

WELCOME TO

Do It Right The First Time



By

David King

Commander of Results



You Have 2 Choices

Choice One


You Purchase The
Equipment
And You Make the
Graphics

Choice Two

You Out Source
The Graphics
To Another
Company













You Have 2 Choices



4over
super trade printer

Premier Executive
★★★★
» Logout


 Account
  Orders
  Estimates
  Addresses
  BEPO
  Rewards
  Favorites
  Price Match
  Con4rm
  Cart is Empty

WORKSPACE
COMPANY
RESOURCES
CONTACT
MAILING
LOYALTY PROGRAM
MYMARKETING

Home » Your Workspace » Grand4Mat
Go to 4over.com

STEPS

- 1** Our ordering process is very simple. Start here with our product builder.
- 2** Choose the specs and options for your product. Your prices change based on your choices.
- 3** After choosing your options you can purchase and upload your artwork.



Outdoor Banners can be used for billboards, building wraps, banners, trade show signage and more. Waterproof and durable use them outdoors and indoors.

BASE PRODUCT: Outdoor Banner [What's This?](#)

Medium Type	# of Sides
13oz. Scrim Vinyl Banner - Matte	one
13oz. Scrim Vinyl Banner - Matte (Long Runs)	one
8oz Mesh Banner	one
8oz Mesh Banner (Long Runs)	one

Options

FLAT SIZE SHOWN IN FEET IN INCHES?

Width : 8' 0" 8' 0" Wide
3' 0" High
(24 square feet)

Height : 3' 0"

Quantity : 1 (min. QTY)

Turn Around Time : 2-4 Days
*For Production Only

Finish options - Pole Pockets

Finish options - Grommets and Hems

Hems All 4 Sides

Grommets Every 2 ft.

NEXT STEP





Selected Finishing Options:
All 4 Sides
Every 2 ft.

SUBTOTAL

\$38.81

price per unit
\$38.81

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You Have 2 Choices

Choice One

Banner

Ink \$.30 per sq. ft.

Banner \$1.00 per LF

Grommets = \$.10 each

Banner Tape = \$.10 per LF

8' x 3' = 24 sq. ft.

Your Cost \$19 or \$.79 per sq. ft.

Produced TODAY!

vs.

Outsource = \$38.81 plus \$15 in shipping

\$53.81 or \$2.24 per sq. ft.



What \$ Does it Take to Get Into Large Format Graphics?

60" Printer	\$15k to \$30k
60" Laminator	\$12k to \$30k
60" Die Cutter	\$5k
Panel Saw	\$3k
Light Table	\$6k
Misc.	\$10k
Good Consultant	\$7k
Typical Cost	\$60k



What Technology & Resources Does it Take

Space	1000-1500 sq. ft.
PrePress	Know Files & Color
Design	Ability to Design
Printer Operator	Able to Pickup 100lb Rolls
Finishing Person	A Detailed Person
Installer	Outsource?
Sales People	\$350k after 9 months



Color & Files



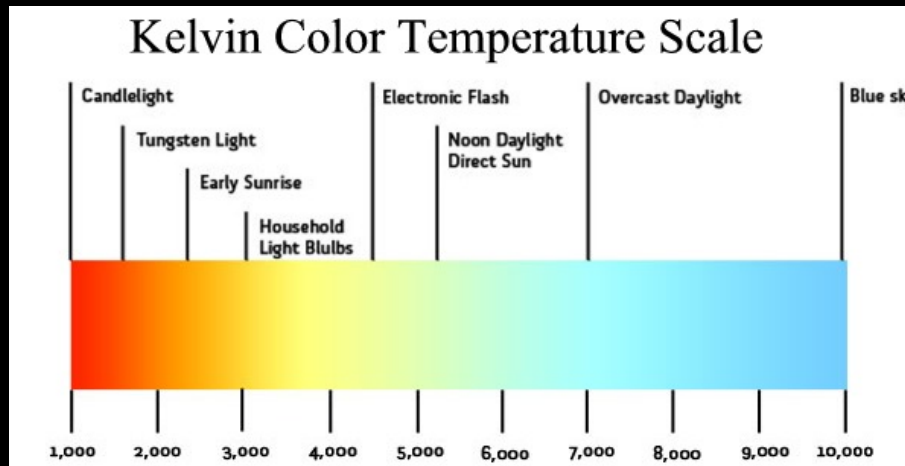
Color Rules

1. Lighting – 5000k
2. Media – WHITE MEDIA
3. Media – Finish Matte or Gloss
4. INK – OEM or After Market
- Solvent vs Solid Ink
5. Humidity and Temperature
6. RIP
7. Profiles
8. Lamination/Coating



Light Affects Color!

