

CUSTOM LENTICULAR

FLIP • 3D • MOTION • ZOOM

- Low Minimums & Low Prices
- Special shapes and sizes
- Quick quotes

Lenticular advertising amazes customers and compels them to enjoy your ad over and over again. They have the power to attract and hold attention, get your name noticed and leave a lasting impression.

- | | |
|------------------|-----------------------|
| Posters | Signs |
| CD/DVD Covers | Counter Mats |
| Business Cards | Placemats |
| Magazine Covers | Announcements |
| Magazine Inserts | Stickers |
| Tip-Ons | <i>and much more!</i> |
| Trading Cards | |



They're virtually impossible to ignore.
Now that's effective advertising!

CUSTOM LENTICULAR MAGNETS

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CUSTOM LENTICULAR COASTERS

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CUSTOM LENTICULAR KEYTAGS

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CUSTOM LENTICULAR BUTTONS

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CUSTOM LENTICULAR LUGGAGE TAGS

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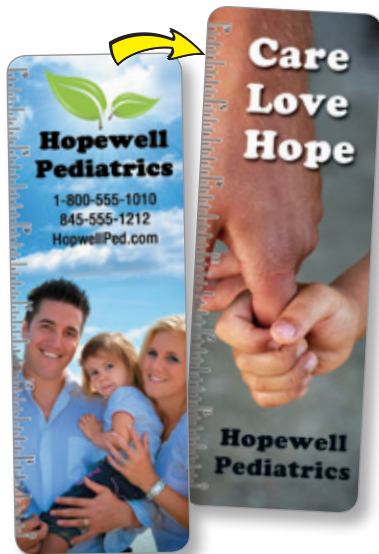
CUSTOM LENTICULAR WALLET CARD CALENDARS

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CUSTOM LENTICULAR BOOKMARK/RULERS

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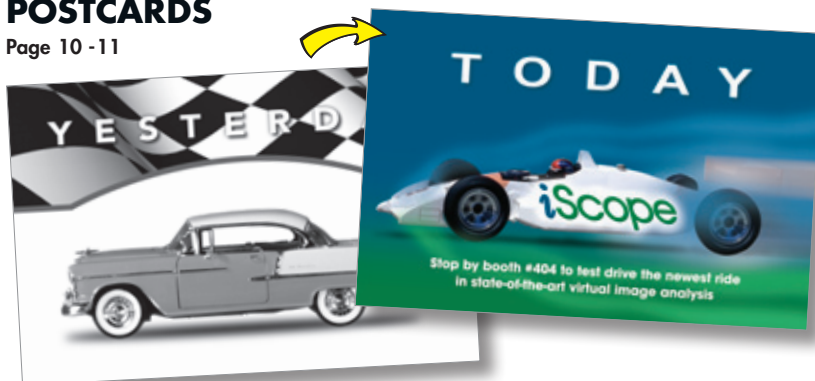
CUSTOM LENTICULAR JOURNALS & NOTEPADS

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CUSTOM LENTICULAR POSTCARDS

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How To
Create Custom
Lenticular
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How To Create CUSTOM LENTICULAR

endurline® really means it!

While others say...

- **Low Minimums... Endurline really means it!**
The lowest minimums anywhere. From 250 pieces and up, stock lenticular products and custom lenticular printing are our specialties.
- **Awesome Quality... Endurline really means it!**
Quality as good as it gets. Your clients will love the results and chances are, they'll be back for more.
- **Low Prices... Endurline really means it!**
The lowest in the industry. Let us prove it.

Posters
CD/DVD Covers
Business Cards
Magazine Covers/Inserts
Tip-Ons
Trading Cards
Signs
Counter Mats
Placemats
Announcements
Stickers
...and much more!

3D IMAGE

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!

