

JE BERKOWITZ, LP

ARCHITECTURAL GLASS SINCE 1920

SentryGlas® Expressions™

SentryGlas® Expressions™ takes decorative glass to a new level by combining the patented technology of high resolution, digitally printed PVB interlayer with our precision architectural glass fabrication capabilities. The result is a decorative laminated safety glass with an encapsulated digital image embedded inside.

Artwork Requirements

Submit Print-Ready Files

- All SentryGlas® Expressions™ jobs should be submitted with digital image files that are ready for print.
- Each glass panel should be in a separate image file with the exact dimensions of the glass panel to be fabricated plus a ¼ inch bleed on each edge that contains the image artwork. Edge of bleed should be indicated with crop marks. See attached example.
- Images that will extend across multiple glass panels (referred to as tiled images) require special considerations.
- *Customers requiring information on how to create print-ready files, instructions on tiling or working with images using white ink should contact JE Berkowitz.

Items to keep in mind when preparing Print-Ready files

- Certain colors may be specified as Pantone. Pantone color will be matched as closely as possible using CMYK color mode. Several samples may be necessary to achieve desired color results.
- If transparency/translucency is requested provide % of opacity along with Pantone color #.
- Metallic colors; e.g. Silver, Bronze, Gold are not available. Designate a similar Pantone color shade instead.
- ALL white areas in a graphic represent Clear Glass in the final product, unless the graphic itself is to be white, in which case choose *any color* to represent the WHITE GRAPHIC and *indicate that it is white*.

Digital Scans

Digital files prepared from original artworks, photos, or transparencies should be professionally scanned and color corrected with a high-end scanner from originals. Scans from 35mm slides may not suffice, unless enlargement to a final print size is relatively small. These files must then be prepared to be “print-ready.”

*For assistance, contact the JE Berkowitz Pre-Press Department.

Required File Formats

Photoshop (Mac/PC) Tiff

Illustrator (Mac/PC) AI, EPS

Freehand (Mac/PC) Editable EPS

*Must be supplied in digitized format on a CD, DVD or via FTP - All others will be subject to a conversion charge

File Format Special Notes

Note 1: Files saved from the original design software into AI, TIFF or EPS format are preferable. Saving files to Adobe Acrobat PDF format using default settings from most software applications may save too little information to allow scaling the image to the desired full size. PDF documents prepared by a design or Pre-Press professional may be acceptable. *Call for assistance.

Note 2: CAD Files (e.g. DWG or DXF elevation or plan views) are not acceptable for SentryGlas® Expressions™ Pre-Press. Convert file information to required glass size, then save or export CAD files into EPS format. If possible, open the EPS file and verify its accuracy versus the CAD file. Submit a printed copy or PDF file of the CAD image along with the EPS file.

Accepted File Media

CD-R or DVD-R (Mac/PC)

Electronic File Transfer (via FTP)

Electronic File Transfer

Any electronic file transfer method that the client has at their disposal is acceptable (e.g., FTP site, yousendit, dropsend, xdrive, etc.) Send notification to JE Berkowitz, LP at poc@jeberkowitz.com. SentryGlas® Expressions™ can receive e-mails with a maximum size of 7MB. Files that would make the e-mail larger can be transferred using the JE Berkowitz, LP Expressions account on X-Drive.com (Contact JE Berkowitz, LP Pre-Press for assistance.) We request that CD and DVD copies of files always be submitted.