You SHOULD ALWAYS view Graphics in 5000k light

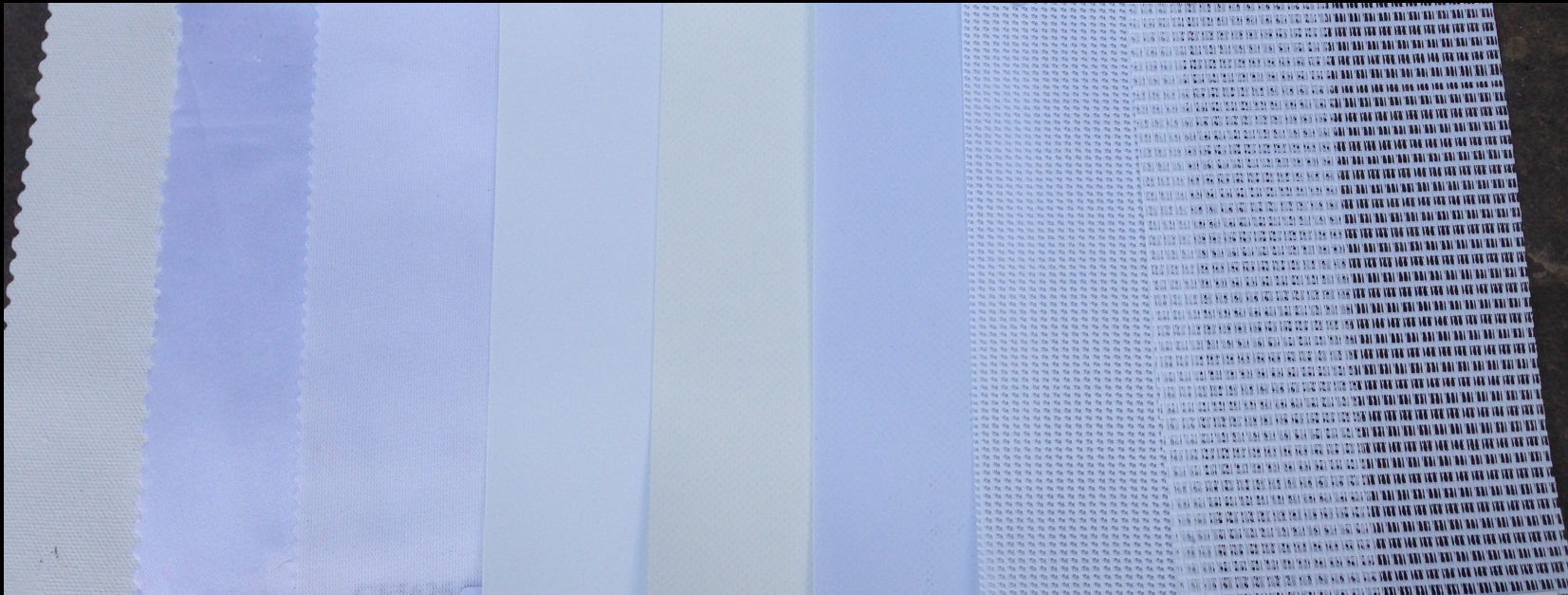


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Media Color

The Whiter the Media – The Better The Print!



Canvas – Satin - Poly - Banner - Backlit - Mesh

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Media

Matte

Stronger Ink Bond to the Media

Faster Drying

Reduced Chance of Scratching

Better Coating Adhesion

Gloss

Brighter Colors

Smoother Finish

Better Sell for Some Jobs



INK



Solvent Ink is more Translucent
Latex Ink is more Solid Color
UV Curable Ink is Solid
DyeSub is Not Ink



