

TIGERIVER PRINTING AND PACKAGING

Retail Signage And Ticketing Datasheet (TR005)

Campaign signage, shelf tickets and posters on art, offset and fancy paper with a 5 to 7 day lead time

Product code TR005

Retail signage is a deadline business. The campaign date is fixed, the artwork arrives late, and the run splits across dozens of designs in small quantities each. What matters is a printer that can hold colour across versions and still hit the date.

We print signage, posters, tickets and bound retail collateral on 80 to 350 gsm gloss and matt art paper, offset paper, fancy paper and specialty stocks, in 1 to 5 or more colours. Offset runs at up to 170 line, 200 line or higher with FM staccato hybrid screening, silk screen covers special surfaces, and digital covers samples and short runs. Lead time on this line is 5 to 7 days, and 5 to 15 working days after file confirmation and deposit for larger jobs.

Key Benefits

- **Five To Seven Day Lead Time** — Signage is quoted on a 5 to 7 day lead time, so a campaign date that moves does not automatically become a missed date.
- **Digital For Short Runs** — Digital printing handles samples and small run versions without a plate cost per design.
- **FM Staccato Hybrid Screening** — Offset at 170 line, 200 line or higher with FM staccato hybrid screening for higher definition and better colour.
- **Silk Screen For Special Surfaces** — Silk screen printing covers cloth hardcover and other surfaces offset cannot hold.
- **Any Size Including Oversize** — Any required size is available, large or small, with a recommended size list from Letter and A5 up to B2 and 12 by 18 inches.
- **Binding In House** — Hardcover case binding, perfect binding, sewing, PUR, wire-o, spiral and special binding for bound retail collateral.

Full Specification

Paper For Text	80, 90, 105, 128, 157, 200, 250, 300 gsm gloss or matt art paper, offset paper, fancy paper, specialty paper
Paperback Cover	157, 200, 250, 300, 350 gsm gloss or matt art paper, C1S paper, fancy paper, specialty paper
Printing	1, 2, 3, 4, 5 or more colours
Offset	Max tone 170 line, 200 line or higher, FM staccato hybrid screen for higher definition and better colour
Silk Screen	For special surfaces such as cloth hardcover
Digital	For samples and small run books

Surface Treatment	Matt or glossy lamination, matt or glossy varnishing, UV varnishing, spot UV, aqueous coating, glitter, embossing, creasing, foil stamping, frosting, debossing, adhesive
Binding	Hardcover case binding, perfect binding, sewing binding, PUR binding, wire-o binding, spiral binding and special binding to requirement
Size	All required sizes available, large or small
Lead Time	5 to 7 days on this line. 5 to 15 working days after file confirmation and deposit

Recommended Sizes

Trim sizes in millimetres and inches.

Standard	mm	inch
Letter	216 x 279	8.5 x 11
Statement Half Letter	140 x 216	5.5 x 8.5
A5	148 x 210	5.83 x 8.27
A4	210 x 297	8.27 x 11.69
A3	297 x 420	11.69 x 16.54
A2	420 x 594	16.54 x 23.39
B2	500 x 707	19.69 x 27.83
B3	353 x 500	13.9 x 19.69
B4	250 x 353	9.84 x 13.9
B5	176 x 250	6.93 x 9.84
—	153 x 229	6 x 9
—	229 x 305	9 x 12
—	305 x 458	12 x 18

Materials

- **Gloss And Matt Art Paper** — The default signage stock from 80 to 350 gsm. Holds solid colour and photography.
- **Offset Paper** — Uncoated stock for text heavy tickets and low cost campaign runs.
- **C1S Paper** — Coated one side, used for covers where the reverse needs to take writing or adhesive.
- **Fancy And Specialty Paper** — Textured and coloured stocks used with foil and emboss on premium campaign work.

Manufacturing Process

- **Artwork And Imposition** — Files are checked, colours separated and versions imposed onto the sheet.
- **Printing** — Offset for volume, digital for short runs and samples, silk screen for special surfaces.

- **Colour Control** — Colour is checked on press with an X-Rite printing densitometer.
- **Surface Treatment** — Lamination, varnish, spot UV, foil, emboss, glitter or frosting as specified.
- **Cutting And Creasing** — Sheets are trimmed, die cut and creased to the finished size.
- **Binding** — Bound items are cased, perfect bound, sewn, PUR bound, wire-o or spiral bound.
- **Inspection And Packing** — Print, colour, count and trim are checked, then items are packed by version for store distribution.

Customization Options

- Any trim size, large or small
- Split runs across many campaign versions
- Foil, spot UV, glitter, emboss, deboss and frosting
- Self adhesive backing on request
- Packed and labelled by store or by version

Applications

- Seasonal and promotional in store campaigns
- Window and wall posters
- Shelf edge ticketing and price cards
- Point of sale hangers and danglers
- Retail brochures, catalogues and lookbooks
- Event, exhibition and trade show graphics

Frequently Asked Questions

How fast can signage be produced?

Lead time on this line is 5 to 7 days, and 5 to 15 working days after file confirmation and deposit depending on the job.

What sizes can you print?

All required sizes are available, large or small. The recommended size list runs from Statement Half Letter and A5 up to B2 and 12 by 18 inches, and the full chart is on this page.

Can you print small quantities of many different designs?

Yes. Digital printing is used for samples and small runs, which removes the plate cost per design on versioned campaign work.

How do you keep colour consistent across a campaign?

Colour is checked on press with an X-Rite printing densitometer, and offset runs at 170 line, 200 line or higher with FM staccato hybrid screening.

Do you bind catalogues and lookbooks as well?

Yes. Hardcover case binding, perfect binding, sewing binding, PUR binding, wire-o binding, spiral binding and special binding to requirement.

What finishing is available?

Matt and glossy lamination, matt and glossy varnishing, UV varnishing, spot UV, aqueous coating, glitter, embossing, creasing, foil stamping, frosting, debossing and adhesive.

Contact Mr Parker · parker@tigeriver.com · WhatsApp and WeChat +86 159 2024 3450

Unit 38, Xiaobian Road, Changan Town, Dongguan City, Guangdong Province, 523850 China

All specifications in this document are taken from our published product data. Certificates and material documentation applicable to a specific order are confirmed in writing before production.