

## HOW TO GET A GOOD PLATE

The platemaking process is photographic and is therefore dependent on the quality of your artwork. Any errors or blots will come out on the plate. Time spent on producing crisp artwork is time well spent.

The process is pretty accurate at copying your artwork but it will not improve it. We'll always let you know if we spot a glaring error but the responsibility for producing the artwork is yours.

The images must be black on a white background. The black areas will be raised on the plate and will be embossed into the leather.

You should avoid grey areas in the images. Black is up and White is down on the plate. Grey has no meaning to the process.

You can put several images on one plate and cut them up with a hacksaw. Magnesium is a relatively soft metal. We would advise leaving *at least 5mm* between images to enable you to cut them out without damage.

The platemaker asks for the artwork as a PDF file. This is because it cannot be altered. The PDF is your direct communication with the platemaking machine. This avoids errors in communication.

The images on the PDF should be sent at the exact size required and if you are sending multiple images to be made into a single plate they should all be sent together as a single PDF.

We would advise against using images with large black areas or reverse images. The more black area on your plate – the more pressure will be needed to push it into the leather. This will probably result in a rather shallow embossing. A big black block with small white lettering will not make a good impression.

After producing your PDF file it is worth printing it on paper as a quality check. If there are any spare pixels giving a grubby image or a fuzzy outline these should be removed.

The costing of the plate will be rounded up to the nearest ½". If the images measure 4 1/8" by 5 1/8" it would count as 4 ½ by 5½.

Don't draw a box round your artwork unless you want it on the plate.

If you are scanning from a hard copy paste up of small images on lots of pieces of paper make sure you remove any lines caused by shadows at the edges.

Fine black lines or lettering are not usually a problem.

If you do not have the facility to produce a PDF file, the platemaker can accept artwork as hard copy by Royal Mail. This method is slower but just as accurate.