Latex vs Dyesub



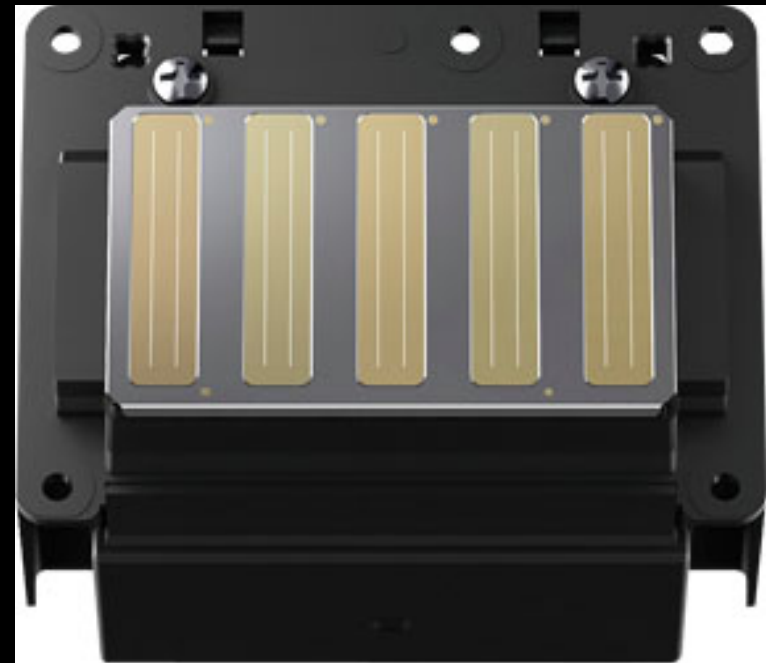
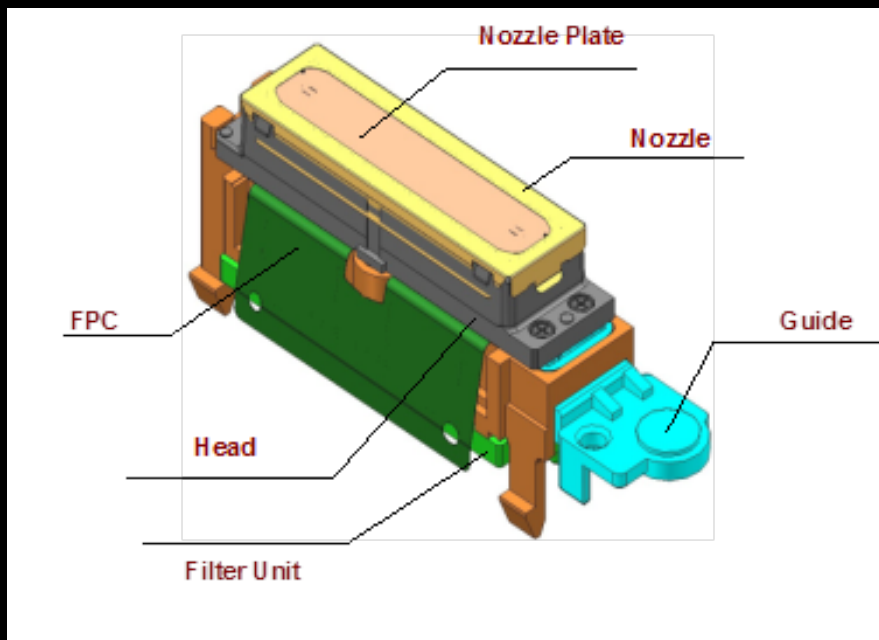
Backlit

Proper Backlit that are Created for Outdoor Use, Must Have 2 Layers of Ink To Work Properly



Print Heads

128 -256 nozzles per head



Heads Clog – This Affects Color and Consistency

Printing Conditions

50% Humidity and 70 Degrees

Clean Room

No Carpet

Keep Media in this Room

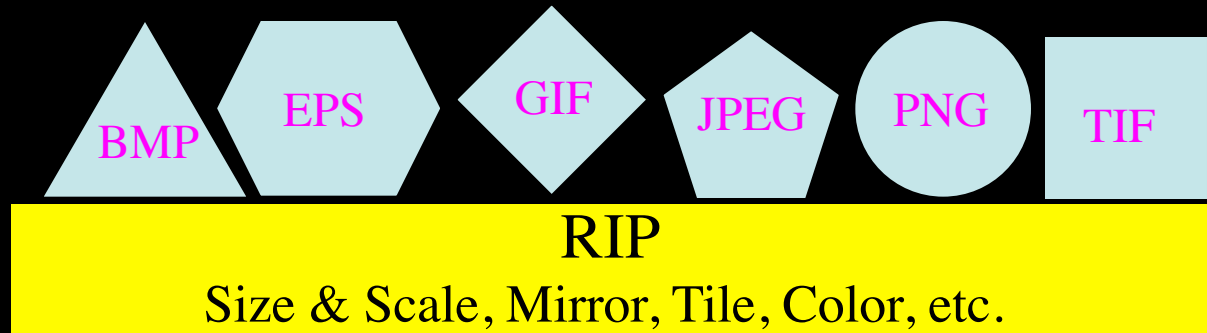
Use Take-Up Real NOT THE FLOOR!



