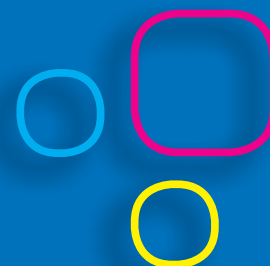




**MPRINT**  
COLOUR PRINTERS



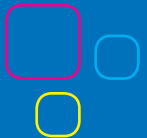
## Welcome

MPrint are a medium size commercial colour printer based in Mentone. Established in 1988, we currently serve the corporate market, trade and general public. We can assist you directly with concept and design right through to the final product.

Our number one priority regardless of which stage we enter the project is that all your requirements are met, efficiently and cost effectively.

MPrint staff take pride and passion in their workmanship and make a commitment to our clients to exceed expectations. Colour printing is the heart of our business, and no detail is too small or effort too large. Whether you need the best quality long-run full colour job or a short-run fast turnaround job, MPrint is always ready to meet your needs.

With presses running 6 days a week, we aim to provide more flexibility, more printing options and delivery of a perfect product on time, first time.

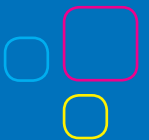
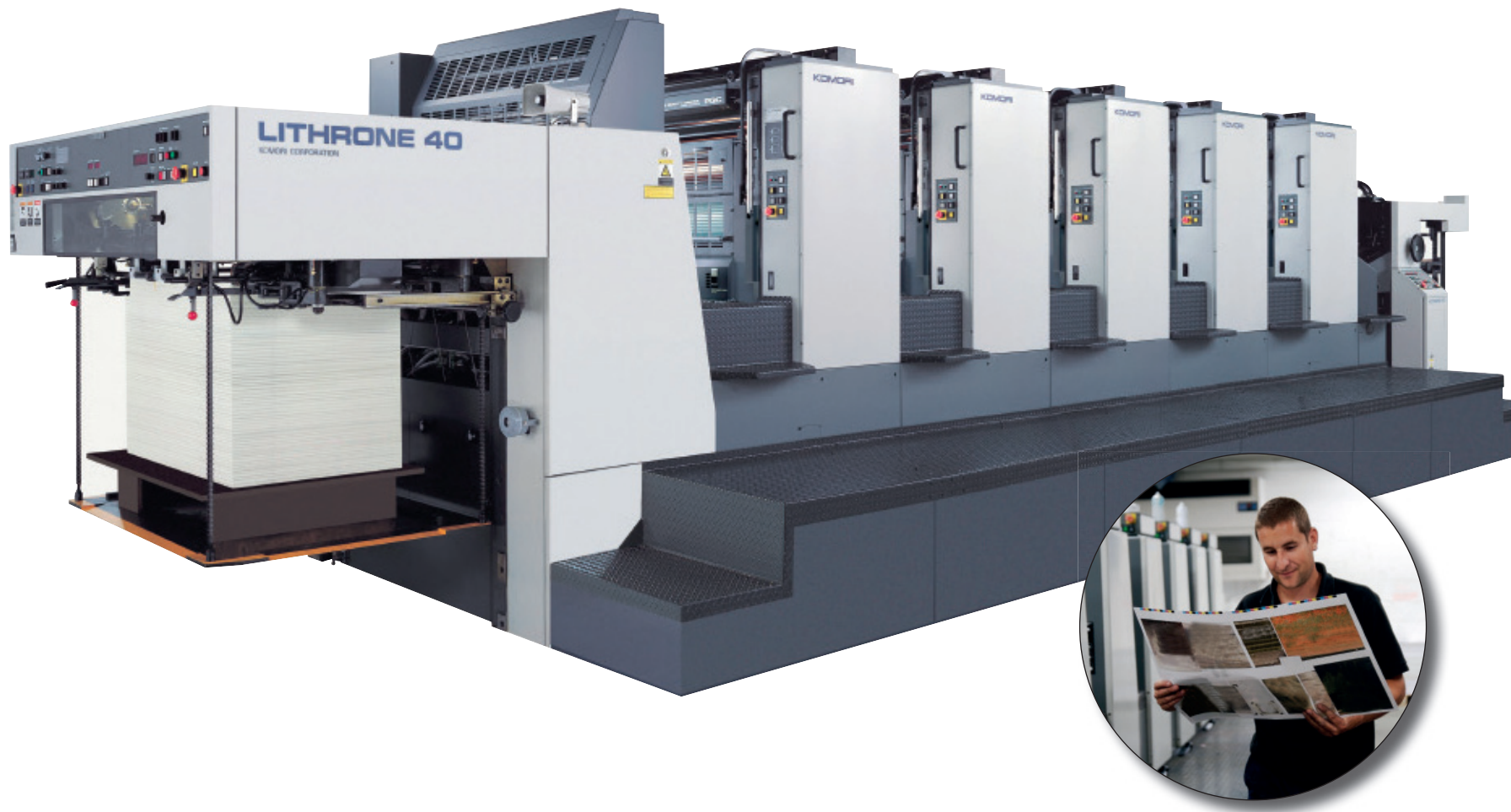




## Our Customer Service

As a medium size print company we can provide you with the same expertise and technological know how as the larger print companies, with the kind of personalised service and advice that you deserve.

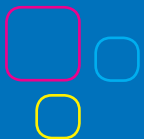
MPrint offers its customers a complete pre-press service, a full in house printing plant that ranges from the smallest size single colour print up to a full size A1 5 colour sheet, extensive bindery service and experience in packing and distribution that is second to none.



