



SECURITYPOINT MEDIA

# AZUNA™ OVERVIEW





## Azuna Overview

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### Preparing your artwork

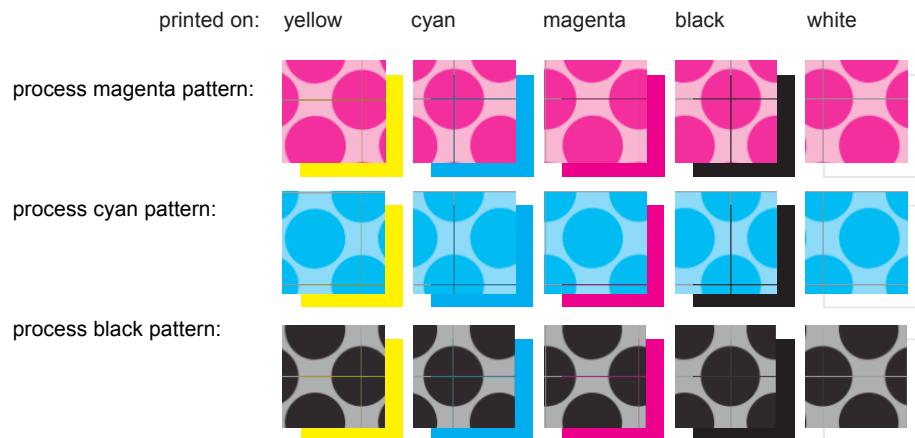
- Azuna utilizes both PC and Mac platforms
- We require layered files in CS4 format (Illustrator, Photoshop, or Indesign)
- Please include fonts and logos in vector format
- Photoshop imagery must be layered and at least 300 dpi
- Please provide the trim size and any required dielines upon project inception

### Sending your files

- Download Artwork: Provide instructions for our designers to download your artwork
- Upload Artwork: Upon request we will create a username and password to our FTP site
- Mail Artwork: Please mail the CD or DVD to Azuna / 144 Old York Rd. / Jenkintown, PA 19046

### Design

Design concepts that are simple and clean are most effective when paired with our technology. The best 3D effect is produced when there is a lot of contrast within the design. Printing a step & repeat pattern creates the 3D effect. We have a pattern library and we create and test new patterns on a regular basis. We are also happy to consult with you regarding custom pattern design. When printed, the 3D pattern blends with the color underneath it. The pattern color gains a certain percentage based on size, spacing, color, and the pattern itself.



As you can see, when a 3D pattern is printed over black the pattern disappears and thus nullifies the 3D effect.

### **3D Visual Effect**

We produce 3-5 perceptual 3D layers. We use the following terminology when referring to these layers:

- Negative layers appear to fall back into space.
- The zero layer or primary artwork layer consists of imagery that is not 3D
- Positive layers appear to come forward in space.

The various levels of depth are created through a special arrangement of the patterns.

- Negative layers use larger-scaled patterns while positive layers utilize smaller patterns.
- As negative layers become perceptually deeper, the pattern may lose clarity.

### **Size / Material**

Azuna prints on specially extruded and embossed polypropylene material. Our typical sheet is:

- 25" x 36" in overall size
- 23 mil thickness (.023")
- 0.297kg (0.654lbs) in weight
- The maximum printable area is 24" x 35"

### **Print Basics**

AZUNA is produced at select licensed printers internationally via UV offset with stringent process controls. UV is known for its low VOC production characteristics and sharp, crisp reproduction. Our Licensees are part of our network of printers that all are selected for the markets they serve and their attention to detail and high quality. Currently, there are no Direct Digital or Inkjet technologies compatible with AZUNA.

### **Finishing Options**

AZUNA can be finished utilizing a variety of production methods included but not limited to:

- DieCutting / Scoring
- Gluing
- Mounted or Laminated to various backers and Adhesives
- Saddle Stitching
- Perfect Binding
- Folding

- Round Corners
- UV Inkjet / DOD Personalized
- Screen Print or Pearlescent Coating Techniques
- Hot Foil Stamping

### **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: C<sub>3</sub>H<sub>6</sub>
- USA HSCode for Import: 3920.20.0050