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Raster Image Processor

Takes Your Files and Converts Them To Something Your Printer Can Understand



Converted to a TIF file for the Printer
Based on the printers resolution
This file can be HUGE!

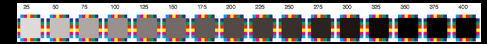
A 96" x 30" 100 ppi RGB (82 meg) file going into a RIP
coming out to a 4 color 720dpi printer at 5.56 GIGs



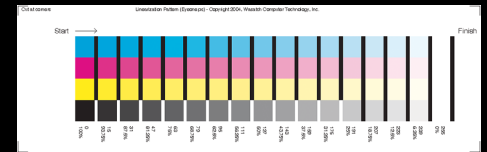
Raster Image Processor

Media Profile – What is it?

Ink Limit – 400% ink is MAX, and in most cases
TOO MUCH INK



Linearize The Ink



ICC Profile



Laminate or Coatings

Coatings Can and Do Change the Image



Gloss – Luster - Matte



SOFTWARE

?????



File Rules

1. File Types
2. Vector Rules
3. Raster Rules
4. Design for Print
5. What is Best
6. What Do I Do



File Types

How Many Types of Files Are There?

Vector = EPS or Raster = EPS?

Vector = AI or R?

What is a PDF? Native or Scanned?

Vector = PDF?

What Happens to a Raster File in a Vector Program?

Raster = Photoshop?

Raster = BMP

Raster = GIF

Raster = PDF?

Raster = TIF



Vector File Issues

How Do You Handle Files?



Files Comes to us at PDF at 66” x 9” – Is to be printed at 88’ x 12’
Your Choice is a follows:

Load into one of the following programs and you have:

Illustrator EPS = 612 megs

Photoshop EPS = 270 megs

Photoshop JPG = 10 megs

Photoshop PDF = 180 megs

Photoshop TIF = 160 megs

Final Print File Will Be Over 200 gigs!