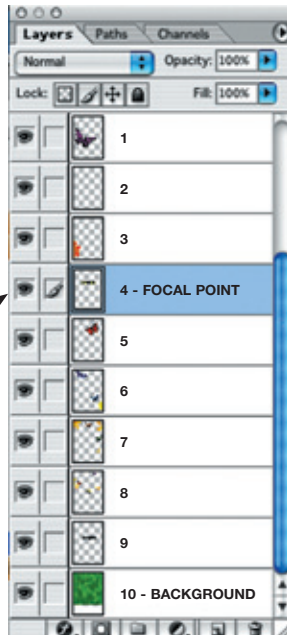
File must be provided as a layered CMYK Photoshop file (300 dpi). File must NOT be flattened.

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.

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 a solid color background.

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 (13" x 19")
- Minimum font size (sans-serif):
75 lpi Lens: 12 pt. • 100 lpi Lens: 8 pt
- Available with Magnetic or Sticker backing.

**3D art charge cannot be quoted until art is received.
Minimum 3D art charge is \$400(G)**

SUBMITTING ARTWORK:

Provide artwork on CD or E-mail (artdept@endurline.com) created using PC or Macintosh versions of Illustrator or Photoshop (must have a resolution of 300 dpi or more). Files must include all fonts used as well as .eps or .tiff images. Artwork should be supplied as CMYK for color accuracy. A color printout must be included with all electronic artwork.

ANY SHAPE • ANY SIZE

FLIPIMAGE

Two distinct images that flip 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.

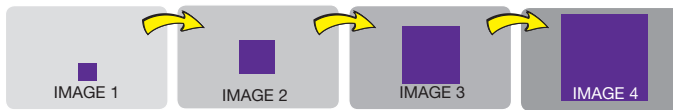


TO ORDER, simply submit two (or more) images and we'll do the rest!
 Set-up charge of \$60(G) per image.

Artwork for 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)
- Available with Magnetic or Sticker backing.

ZOOMIMAGE



The **ZOOM** effect gives the illusion of an image "zooming" toward the observer. A common background should be maintained for optimal effect. (4 to 12 frames recommended)

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

Artwork for ZOOM:

- Send us **the first and last frame and we will create the frames inbetween.** Artwork must be prepared to the desired size, plus 1/8" bleed on all sides)
- **300 dpi Photoshop, Illustrator or Editable PDF file**
- **CMYK for color accuracy.** (Color printout must be included)
- **Lens: 50 lpi** (Thickness: 24 mil.)
- **Max product size: 12" x 19"**
- **Minimum font size: 14 pt** (sans-serif)
- Available with Magnetic or Sticker backing.

MOTIONIMAGE

The **MOTION** effect is achieved with a series of frames (4 to 12) 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.

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

Artwork for MOTION:

- Send us **one image for each frame of motion. Or send us HD quality video.** Artwork must be prepared to the desired size, plus 1/8" bleed on all sides)
- **300 dpi Photoshop, Illustrator or Editable PDF file**
- **CMYK for color accuracy.** (Color printout must be included)
- **Lens: 50 lpi** (Thickness: 24 mil.)
- **Max product size: 12" x 19"**
- **Minimum font size: 14 pt** (sans-serif)
- Available with Magnetic or Sticker backing.

SUBMITTING ARTWORK:

Provide artwork on CD or E-mail (artdept@enduralline.com) created using PC or Macintosh versions of Illustrator or Photoshop (must have a resolution of 300 dpi or more). Files must include all fonts used as well as .eps or .tiff images. Artwork should be supplied as CMYK for color accuracy. A color printout must be included with all electronic artwork.



Call, fax or email for any questions or price quote. Be sure to include the **size, shape, stock and quantity.**

GENERAL INFO

EFFECTIVE DATE – Prices and specifications in this catalog are effective January 1, 2012 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 Enduralline factory order number.

