

Button animates from one image to another – and back again.

Printed in full-color from customer-supplied artwork. Simply submit two images and we'll do the rest.

Lenticular plastic is affixed to a metal shell with a plastic backing and a full standard safety pin attachment.



Animates from one image to another and back again.



PRICES (each)	250	500	1000	2500	5m	10m	20m
Buttons	\$2.15	1.76	1.16	.82	.74	.72	.58
Set-up charge of \$60(G), per image							(7C)

Product Details – Item 515-400

Finished Size: 2 1/4" diameter

Material: 14 mil. 100 lpi lens is affixed to a metal shell with a plastic backing and a standard safety pin attachment.

Production Time: 7 to 10 working days after receipt of approved artwork.

General Information p. 55

TO ORDER:

- Simply submit two images and we'll do the rest.
- Actual Size: 2 1/4" diameter
- Image size with bleed: 2 3/4" Square (1/2" bleed all around)
- 300 dpi or vector files, CMYK for color accuracy
- Minimum font size: 12pt.

ARTWORK – PDF template available online.

We accept artwork created using Mac or PC versions of the following programs: InDesign, Illustrator or Photoshop. Artwork may be sent as application files, .eps files, .tif files, or as a "print optimized" PDF. Electronic artwork files must include all fonts used, as well as .eps or .tif images. All artwork should be supplied as vector or 300 dpi., and CMYK for color accuracy. Artwork may be sent by Email, FTP, Dropbox, WeTransfer, Hightail or Google Drive.



Animated FLIPIMAGE

Two distinct images that animate back and forth from one image to the other.

Held at one angle, you see a beautiful, full-color image.



Tilt the product slightly and another image appears.



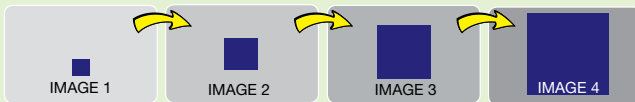
Artwork for Animated FLIP: Send us two images (one for each flip). Artwork must be prepared to the desired size, plus 1/8" bleed on all sides)

- 300 dpi Photoshop, eps, jpeg, tif or PDF file
- CMYK for color accuracy. (Color printout must be included.)
- Lens: 75 lpi (Thickness: 18 mil.)
- Max product size: 13" x 19"
- Minimum font size: 12 pt (sans-serif)

TO ORDER, simply submit two (or more) images and we'll do the rest. Set-up charge of \$60(G) per image.

- ✓ Vibrant colors and full ink coverage works best
- ✗ Avoid using white or very light background colors

ZOOM OR MOTION



The **ZOOM** effect gives the illusion of an image "zooming" toward the observer. A common background should be maintained for optimal effect (3 to 6 frames recommended).

The **MOTION** effect is achieved with a series of frames (3 to 6) of a photographed or illustrated action. (Example: a moving car, or person engaged in an activity). Your lenticular product will show your action from beginning to end. A common background should be maintained for optimum effect.

Artwork for ZOOM: Send us the first and last frame and we will create the frames in-between. Artwork must be prepared to the desired size, plus 1/8" bleed on all sides.

Artwork for MOTION: Send us one image for each frame of motion. Artwork must be prepared to the desired size, plus 1/8" bleed.

- 300 dpi Photoshop, Illustrator or Editable PDF file
- CMYK for color accuracy. (Color printout must be included.)
- Lenses: 75 lpi (Thickness: 18 mil.) 3 to 6 frames maximum.
- Max product size: 13" x 19"
- Minimum font size: 12 pt (sans-serif)

TO ORDER, simply submit three (or more) images and we'll do the rest! Contact us for a quote on set-up charge.

- ✓ Vibrant colors and full ink coverage works best
- ✗ Avoid using white or very light background colors

3DIMAGE

Creating a 3D Cover is no more difficult than creating a Photoshop layered file. Create your file as shown below and we will do the rest!

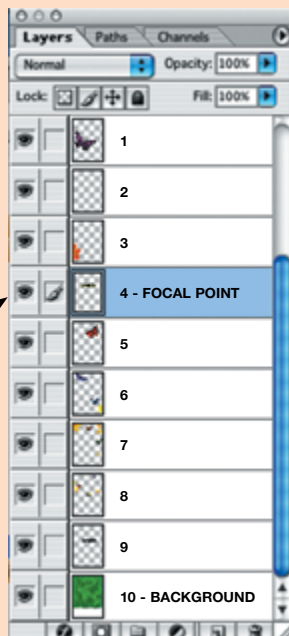
File must be provided as a layered CMYK Photoshop file (300 dpi). File must NOT be flattened.

Layers must be arranged in order.

- You can use 3 to 10 layers of depth.
- You must designate one layer to be your "Focal Point".

"FOCAL POINT" layer will be the clearest level of depth. We recommend that all copy and/or logos be on this layer.

(In this example: layers 1-3 will appear to hover above the lens. Layers 5-10 will appear to recede back into the lens.)



If objects are cut out of the background, the removed cut-out area must be cloned or retouched to fill in the removed area.