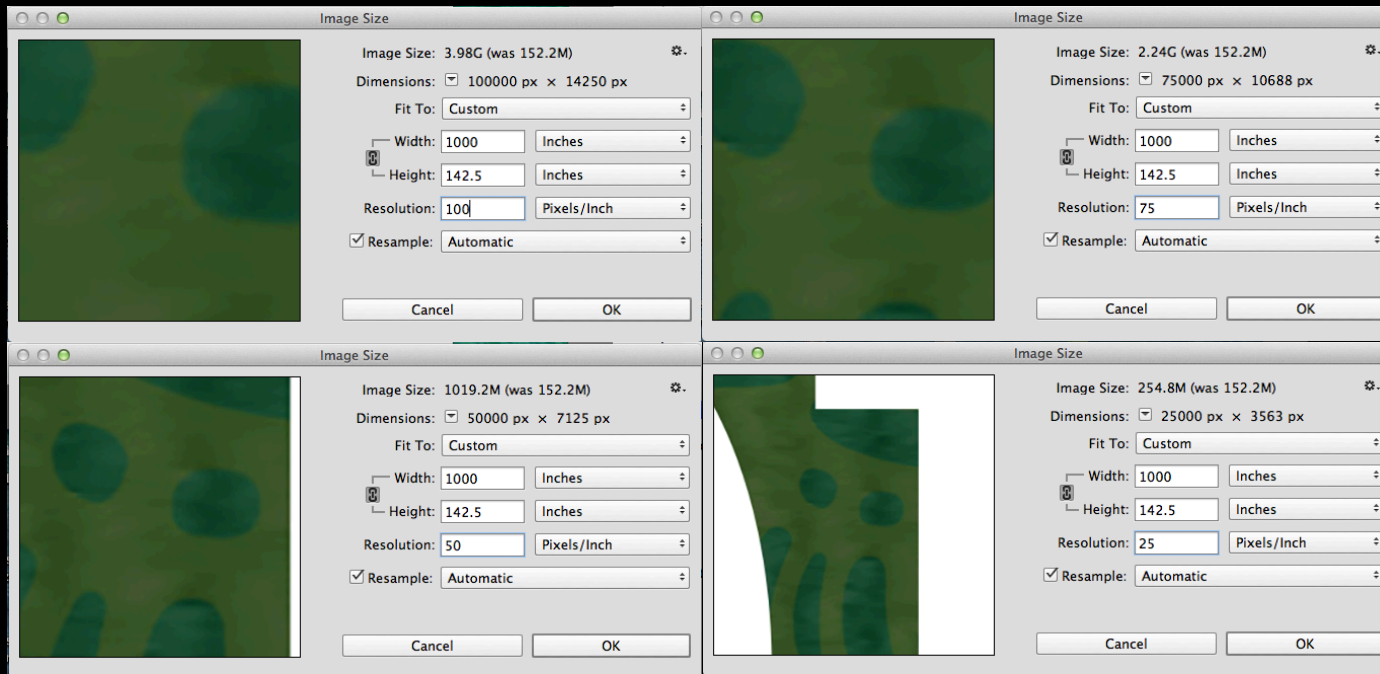


Raster File Issues

How Do You Handle Files?



Files Comes to us at PDF at 66" x 9" – Is to be printed at 88' x 12'



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Design For Print

What is Best?

Indesign?

Illustrator?

Photoshop?

What To Think About?

- 1 – Can You Scale The File to Full Size?
- 2 – Can you See The Print Size & Quality Before Printing?
- 3 – Can you add special effects without Issues?
- 4 – Who has the BEST Color Libraries?
- 5 – Can you convert all images to CMYK and see the results?
- 6 – Can you save the file in any format?
- 7 – Can you be Guaranteed the final print will look like your file?



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What Do I Do?

With 99% of All My Files?

Indesign?

Photoshop?

Illustrator?



GREAT DESIGN RULES!

Live Area? Know It, Understand It, Respect It!

When Asked Say “Color if FREE, You Only Pay For The Material”

Resolution = 100 ppi at FINAL Size

Use PMS “Color Bridge Coated” Process to Pantone Book
Have Your Clients Tell You What Color They Want

Speak Correctly – Files are Called VECTOR or RASTER!

The More You Help Your Clients Understand
The More They TRUST YOU!



Process CONTROL!



QUOTE THE JOB?

- Must Have Accurate Measurements
- Must Know How The Graphics Are Being Displayed or Used
- Must Know What Materials You Will Need To Use
- Must Know if You Need To Install The Graphics
- Must Know if You Need To Design The Graphics
- What Could Stand In The Way of This Sale

THE MORE YOU KNOW,
THE BETTER YOUR CHANCES ARE OF GETTING THE JOB!



I Use A Contact Manager

The screenshot displays a contact manager application with a sidebar on the left and a main content area on the right. The sidebar includes navigation options like Home, Calendar, My Calendar, Users & Resources, MK Team, Contacts, People, Companies, and various filters. The main area is divided into three panes: 'My Calendar', '1-New Jobs', and 'People'. The 'People' pane shows a list of companies, with 'Harpoon Brewery' selected and its details expanded.

Companies List:

- 1 First Line Pro Answering Services (Worcester, MA)
- 360 Signs (Austin, TX)
- 3C's Collision (Cortland, OH)
- 4 Over, Inc. (Glendale, CA)
- A & J Auto Clinic Inc (Quincy, MA)
- A Sign & Graphics (Hardwood, MD)
- AAA Signage (Medford, MA)
- ABC Signs (Appomattox, VA)
- Academy Glass Svc (Ayer, MA)
- Accent Banner (Medford, MA)
- Access Bolton Television (Bolton, MA)
- Accounting Solutions, Inc. (Worcester, MA)
- Acme Auto Body Repairing, Inc. (Leominster, MA)
- Act Fastening Solutions
- ACT Secured E-Recycling (Lawrence, MA)
- Action Unlimited (Concord, MA)

Harpoon Brewery Details:

