LENTICULAR PRINTING

Three-Dimensional and Moving Effects on a Two-Dimensional Plane
Add a dazzling effect to your next marketing piece and get the extra pop required to grab the attention of today’s savvy and sophisticated audiences. Our dedicated lenticular experts can guide you through the technical and design process to help maximize this high-impact medium. We highly recommend visiting our Lenticular website before starting your project. There are many helpful articles that feature design tips to help get you started.

www.rrdonnelley.com/commercial-print/print-solutions/lenticular.aspx

Applications

- Indoor signage
- Security
- Bilingual/Trilingual
- Premiums
- Collectible
- Coaster
- CD/DVD/Blu-Ray inserts
- Product tip in/on
- Publication tip in/on
- Unsecured card
- Magnet
- Counter mat
- Packaging
- Shelf talker/dangler/strip
- Label
- Postcard/mailer
- Sticker
- Lanyard card
- Luggage tag
- Table tent

Specifications

(Lens choice will depend on the application.)

- 10 mil lens (150 lenticules per inch)
- 14 mil lens (100 lenticules per inch)
- 18 mil lens (75 lenticules per inch)
- Wide range of backer materials (Printable backer, barrier film, crack and peel, PS adhesive, card stock, magnet, styrene, and more)
- Max Printable Area: 19” x 27”
- Printed Offset/Litho in Four Color Process (Backers may have Spot Colors)
Enhance your in-store presence by giving your customers a view of your product in 3D, motion or multiple languages. Lenticular is fantastic in a walk-by environment to catch people’s eye, draw them in and hold their attention.

**Applications**
- New product introduction
- Shelf talker, dangler, or strip
- Sale or promotion
- Gaming display
- Holiday beer/liquor display
- Cooler door tip-on
- Tobacco advertising
- Product demonstration
- Bilingual/trilingual message
- Existing display tip-on

**Benefits**
- Unique and eye-catching
- Eliminates need for motors or other electrical devices to show motion
- Show multiple products or messages in a given area
- Bi and trilingual messaging

**Specifications**
- 14 mil lens (100 lenticules per inch)
- 18 mil lens (75 lenticules per inch)
- Wide range of backer materials (pressure sensitive, cardstock, barrier film, magnet, and more)
- Max printable area: 19” x 27”
- Printed offset/litho in four-color process
- Lens choice will depend on artwork
Want your brand to literally “stick around” longer? A lenticular magnet can be used to sustain a constant reminder of your service, product, team, logo, or event. Whether it's a team roster, showing home and away games, the pizza chain, a conversion chart, or a summer music festival, a magnet can be the positive attraction your business can leverage to stay top-of-mind with audiences.

**Applications**
- Team schedule
- Special event
- Logos and mascots
- Refrigerator note holder
- School locker decoration
- Toolbox decoration
- Conversion chart
- Warning message
- Drawer label
- Picture frame
- Book/Directory tip-on

**Specifications**
- Minimum quantity 2,500
- Indoor Use - 12 or 15 mil
- Outdoor use - 30 mil
A die-cut lenticular door hanger or bookmark grabs attention. They literally hang around longer! And with a wide selection of shapes and sizes to choose from, you have options for practically any budget.

**Applications**
- Hotel, Casino, Bedroom “Do Not Disturb” Doorhangers
- Lawn Service promotion
- Food Delivery promotion
- Wine/Liquor bottle neck-hanger
- New product promotion
- Entertainment
- Sporting event memorabilia
- Tradeshow giveaway
- Thank you program
- New membership premium
- Incentive program
- Collector piece
- Revenue generator
- Gift shop item

**Benefits**
- High perceived value
- Long shelf life
- Competitive differentiation
- Strong name recognition and brand recall
Thank you for choosing RRD for your lenticular project! Our goal is to delight you with our service, product quality and timely delivery.

We believe the better we can understand your needs, the more successful we will be in fulfilling your expectations. To that end, we ask that you complete this brief as much as possible.

