

## Specs

# FLASHING EYE CATCHER



## 1. COMPONENTS

### 1.1 EYE CATCHER

Size : 280mm wide x 280mm high

### 1.2 POP OUT

Size (minimum) : 50mm wide x 50mm high

Size (maximum) : 150mm wide x 150mm high

## 2. PRINTING METHODS

### 2.1 LITHO PRINTING

Material : 250 gsm coated art in matte or gloss.

Colour : 4-colour CMYK palette.

Finish : Laminated gloss or matte film.

Substrate : See 2.4 for spec.

### 2.2 DIGITAL PRINTING – OPTION A (ONTO SELF-ADHESIVE VINYL)

Vinyl : 80-100 micron permanent white vinyl.

Colour : 4-colour CMYK palette.

Substrate : See 2.4 for spec.

### 2.3 DIGITAL PRINTING – OPTION B (DIRECTLY ONTO SUBSTRATE WITH UV INK)

Colour : 4-colour CMYK palette.

Substrate : See 2.4 for spec.

## 2.4 SUBSTRATE / INNER BOARD

Aisle - Cardboard	:	770gsm White Cardboard (1.3mm thickness)
Fridge – Foamboard	:	White Water Resistant Foamboard - 2mm (minimum) to 3mm (maximum) thickness.

## 2.5 POP OUT

Size	:	50mm wide x 50mm high minimum and 150mm wide x 150mm high maximum display area.
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### 2.5.1 LITHO PRINTING

Material	:	100 or 130 gsm coated art in matte or gloss.
Colour	:	4-colour CMYK palette.
Finish	:	Lamination is optional (Gloss or Matte).
		Trimmed to size and bundled in groups of 200. Please do not glue the bundles.

### 2.5.2 DIGITAL PRINTING – OPTION A (ONTO SELF-ADHESIVE VINYL)

Vinyl	:	80-100 micron permanent white vinyl.
Colour	:	4-colour CMYK palette.
Substrate	:	See 1.2.4 for spec.

### 2.5.3 DIGITAL PRINTING – OPTION B (DIRECTLY ONTO SUBSTRATE WITH UV INK)

Colour	:	4-colour CMYK palette.
Substrate	:	See 2.5.4 for spec.

### 2.5.4 SUBSTRATE/INNER BOARD

Aisle - Cardboard	:	620gsm White Cardboard (1mm thickness)
Fridge - Foamboard	:	White Water Resistant Foamboard - 2mm (minimum)

## 2.6 FLASHING LED LIGHTS

The LED unit with battery is placed on the Pop-out in the area the client indicated before the Pop-out is applied on the Header Card. Please ensure that there is a 20mm space from the edge of the pop-out to the placement of the LED.

The LEDs have a lifespan of up to 6 weeks. If a campaign is required to stay up in store for longer periods, additional costs will be incurred for complete replacement of media or replacement of battery.

## 2.7 DOUBLE - SIDED TAPE SPECIFICATION

Please use double-sided tape to apply the Pop-out to the Eye Catcher. We prefer a 10mm wide foam-based double-sided tape that is 10mm thick.

# 3. ARTWORK REQUIREMENTS

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## 3.1 TIMELINE

All artwork is required to be at ZaPOP Media 4 weeks prior to the start date of the campaign.

## 3.2 RETAILER NAMES

Only the relevant retailer name, i.e. the name of the retailer in whose store(s) the artwork/media is to be used, is allowed to appear on the artwork/media. Please note that NO other retailer names may be used. For media installations within TOPS @SPAR stores. The TOPS @SPAR logo needs to be on the artwork/media.

## 3.3 DISCLAIMER ON ARTWORK

If more than one product is showcased on the artwork, a disclaimer needs to be added to ensure that the media installation takes place successfully should one or more of the variants on the media not be in-store. At least one of the advertised products must be stocked. The ZaPOP Media recommended disclaimer is "Selected stores have limited range".

## 3.4 INSTALLATION LOCATION

The unit must be installed as close as possible to the displayed products. Media can be also placed in a complementary area. All media in a complementary area requires a "find me" statement for customers to be able to locate the advertised products in store.

### 3.5 SCALING

Please do not scale artwork. You should always supply artwork at 100% scale.

### 3.6 MIRROR IMAGE

This media is a double-sided display, all supplied artwork must include a mirror image.

### 3.7 COLOUR PALETTES

All artwork should be supplied in CMYK palette. If you require spot colours to be printed please communicate to your sales representative and supply artwork including all the correct spot colours.

### 3.8 FONTS

Convert all fonts to curves/outlines when sending artwork. If it is not possible to send files with text that has been converted, then please include all Post Script fonts that are used in the layout when submitting your file.

### 3.9 BLEED AND DIE CUTTING

To ensure a borderless print, allow for at least a 5mm bleed all around. If die-cut is indicated on the artwork, please ensure that it set on over-print option. Alternatively, please supply die-cut in separate page/document. Please note that the line will not be in the image, it will only be used to create the die.

Note: All corners are required to be rounded, so as not to hold a health and safety risk in store.

### 3.10 FILE FORMATS

PDF (1.4 compatibility) is the format of choice.

### 3.11 SECURITY AND LOGISTICS

All media within the Retailer group of stores have to be identified with a PIN number. The PIN number is always in colour and is available to third party upon request. The PIN number identifying and confirming the legality of the campaign.



### 3.12 COLOUR PROOFS

To ensure consistency in the final printing run, two colour proofs must be supplied with the artwork. By providing this proof, we can produce the product that you want more accurately

## 4. PRINTING REQUIREMENTS

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- ✿ Please note that silk screening is not allowed as print method. All material must be litho or digitally printed.
- ✿ All printed material must have a resolution of at least 300 dpi.
- ✿ The ZaPOP Media PIN number must be clearly indicated on all printed sides of the media type.
- ✿ Correx substrate or similar fluted plastic material may not be used.
- ✿ Cardboard may not be used for media being placed in or near a fridge or freezer.
- ✿ All media that is printed with UV ink requires separators (e.g. wax sheets) between each unit to prevent prints from sticking to each other during transport.