- category: 3-P.A.Y.S. Customer
- Work: 617.574.9551
- Work Fax: 617.482.9361
- Main: 306 Northern Avenue, Boston MA 02210
- details: The colors of the stock are: Green, White, Yellow, Pink, Blue, Manilla. All tickets are printed on 100 lb stock.
- people: Adam Bailey (Creative/Designer), Charlie Storey (Executive/Owner), Ed Valenta (Executive/Owner), Ellen O'Reilly (Marketing), Fitz Granger (Operations)
- projects: Harpoon Brewery-Beer Tickets-MM070905, Harpoon Brewery-October Fest Tickets-KK080903K8, Harpoon Brewery-St. Patricks Day Tickets-DK080131K8, Harpoon Brewery-St.Patrick's Tickets-KK090126K8, Harpoon Brewery-Tickets-KK080410K8
- permissions: Public
- owner: David King

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I Track The Jobs

The screenshot shows a web-based project management application. At the top, there's a navigation bar with a '+ New Project' button and a notification bell. Below this, the interface is divided into three main sections: 'My Calendar', '1-New Jobs', and 'People'. The '1-New Jobs' section is active, displaying a list of jobs arranged by name. The selected job, 'PBD Events-Backdrop-DK150128', is highlighted in blue. The right-hand side of the interface shows the details for this selected job, including its status, due and start dates, a detailed description, cost information, and company/permissions data.

Project	Progress
PBD Events-Backdrop-DK150128	
status	New
due	2/12/2015
start	1/28/2015
details	ok - here is the image and size for the seascape backdrop: it will be approx 11' t x 23' wide - see crop below. the image is from getty: Creative #: 200511185-001. Cost of image \$429 Grand Image Cost \$ Sell \$2,666.67 for the larger size, new size will be \$
companies	PBD Events
permissions	MK Team
owner	David King
created	David King Today at 2:53 PM
modified	Today at 3:08 PM

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I Track My Time

2-OverDue

My Calendar | 1-New Jobs | People

Home | Calendar | My Calendar | Users & Resources | MK Team | Contacts | Objectives | Tasks | Notes & Email | Forms | Groups | Reports

January 2015 | Day | Week | Month | Today

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	31	Jan 1	2	3	4
Kids with Me	Trash 7 AM Call Keith... 11 AM Article for... 12 PM Call to get D... 3 PM Morgan - D... 6 PM	Buster and... 8 AM	Morgan - D... 6 PM	Go see abo... 1 PM Got to dump 1 PM	Finish Trailer... 8 AM	Fiona in Toronto
5	6	7	8	9	10	11
Fiona in Toronto Trash 7 AM Take truck i... 10 AM Fix Electrical... 3 PM Gutter Prote... 5 PM	Take Harley... 9 AM Morgan - D... 6 PM	Weld Rails o... 8 AM Pickup Fion... 4 PM	Review ne... 10 AM Morgan - D... 6 PM	Kids with Me Review wit... 11 AM Drop off... 2:45 PM Morgan... 8:30 PM	Fix Electric a... 3 PM Ethan's bl... 5:30 PM	Kids with Me Ethan's birthd... End
12	13	14	15	16	17	18
Kids with Me Trash 7 AM Morgan and... 4 PM	Review Ne... 11 AM Get the kids... 5 PM Morgan - D... 6 PM		Install graph... 9 AM Morgan - D... 6 PM Drama Club... 8 PM	Call service oil 9 AM Pickup Fi... 4:20 PM Wrap Bus 8 PM Morgan... 8:30 PM	Wrap Bus End	MakeOver 8 AM
19	20	21	22	23	24	25
MakeOver End Trash 7 AM	Tune Up Mi... 9 AM Submit abat... 3 PM Morgan - D... 6 PM	Open House... 5 PM	Kids with Me Morgan - D... 6 PM	Kids with Me Pick up b... 8 AM Fix m... 10:45 AM Pickup... 12 PM Pickup St... 1 PM Call for H... 1 PM Harley... 5:30 PM		Kids with Me Kids with Me Fiona in Indiana
26	27	28	29	30	31	Feb 1
Kids with Me Kids with Me Fiona in Indiana Trash 7 AM Drop off ch... 10 AM	Morgan - D... 6 PM		Install M... 10 AM Install M... 11 AM Pickup... 12 PM Check ou... 1 PM Pickup... 3 PM	Go to NY then to Cape to check out new... Design new... 9 AM Morgan... 8:30 PM		Go to NY then to...