Artwork for 3D:

- 300 dpi Photoshop layered file only. If objects are cut out of the background, the removed cut-out area must be cloned or retouched to fill in the removed area.
- CMYK for color accuracy (Include color printout).
- Bleed – Artwork must be prepared to the desired size, plus 1/8" bleed (Top & Bottom), 1/2" bleed (Left & Right)
- Lens: 75 lpi (Thickness: 18 mil.) or 100 lpi (Thickness: 23 mil.)
- Max product size: 75 lpi (13" x 19") or 100 lpi (12" x 19")
- Minimum font size (sans-serif):
75 lpi Lens: 12 pt. • 100 lpi Lens: 8 pt

- ✗ Avoid backgrounds with solid colors or horizontal stripes. These two situations do not provide a depth reference to the observer.
- ✓ As an alternative, add some texture or vertical stripes to your background.

3D art charge cannot be quoted until art is received. Minimum 3D art charge is \$300(G)

EFFECTIVE DATE – Prices and specifications in this catalog are effective January 1, 2019 and are subject to change without notice.

REPEAT ORDERS – Please provide a sample of the previous order, your prior purchase order number, and the previous Enduraline factory order number.

INQUIRIES – If inquiring about an order, please refer to our factory order number and/or your customer number.

ARTWORK – We accept artwork created using Mac or PC versions of the following programs: InDesign, Illustrator or Photoshop. Artwork may be sent as application files, .eps files, .tif files, or as a “print optimized” PDF. Electronic artwork files must include all fonts used, as well as .eps or .tif images. All artwork should be supplied as vector or 300 dpi., and CMYK for color accuracy. Artwork may be sent by Email, FTP, Dropbox, WeTransfer, Hightail or Google Drive. (Photocopies, faxes, business cards and newsprint are not acceptable as artwork.)

- **Custom Lenticular Products** – Please refer to page 17 and/or lenticular product pages.
- **Sending artwork via Email, FTP or Dropbox** – must be identified with your company name, address, phone and fax numbers and your purchase order number. All files must be compressed to ensure their integrity during email transmission. PC files must be compressed using WinZip; Macintosh files using Stuffit. All other requirements for electronic artwork as listed above apply. A corresponding purchase order and a printout of your artwork must be mailed or faxed to the factory for your order to be entered and to verify your artwork’s appearance.
- **Custom Layout Design and Typesetting** – We can design and typeset your layout for you at a charge of \$20.00(G) per 1/2 hour.
- **Art Touch-Up** – Minor touch-up of your logo and type (up to 1/4 hour) is provided free of charge. Additional touch-up time is charged at \$20.00(G) per 1/4 hour.
- **Faxes** – Faxes may be sent for copy and for layout, but not as artwork. Please be sure your copy is clear when faxing. On all orders, please submit typewritten copy and ordering information.
- **Changes or Corrections** – Any change after the proof stage requires additional art and preparation, which will be billed at cost, minimum charge \$30.00(G). Furthermore, changes will delay shipping. There can be no further changes once a job has been plated.

PRODUCT PROOF CHARGE – \$250(Z), plus set-up charge.

E-MAIL PROOF – No proofs will be sent unless specifically requested. The charge per proof is \$12.00(Z). Contact factory for a price regarding proofs for custom lenticular products.

CO-OP ORDERS – Subject to quotation. Please call.

PRODUCTION TIME – Production time varies depending on product. Production times listed below are after receipt of all necessary information and factory-approved artwork and does not include time required for order clarification, proof approvals, nor any changes requested after the order has been entered.

After receipt of all necessary information and factory-approved artwork:

- Presentation Folders: 5-7 working days
- Lenticular Products: 7-10 working days. Tumblers; 12 working days
- Wallet Calendar Cards: 7 working days
- Vinyl Holders: 7 working days
- All other products: 10 working days

DEADLINE ORDERS – If order is required for a specific event, give required ship date and authorization for method of shipment. We will make every effort to meet your deadline.

MINIMUM QUANTITIES – Individual lots on the same order cannot be combined for quantity pricing. The minimum order is as shown. Available in increments of minimum order amount. Orders for “in between” quantities will be billed at the lower quantity price.

CANCELLATIONS – All cancellations must be confirmed in writing. All costs incurred prior to cancellation will be billed. Orders that have already reached our platemaking department cannot be cancelled.

SHIPPING – Orders are shipped UPS Ground Service, F.O.B. factory (Cortlandt Manor, NY). UPS Next Day, 2nd Day and 3 Day Air Service or Express Mail, etc. are available at customer’s request and expense. No C.O.D. orders. Orders with shipping Charge billed to your company’s UPS or Federal Express (except FedEx Ground) account are subject to a \$2.50 (Z) billing charge per order. All “Ship-To” addresses are verified by our address verification software. If the shipping address on your order is rejected, we will contact you to confirm the shipping address. Orders returned for incorrect shipping addresses are subject to a \$12.00 (G) handling charge plus freight charge for re-shipping. Orders with multiple drop-ship locations will be billed an additional \$4.00 (G) per shipping location plus freight charge.

POSTAL SHIPMENTS – Orders shipped US Postal Service must be at the customer’s request. Shipments are considered delivered upon receipt by the Cortlandt Manor, NY Post Office. We are not responsible for shipments after the Post Office has received the order.

RETURNS – Not accepted without prior written authorization from factory.

RIGHTS OF PROMOTION – Enduraline reserves the right to use any product imprint that we produce in our promotional advertising without permission unless otherwise specified in writing at the time the order is placed.

PLANT CLOSING – Between Christmas and New Year’s Day.



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ENDURA

