

AKSARBEN
Sign & Graphic Supplies



Getting The Most From Your Roland® Wide Format Digital Printer

Thank you for your choosing Aksarben Sign & Graphic Supplies and Roland digital printers. Roland is a worldwide leader in the sign and graphic arts industry and produces some of the finest digital printers/cutters available. We are proud to offer this exceptional product line to our customers.

Your Roland printer is a powerful piece of technology capable of producing a wide array of signs and decals from simple block letter designs to high resolution photo-quality prints.

To aide you in providing your customers with the highest quality product we have created this short guide to the printing process. The process of printing is a highly complex topic but

this introduction will help you to avoid many of the common problems you or your customers may have when generating files for use with your Roland printer. Additional assistance can be found in the Roland user manual.

Proper maintenance of your printer is essential and will ensure years of dependable service. Please follow all recommended cleaning and adjustment procedures. As a factory authorized Roland dealer Aksarben Sign & Graphic Supplies is available for service calls, telephone technical support, as well as providing the highest quality medias, inks, and replacement parts.



 Roland®

Aksarben Sign & Graphic Supply



File Formats

The preferred format for files is **vector** (AI, EPS, CAD) as they are infinitely scalable, but you may work with **raster images** (JPEG, TIFF). Please note that pixel-based images are inefficient when scaling beyond the file's native resolution. These graphics should preferably be at least 180 dpi (dots per inch) at final printable size. Web graphics are only 72dpi, and should NEVER be used for print.

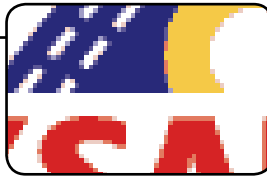
Vector Formats

FORMAT	PRINTING TIPS
.EPS	Convert to Outlines, check contour lines. CMYK.
.AI	Same as above.
.CAD	Export as an EPS or AI.

Vector



Raster



Raster Formats

FORMAT	PRINTING TIPS
.TIFF	100% actual size @ 180 dpi optimum.
.JPEG	Same as TIFF. Select a high quality compression.
.BMP	Same as TIFF. Use high color depth bit.
.GIF	Generally poor quality, meant for web graphics.



Color

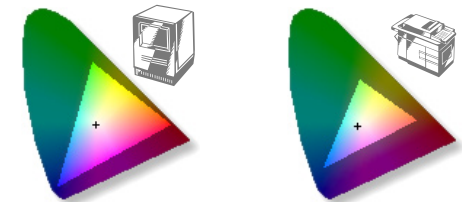
Discrepancies are most often seen in color between furnished files and the final production output. Your printer uses a 4 or 6 color process, therefore there is no way to reproduce spot, fluorescent, or metallic colors. When the printer receives a file with unprintable colors (out of gamut) the RIP software adjusts the inks to the closest approximation with varying results. In addition, be aware that the monitor you are viewing displays in RGB mode so a CMYK file will not be accurately represented. For example, some Pantone solids or RGB swatches cannot be accurately reproduced.



RGB vs CMYK images.
Be consistent in your color workspaces from start to finish.

Syncing Color

To reproduce the most accurate color representation the ripping software must employ the same color profile (workspace) that the artwork was designed or saved in. We recommend Adobe RGB (1998) or CMYK U.S. Web Coated (SWOP). Many of your clients may not be aware of this function when they submit files to you. Be aware that there are many RGB and CMYK profiles and without knowing the specific one utilized, your result may vary significantly.



Different devices have different color spaces. Your computers' monitor should be color sync'd to better predict output.

For more information on color management, please visit:
<http://www.color.org/>

Media Color Profiles

Printers have many different color profiles that change depending on which media is used. These profiles are needed to help the printer translate the color accurately from device to media. Different media have profiles attached to them, and incorrectly identifying the media profile can drastically alter the desired result. For example, vinyls have different characteristics than paper stocks, and paper stocks also vary in their characteristics. Be sure to use the correct media profile for the media you are printing on.

Contact your vendor or RIP software manufacturer, they may be able to provide you with the media profiles you need.



Correct Profile

Incorrect Profiles

Dealing with Text

At times you may receive vector files that contain fonts you do not possess. As a result you must then retrieve a new font, request that the customer supply the font, or substitute it with one you have in-house. This can lead to production delays and *additional charges to your client*. To safeguard against an improper font in a design request that your customers **convert all fonts to paths** (or **outline** depending on the software you are using).

Die Cutting

The Roland printer allows you to die cut decals in highly customizable shapes. To do this the machinery follows a **Cut path that you determine in your design**. For example, if you establish a cut path of 2% cyan the printer will cut anywhere this color combination occurs. There are two types of cut paths; Perimeter and contour. A perimeter cut follows the outside edge of the design and is a simple shape such as a rectangle or circle. A contour cut follows the artwork's outline exactly and can be very complex in shape.



Simple contour



Complex contour



Perimeter