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I Organize My Files

Name	Date Modified	Size	Kind
▼ Harpoon Brewery-Beer Tickets-DK150128	Today, 12:14 AM	--	Folder
▼ Support	Yesterday, 11:51 PM	--	Folder
PO St Patricks Day.pdf	Yesterday, 11:51 PM	19 KB	PDF Document
Item Purchases.pdf	Yesterday, 11:50 PM	353 KB	PDF Document
▼ Final	Yesterday, 11:44 PM	--	Folder
▶ RE/MAX of Indiana-TBurns-DK150128	Yesterday, 9:40 PM	--	Folder
▶ PBD Events-Backdrop-DK150128	Yesterday, 3:25 PM	--	Folder
▶ MULTISPORT-Sponsor Signs	Yesterday, 2:16 PM	--	Folder
▶ Boston Public Library-Vinyl Samples-DK150124	Jan 27, 2015, 11:18 AM	--	Folder
▼ Quick Commission USA-Prize Wheels-DK150112	Jan 27, 2015, 9:51 AM	--	Folder
▶ Final	Jan 14, 2015, 12:02 AM	--	Folder
▼ Support	Jan 14, 2015, 12:02 AM	--	Folder
▶ Boston Public Library-Literary Landscapes-DK141121	Jan 27, 2015, 9:24 AM	--	Folder
▶ Boston Public Library-Map Panels-DK141201	Jan 27, 2015, 9:14 AM	--	Folder
▶ RE/MAX of Indiana-Remax Board-DK150126	Jan 26, 2015, 4:23 PM	--	Folder
▶ School Play - Morgan	Jan 26, 2015, 2:07 PM	--	Folder
▼ Atomic Design-Nike Foam Wall-DK150122	Jan 22, 2015, 5:13 PM	--	Folder
▼ Support	Jan 22, 2015, 5:13 PM	--	Folder
Nike Sole Wall.ai	Jan 22, 2015, 5:09 PM	4.2 MB	Adobe...ument
▶ Final	Jan 22, 2015, 5:08 PM	--	Folder
▶ Map for Cathy	Jan 22, 2015, 12:30 PM	--	Folder
▶ Boston Public Library-Fabric Map for Show-DK150121	Jan 22, 2015, 11:52 AM	--	Folder
▶ Boston Public Library-Totem-DK150120	Jan 20, 2015, 5:08 PM	--	Folder
▼ RE/MAX Andrew Realty Services-Mall Lease Banner-DK150112	Jan 14, 2015, 8:12 AM	--	Folder
▼ Support	Jan 27, 2015, 3:07 PM	--	Folder
logo PDF.pdf	Jan 27, 2015, 3:03 PM	93 KB	PDF Document
Logo word doc.docx	Yesterday, 3:03 PM	27 KB	Word
For Lease Sign.psd	Jan 16, 2015, 1:14 PM	26 MB	Adobe...ument
Mall TV Sign.psd	Jan 13, 2015, 10:55 PM	9.1 MB	Adobe...ument
IMG_4705.JPG	Jan 13, 2015, 11:38 AM	2.2 MB	JPEG image
IMG_4704.JPG	Jan 13, 2015, 11:38 AM	1.9 MB	JPEG image
▼ Final	Jan 16, 2015, 1:15 PM	--	Folder
For Lease Sign.tif	Jan 16, 2015, 1:15 PM	102.7 MB	TIFF image
Mall TV Sign.tif	Jan 16, 2015, 12:39 PM	12.3 MB	TIFF image
▼ Boston Public Library-Map Panels-DK150112	Jan 13, 2015, 11:57 PM	--	Folder
▼ Final	Jan 14, 2015, 12:12 AM	--	Folder
06_01_003693.tif	Jan 14, 2015, 12:12 AM	164.8 MB	TIFF image
06_01_003273.tif	Jan 14, 2015, 12:11 AM	186.3 MB	TIFF image
06_01_002600.tif	Jan 14, 2015, 12:07 AM	230.9 MB	TIFF image
▼ Support	Jan 13, 2015, 11:55 PM	--	Folder

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My Invoices are CLEAR

INVOICE Publish to iCal

Customer ⇄: Leominster Dek Hockey Terms ⇄: Net 10

Ship to ⇄: Leominster Dek Hockey
P.O. Box 1066
Leominster, MA 01453 Invoice #: 00612141

