall display.
- **Storage and Shipping.** Fabric is lighter than many other graphics. Folding or rolling graphics neatly when in storage can take up much less space.
- **Care.** Fabric graphics can be washed and steamed and are just as durable and long lasting as traditional graphics.
- **Lightweight.** Larger graphics weigh less, perfect for draping or creating space definition.
- **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 filmed.
- **Versatility.** SEG fabric can be applied to most displays or event structures.
- **Less Visible.** The silicone edge means you see more graphic and less frame.
- **Curves.** Many Evo extrusions can be curved. Ask about design options.

» FITTING SILICONE EDGE GRAPHICS IN SEG FRAMES



## » WHAT ARE THE SIZE LIMITS OF SEG?

The maximum size (without a seam) of an SEG graphic is about 118" (117" visual). Larger seamed graphics are available.

## » WHY CUSTOMERS LOVE SEG GRAPHICS?

1. Tight as a drum, vivid, flat fabric graphics replace hard panel graphics in custom displays.
2. Highest quality look.
3. Neatly finished corners.
4. More visible graphic, less frame.
5. Pull tabs applied for easy material removal from frame.
6. Quick install and even faster break down.
7. Improved storage, drayage, and shipping costs with fabric graphics.



## » 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.

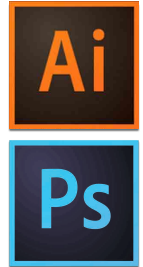
## » HOW SHOULD FABRIC GRAPHICS BE CARED FOR?

It is recommended that graphics be folded and stored in a bag. You may spot clean by wiping with a damp cloth. If it is necessary to wash the graphic and it is small enough, use a commercial size front-loading washing machine. Wash on the gentle cycle, with cool water. Dry cleaning is NOT recommended. To limit getting the graphic dirty during installation, keep the set-up area clean by using a drop cloth and wash your hands prior to setup. You may want to consider purchasing inexpensive white cotton gloves. Wearing the gloves while handling the graphic will minimize the transfer of dirt and oils to your graphic.

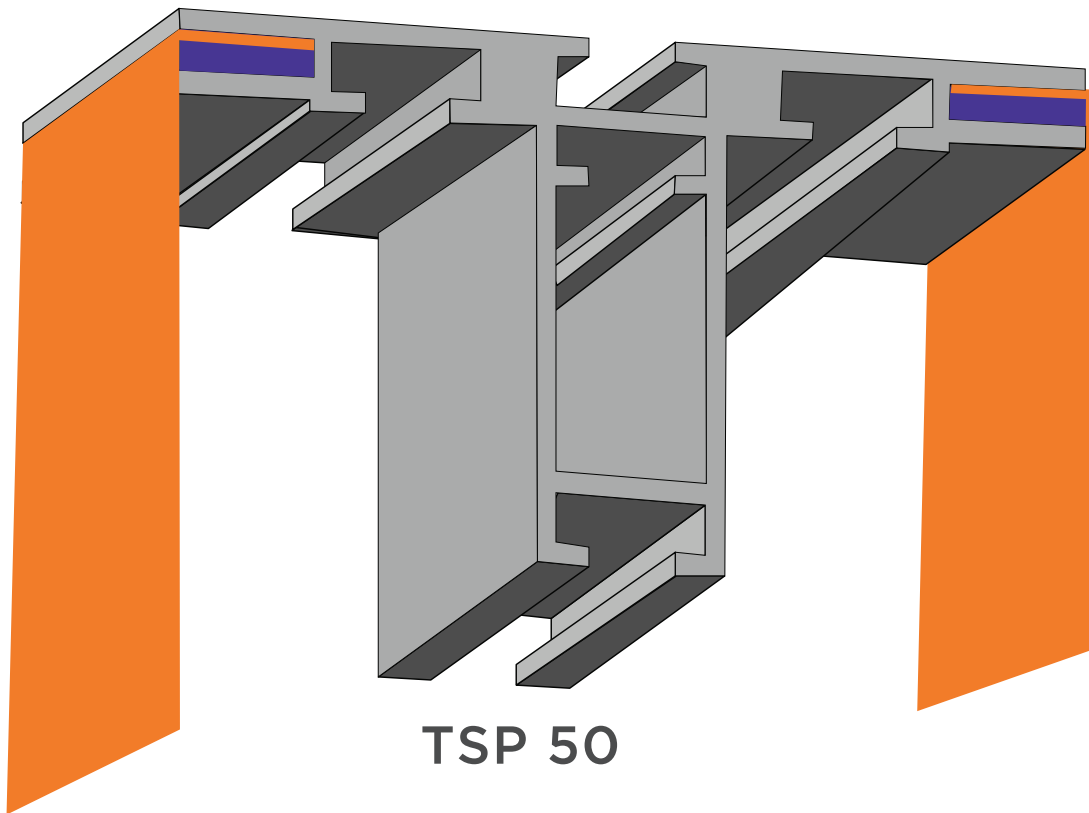


» WHAT IS THE PREFERRED FILE SET UP FOR SEG?

Files should be set up with at least 2 inches of bleed on all sides and marked with guides or crop marks to indicate art area versus bleed. The best file formats are Photoshop layered files and Illustrator documents. Files need to be set up as close to 100 percent as possible with a minimum resolution of 100 dots per inch. For more detailed information, contact your account representative or project manager.



» SEG FRAME AND FABRIC EXAMPLE



TSP 50

-  FABRIC GRAPHIC
-  SILICONE STRIP

» DETERMINING OPENING SIZE OF SEG GRAPHICS (IF NEEDED)

