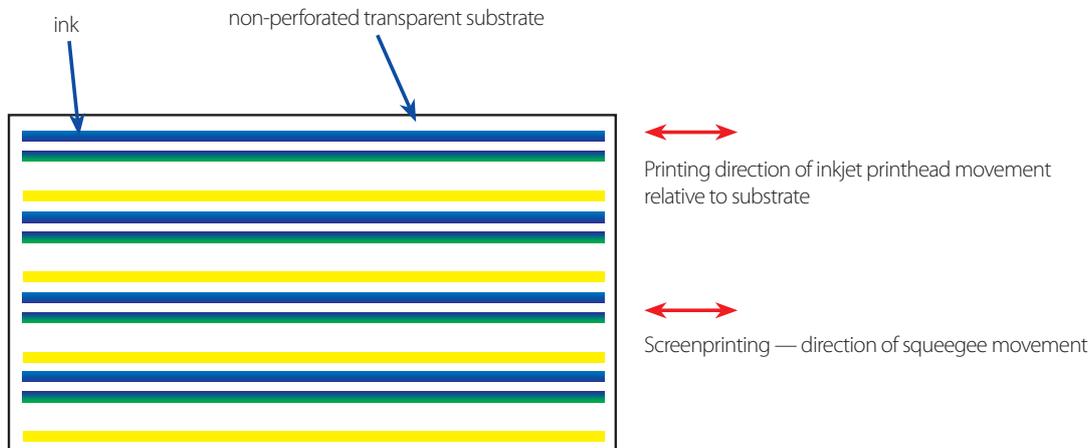# What your production team also need to know

• Production is achieved using 'know-how' and optionally with templates offered by Contra Vision and standard design packages such as Adobe® Illustrator™. Contra Vision does not offer software or a plug-in.

• Once registered, you will have access to standard ready-to-print artwork to help you assess what types of see-through graphics you can produce with your printing equipment, and other technical constraints. You will then have access to suitable standard ready-to-print artwork to produce samples. We strongly recommend that you assess what you can produce before your colleagues sell Contra Vision® *Impress*™ see-through graphics. There is no royalty payable until you produce prints with commercial value.

• If you are printing with opaque or substantially opaque inks for example certain ceramic inks, contact us for instruction.

• If you wish to produce see-through graphics which include a black layer (typically one-way see-through graphics), you need to be able to print white with a good layer of opacity, typically a printer which can print a black layer, a white layer and an image layer in a single pass without the material moving between passes.

• Detailed information on the methods is given in the "know-how", which is made available following Licensee Registration.

• You need access to a credit card before the artwork for any print with commercial value is finalised to register the job and obtain the unique code that must be included on the print. At this stage you also need to know the source and cost of the substrate that you are printing on, and how much you are charging for the print – although these details can be amended within 20 days to allow, for example, changes in the number of prints produced.

• Registration is free.

Printing Contra Vision® *Impress*™ and Contra Vision BACKLITE *Impress*™

ink

non-perforated transparent substrate

Printing direction of inkjet printhead movement relative to substrate

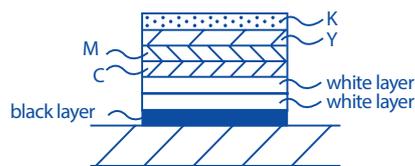Screenprinting — direction of squeegee movement

Lines are printed in the direction of the application of ink to minimise registration error.
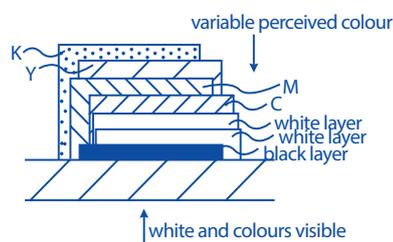
Overlap Registration System™

Normal registration error in any printing method will lead to unwanted visual effects unless special measures are taken.

The Overlap Registration System™ is the patented system of managing the inevitable lack of registration in any printing system to provide see-through graphic panels of reliable colour rendering and the desired visual perception of the image.
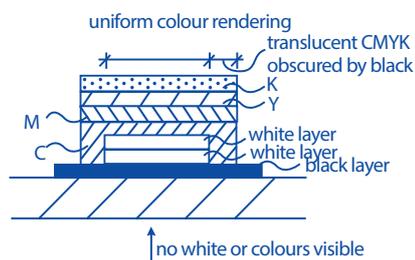
Exact

K
Y
M
C
white layer
white layer
black layer

Lack of registration consequences

variable perceived colour

K
Y
M
C
white layer
white layer
black layer

white and colours visible

Managed registration

uniform colour rendering
translucent CMYK obscured by black
K
Y
M
white layer
white layer
black layer

no white or colours visible

Methods of Production

There are only two possible methods (both patented by Contra Vision Ltd) of maintaining a uniform black "print only" pattern visible from the see-through side and a consistent colour rendering of the design.

• Through Combination Method generally preferred if the design inks are translucent (including all CMYK designs), OR

• Edge Sealed Method typically only used if one or more design inks are substantially opaque.

To produce Contra Vision® BACKLITE *Impress*™, which does not have a black layer, Inset the white ink to avoid "whitening" of colour "value" and unsightly white edges.

These methods of production have been proven with all likely printing techniques including:

1. Digital with white ink (typically UV or Solvent inkjet or thermal transfer).

2. Non-digital (screen, litho or flexo printing).

3. Hybrid (typically comprising a digital design registered to non-digitally pre-printed lines).

Detailed information on the methods is given in the "know-how", which is made available following Licensee Registration.