

AZUNA SPECIFICATIONS

Preparing your artwork

RR Donnelley utilizes both Macintosh and PC platforms.

Please send artwork in the following format:

- We prefer the following applications:
 - Illustrator CS2, CS3 / Photoshop CS2, CS3 / InDesign CS2, CS3
- We require layered AI or PSD files
- Please include fonts
- Imagery must be at least 300 dpi

Sending your files

Option 1

Uploading artwork

<https://insite2.comprint.rrd.com>

Username: Azuna_Uploads

Password: Azuna2008

case-sensitive

Option 2

Downloading artwork

- Please provide instructions for Azuna's designers to download artwork via your company's FTP site.

Option 3

Mailing your artwork

- Please mail your large files via CD-R or DVD-R media.
- Please include an approved printout of original artwork.
- Mail to:
 - RR Donnelley
 - 1099 Greenleaf Avenue
 - Elk Grove Village, IL 60007
 - Attn: Tim Bearint
 - 847.593.5290
 - tim.bearint@rrd.com

Printing / Color

- We currently print computer to film to plate.
- We print on a 6-color offset press: CMYK plus two color stations for the 3D patterns.
- Please specify spot PMS colors at the project's inception. There may be extra costs for PMS colors.
- Due to the nature of the material we print on, there may be a 10-20% de-saturation of all colors (most notably pure white or pure black and including PMS colors).
- You may also see a color bleed effect due to the nature of the material.

Patterns & Design

- Please keep your design/concept simple and clean. Concepts with simple backgrounds yield the best 3D effect.

- Printing a step-and-repeat pattern on our material creates the three-dimensional appearance. Each pattern must have uniformly sized and spaced elements.
- We develop and test patterns on an ongoing basis and we welcome your suggestions.
 - If you'd like to suggest a pattern, please provide a single pattern element as a vector graphic.
 - Pattern elements are greatly scaled during the process so detailed patterns with fine lines cannot be accommodated.
 - Clear and simple pattern designs yield the best results.
 - Please refer to our pattern library for our most successful patterns.
- Pattern colors must contrast with the background or the imagery behind the pattern. The higher the contrast, the better the effect. A solid black background is not compatible with the 3D design process.
- We recommend avoiding the following pattern colors in most scenarios:
 - Yellow, pastels and other pale colors
 - Purple
 - White

Layers

- We produce 3-5 perceptual 3D layers. We use the following terminology when referring to these depth layers:
 - Negative layers fall back into space
 - The zero layer consists of artwork that is not 3D
 - Positive layers come forward
- There can be multiple negative layers (1-3) in a piece but typically only one positive layer.
- The various depth levels are created through a special arrangement of the patterns.
 - Negative layers utilize larger patterns, while positive layers utilize patterns smaller in scale.
 - As negative layers become perceptually deeper, the pattern may become blurred.

Size / Material

- RR Donnelley prints on a specially extruded polypropylene material called Lencell.
- A typical Lencell sheet is:
 - 25"x36"
 - .5mm in thickness
 - .245kg in weight
- The maximum printable area is 23.5"x34.5"

Polypropylene at a Glance

- Polypropylene is a thermoplastic polymer made by the chemical industry and used in a variety of applications as both a plastic and a fiber. It is an ideal medium for a variety of uses due to its numerous qualities:
 - Lightweight
 - Impact and stress resistant
 - Weatherproof
 - High tensile strength
 - Retains stiffness and flex
 - Non-toxic
 - Recycled and recyclable

Technical Data

- Melting temperature: 174 degrees Celsius / 320 degrees Fahrenheit
- Monomer: Propylene
- Polymerization: Ziegler-Natta polymerization, metallocene catalysis polymerization
- Morphology: Highly crystalline (isotactic), highly amorphous (atactic)
- Chemical designation: C3H6