Date: 1/27/15

Customer PO #: Orange Sign

Ship	Backorder	Item Number	Description	Price	Disc%	Total	Job	Tax
1		⇄SP Banner Mesh	SunPrint Banner Mesh - 30' x 8' Main Sign	\$1,920.00	50%	\$960.00		✓
1		⇄Installation	Installation - Man Lift for 1 Day, Remove	\$1,358.69		\$1,358.69		
4		⇄SP DiBond	SunPrint DiBond - 18" x 12" Emergency	\$37.50	50%	\$75.00		✓
1		⇄SP DiBond	SunPrint DiBond - 36" x 24" Visitors Bench	\$150.00	50%	\$75.00		✓
1		⇄SP DiBond	SunPrint DiBond - 48" x 18" Pro Shop Sign	\$150.00	50%	\$75.00		✓
2		⇄SP DiBond	SunPrint DiBond - 24" x 36" Welcome To	\$150.00	50%	\$150.00		✓
1		⇄Design	Design - Design new signs for orange Rink	\$100.00		\$100.00		

Installation - Man Lift for 1 Day, Remove Old Sign, Old Banner, Old PVC Signs, Fill Holes, Remove old Screws from Building, Install New Banner Sign, Install signs inside rink

Salesperson ⇄: King, David Subtotal: \$2,793.69

Comment: King of Printing & Graphics Freight: \$0.00

Ship Via ⇄: MK Employee 6.25% Tax ⇄: \$83.44

Promised Date: Total Amount: \$2,877.13

Journal Memo: Sale; Leominster Dek Hockey Applied to Date: \$0.00 History...

Referral Source: Balance Due: \$2,877.13

Invoice Delivery Status: Already Printed or Sent Add notes...



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I Make It Easy To Pay Me



The King and All The King's Men, Inc.
 dba MarketKing...Spinning Promotions...YouAreHereGraphics
 1 Mountain Laurel Lane
 Lancaster, MA 01523

Invoice #: **00612141**

Bill To:
 Chris Housser
 Leominster Dek Hockey
 P.O. Box 1066
 Leominster, MA 01453

Ship To:
 Leominster Dek Hockey
 P.O. Box 1066
 Leominster, MA 01453

SALESPERSON	YOUR NO.	SHIP VIA	SHIP DATE	TERMS	DATE	PG.
David King	Orange Sign	MK Employee		Net 10	1/27/15	1
QTY.	ITEM NO.	DESCRIPTION	PRICE	DISC %	EXTENDED PRICE	TX.
1	SP Banner Mesh	SunPrint Banner Mesh - 30' x 8' Main Sign on Front of Building	\$1,920.00	50%	\$960.00	X
1	Installation	Installation - Man Lift for 1 Day, Remove Old Sign, Old Banner, Old PVC Signs, Fill Holes, Remove old Screws from Building, Install New Banner Sign, Install signs inside rink	\$1,358.69		\$1,358.69	
4	SP DiBond	SunPrint DiBond - 18" x 12" Emergency Exit Signs	\$37.50	50%	\$75.00	X
1	SP DiBond	SunPrint DiBond - 36" x 24" Visitors Bench Enter on Rink with Arrow	\$150.00	50%	\$75.00	X
1	SP DiBond	SunPrint DiBond - 48" x 18" Pro Shop Sign	\$150.00	50%	\$75.00	X
2	SP DiBond	SunPrint DiBond - 24" x 36" Welcome To The Property	\$150.00	50%	\$150.00	X
1	Design	Design - Design new signs for orange Rink	\$100.00		\$100.00	
King of Printing & Graphics			SALE AMT.		\$2,793.69	
We are pleased you have chosen us for your work. All Balances Not Paid Within 30 Day Will Be Charged 1.5% Per Month. All delinquent accounts will be subject to any & all reasonable expenses to collect the debt, to include agency & attorney fees.			FREIGHT		\$0.00	
			SALES TAX		\$83.44	
			TOTAL AMT.		\$2,877.13	
			PAID TODAY		\$0.00	
If you wish to pay by VISA or Mastercard, please complete the information below and FAX back to MarketKing at 978-840-4400.			BALANCE DUE		\$2,877.13	
Please Charge: \$ _____ To My: _____ MasterCard VISA Credit Card Zip Code: _____						
Card #: _____ Expire Date: ____/____/____ CVV # ____						
Name on Card: _____ Signature: _____						

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BOTTOM LINE!



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at our Web Site
Click "On The Road with Dave King"

David King
Commander of Results

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