1. Customer Name: ________________________________

2. What is the end use? ________________________________

3. Project Description: __________________________________________
   __________________________________________________________________
   __________________________________________________________________
   __________________________________________________________________
   __________________________________________________________________

4. What quantities should be quoted?
   __________  __________  __________  __________  __________  __________

5. Is there a Target Budget/Date?  □ Yes  □ No

   If yes, please share so we can make recommendations to fit within your budget and timeline:

   __________________________________________________________________

6. What is the size of the piece? __________ width x __________ height

7. Finishing requirements:  □ Square Trim  □ Die Cutting  □ Tip-On (Please check all that apply)

8. Number of versions: __________

9. What effect(s) would you like? __________________________________________

10. What is the distance you will be viewing the effect from?  □ Hand-held  □ Walk-by

11. Will you require printing on the back side?  □ Yes  □ No

Lenticular files need to be supplied as layered Photoshop files. Files for backers, elements the lenticular will be tipped onto, etc. can be supplied as you would a traditional print project (InDesign and/or Illustrator).
Please keep the following information in mind when designing for the lenticular medium. We strongly encourage companies to share this information with their designers prior to beginning their creation. For best results, we recommend getting the RRD lenticular team involved as early as possible in the design process.

**File Necessities**
- Layered Photoshop files at a minimum of 300 dpi at final output size is required.
- Each element needs to be on its own layer, such that if a layer were turned off, there would be image behind it.
- If dieline is to be used, please provide as vector art.

**Backgrounds**
- Textured and colored backgrounds are necessary and act as deterrents for ghosting.
- Do not use white or extremely light backgrounds or flat tints.

**Type**
- We recommend adding a bevel, glow, drop shadows, or 3D extrusion to type.
- Avoid alternating white and black type, which has a tendency to ghost.
- If verbiage is flipping, try to keep it in the same position. Keep font 7 point or larger.

**Trim and Bleed**
- Bleed is 125 inch on each side for most pieces.
- To ensure subjects, text and/or logos are not trimmed off, keep all important info in the “safe area” (.18 inch from trim).
- 3D pieces require an additional 1cm (about .5 inch) of image on the left and right sides to allow for dimensional offsetting, in addition to bleed. See Diagram A.

**Color**
- Color tends to print fuller/richer on press than on the lenticular proof. There can also be color variance that occurs across the press sheet due to ink density across the rollers and blankets during the press run.
- Due to the difference in materials and lenticular’s lens structure, we cannot color match to paper or other substrates.

**3D Effect**
The illusion of depth between foreground, middle and background elements.
- Requires an additional 1cm of image extended on the sides of piece. See Diagram A.
- Completely layered files are required. For example: If you turn a layer off, what is behind it will be visible. If files are received flattened or not completely layered, additional charges may apply.
- 3D can only be viewed from left to right.

**Two or Three Image Flip Effect**
The fast transition between distinct elements.
- Requires a layered file, with the elements that will be flipping to and from on separate layers.
- Recommend top-to-bottom flip effect, unless this will be a walk-by piece (Such as sign, magnet, button).
- Similar size flipping elements are most effective.

**Zoom Effect**
Image changes in size from larger to smaller or visa versa.
- Shows progressive movement from background to foreground, or reverse.
- Provide element to zoom in its starting and end point and we will create the in-between frames.

**Motion Effect**
The appearance of movement from video or a series of stills.
- Video or series of still images.
- Works by selecting frames and recreating the motion using frames of animation.
- Keep size at a maximum of 4” x 6” if video is supplied.
- HD Quicktime, DV or rendered frames from a 3D program are acceptable. (If supplying video, Progressive scan video is ideal. If that is not available supply the interlaced video and it can be deinterlaced for clarity.)
- Not recommended for curved surfaces unless the animation can be kept to about 2” or under.

**Morph Effect**
A fluid transition between elements, ideally of similar size and shape.
- Elements that have a similar shape and density work best for morph.
- Both beginning and ending art elements required on separate layers.

**Multiple Effect**
Effects can be used separately or combined with one another.