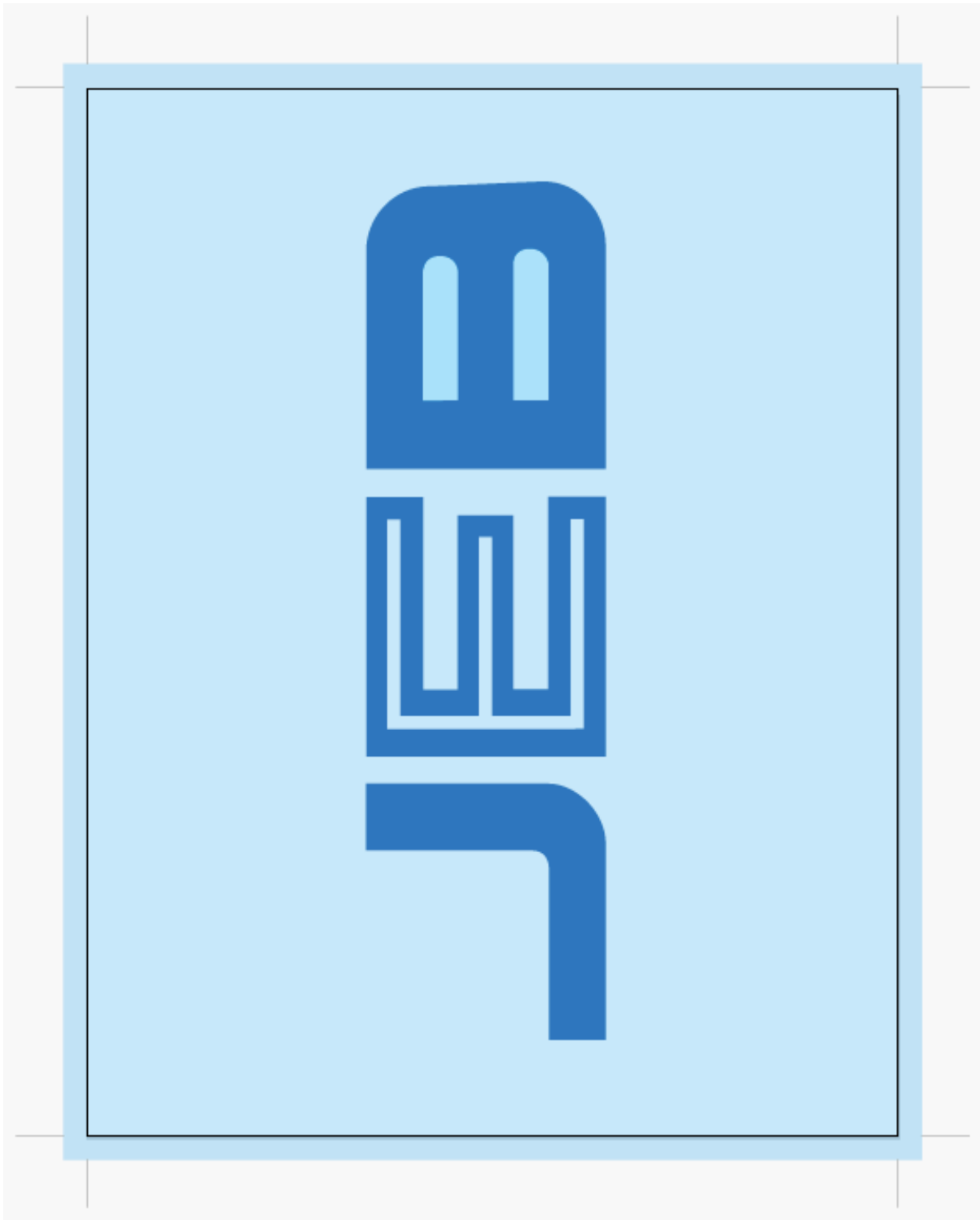
File Guidelines

- Bitmapped images should be submitted in **unflattened** PSD or TIFF format. Any image layers that are not to be printed should be deleted before submission. If there are layers that should not be printed, but the designer wishes to include for dimensional information or other instructions, a separate file that is clearly identified with a header or title “For Dimension Information Only” should be submitted containing these layers.
- **Linked images and FONTS must be supplied.** If supplying Illustrator or EPS documents with fonts not available in the JE Berkowitz, LP Pre-Press Department, you will be asked to either supply the fonts to JE Berkowitz, LP Pre-Press or to *convert the fonts to paths or outlines*.
- If your images include gradients, Adobe Photoshop gradients are preferred. Where possible, the ICC color profiles used as a working space in the image preparation software should be embedded. Photographic image color mode should be converted to CMYK. Mixing RGB and CMYK in one file may produce an undesirable effect.

*Call for assistance.

Scaling, Resolution & File Size

- **Vector images** – such as AI or EPS should be submitted full glass size and 150 pixels per inch (ppi) for best resolution. Vector elements can be enlarged to any size with no detail loss. Vector files may be submitted at a 1:2 or 1:4 ratio, however, *a file conversion fee will apply to scale images to full glass panel size*.
- Images containing type, logos, and illustrations should be submitted in vector format for best results. Convert all fonts to outlines.
- **Rasterized images** – such as PSD or TIFF files from Adobe Photoshop, or files directly from a digital camera or scan, should be full glass size and minimum 150 pixels per inch (ppi) for best resolution. *Note that even in the best circumstances, dramatic enlargement of a rasterized image is likely to cause loss of crispness at closeup viewing.
- For both file formats, include a ¼ inch bleed on all sides of all files. Indicate edge of bleed with crop marks.
- Please note that raster images placed in vector files will **not** scale up without detail loss.



File with ¼ inch bleed and crop marks indicating bleed. Black border is edge of glass.