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

PRODUCTION TIME – Production time on all products is approximately 3 weeks from the date of order entry. Orders cannot be entered for production until all of the following information has been received: **Item Number, Quantity, Calendar Style and/or Information Panel Number, Ink Colors, Lenticular Style or Image Number, Imprint Copy and factory-approved Artwork (if required).** Materials sent under separate cover can lead to delayed and possibly lost orders. **Production time does not include time required for order clarification, approval of electronic/email artwork by our Art Department, proof approvals nor any changes requested after the order has been entered.**

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.

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 charges 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 charges for re-shipping. Orders with multiple drop-ship locations will be billed an additional \$4.00 (G) per shipping location plus freight charges.**

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.

MINIMUM QUANTITIES

Wallet Cards – Individual lots on the same order cannot be combined for quantity pricing. The minimum order is 500 cards. Cards are available in increments of 500 on all orders of 500 or more. Orders for "in between" quantities will be billed at the lower quantity price per 1,000 (i.e.: 1,500 Cards will be billed at the 1,000 quantity price per M).

Greeting Card Calendars – The minimum order is 250. Greeting Card Calendars are available in increments of 500 on all orders of 500 or more. Orders for "in between" quantities will be billed at the lower quantity price (i.e.: 1,500 Cards will be billed at the 1,000 quantity price each).

Flip Image Wallet Cards and Luggage Tags – Individual lots on the same order cannot be combined for quantity pricing. The minimum order is 250 quantity. Available in increments of 500 on all orders of 500 or more. Orders for "in between" quantities will be billed at the lower quantity price per 1,000 (i.e.: 1,500 quantity will be billed at the 1,000 quantity price per M).

Bookmark/Rulers – Individual lots on the same order cannot be combined for quantity pricing. The minimum order is 250 quantity. Available in increments of 250 on orders of 500 or more. Orders for "in between" quantities will be billed at the lower quantity price per 1,000 (i.e.: 1,500 quantity will be billed at the 1,000 quantity price per M).

Presentation Folders, Planners and Journals – The minimum order for Folders, Planners & Journals is 100 pieces. Available in increments of 50 on orders of 100 or more.

PRODUCT PROOF CHARGE – \$250 (z), plus set-up charges.

LESS THAN MINIMUM – Not available.

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

RETURNS – Not accepted without prior written authorization from factory.

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.

RIGHTS OF PROMOTION – Enduralline 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.

ARTWORK

Stock Artwork and Trademarks – We have an extensive library of stock artwork and trademarks available at no charge. When ordering, call for availability.

Custom Lenticular Products – Please refer to product pages.

Custom Artwork and Logos – If you request use of your own artwork or logo, please send camera-ready art to size, or good quality, reproducible black and white copy to size. Photocopies, faxes, business cards and newsprint are not acceptable as artwork.

Electronic Artwork – We accept artwork on diskette or CD created using PC or Macintosh versions of the following programs: Quark, InDesign, Illustrator, Freehand or Photoshop. Artwork may be sent as application files, .eps files, .tiff files, or "print optimized" PDF's. Electronic artwork files must include all screen and printer fonts used as well as .eps or .tiff images. Artwork for custom images should be supplied as CMYK rather than RGB for truer color accuracy. A color printout must be included with all electronic artwork.

Emailing Artwork – Email artwork must be identified with your company name, address, phone and fax numbers, your purchase order number and the imprint name. All files must be compressed to ensure their integrity during email. PC files must be compressed using WinZip; Macintosh files using Alladin's 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 – Enduralline can design and typeset your layout for you at a charge of \$20.00(G) per ¼ hour.

Art Touch-Up – Minor touch-up of your logo and type (up to ¼ hour) is provided free of charge. Additional touch-up time is charged at \$20.00(G) per ¼ 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.

Photos – Photos may be included at an additional charge of \$50.00(G). Please supply a 300dpi jpeg, tiff or pdf file (to size). Or supply us an actual photo (as large as possible).

E-mail Proofs – Note: Proofs are generally not necessary if the copy supplied is typed or written clearly. 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.

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 and is press-ready.

Plant Closings: Summer - 1st week of July.
Winter - Between Christmas and New Year's.