## Digital

MPrint are pleased to introduce an on site digital print solution. As the on demand colour printing market grows, so does its needs. Innovative, cost competitive solutions are the key. With superior digital image quality and exceptional functionality, the M Print Lanier Digital Output Device can now offer a cost effective digital print solution for your company.

If your requirements are for shorter runs, but full-colour is still important then you can now consider our digital printing service. Small print run capability means you only request what you need, when you need it. This ensures that your printed materials are always current.



## Packing and Distribution

To finish a promotion the Picking and Packing component is every bit as important as printing a quality job.

MPrint can achieve a quality pick and pack, our experienced staff that are dedicated to get it right the first time.

We offer a full pick, pack and despatch service where we can send parcels or large pallets from local to country or internationally on your account or ours. With data supplied we can also personalise, mail merge and lodge with Aust Post. MPrint will track and trace your consignments until they arrive at their destination.

By offering a pick and pack service you can have other suppliers deliver straight to our door with other point of sale material that needs to be packed for your promotion.





## Promotion Options

MPrint can support you throughout your whole promotional campaign, from print, to pack, to distribution, we can provide you with a complete solution for whatever you may need.



Half A1 Poster



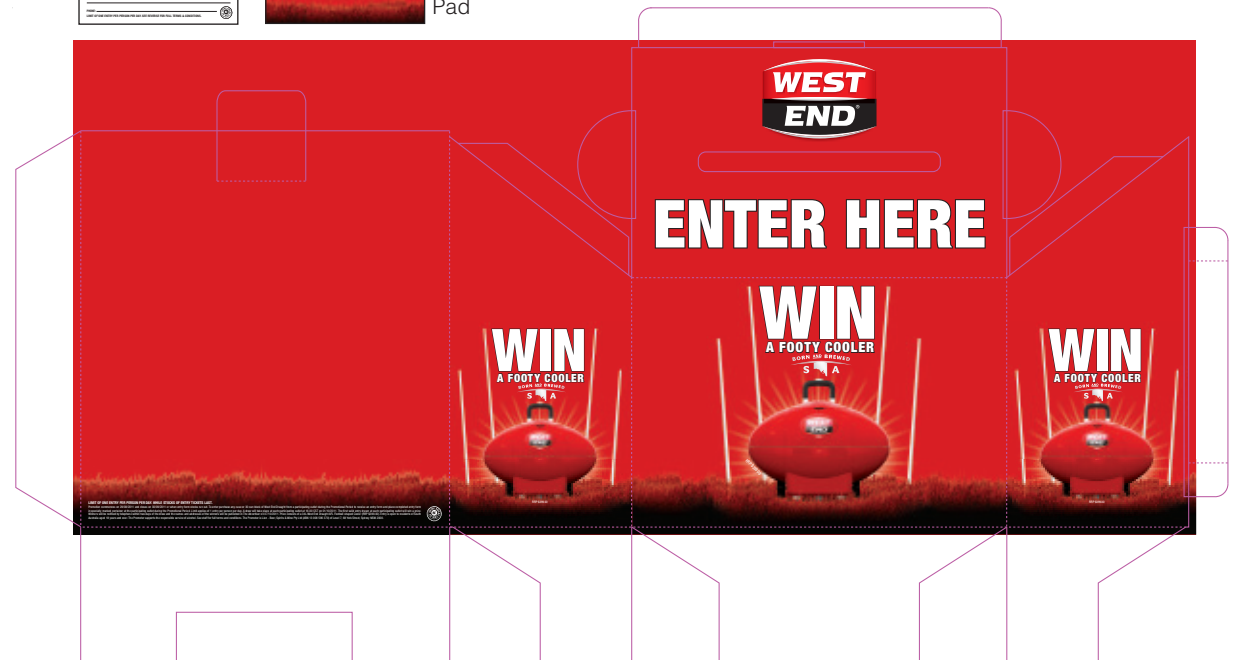
Table Talker - Flat



Entry Pad



Counter Card



Entry Box - Flat

A1 Poster



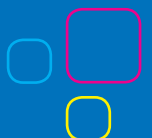
Entry Pad



Wobblers



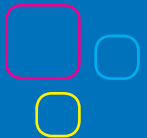
A2 Poster





## Cubes and Entry Boxes

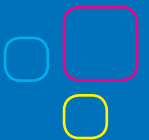
These style of shapes can be created in any size and offer the customer a wide range of visual options to promote and highlight your product, MPrint offers an in house forme cutting service to ensure a quick turnaround with a quality finish, at a cost effective price.





## Strut Cards, Counter Displays and Tent Cards

Strut Cards, Counter Displays are an effective style of merchandising and branding. They can be produced in various sizes and forme cut shapes. They are usually mounted to a heavy board with a strut affixed to the back and provide our customers with an affordable space friendly display. Tent cards are also a similar low cost, effective alternative type of display.



## Full Colour Printing Artwork Specification



### Programs Supported

MPrint supports all printing related programs within the Adobe Creative Suite Range as well as Quark Express. All fonts and links relating to the output should be included. We recommend using the "Package" option within the Indesign program or in Quark Express the Collect for Output option. This is the most efficient way of providing native files for Print Output.

### Supplying PDF Files

Creating PDF Artwork | Colour Printing | PrintPDF - Portable Document Format. A large number of artwork creation applications/tools will allow you to save or print your artwork in PDF format. There are also software tools that allow you to create PDF file(s) simply by printing to a PDF printer. Probably the best known is Adobe Acrobat which incorporates Adobe Distiller. Adobe Acrobat integrates seamlessly with your desktop applications allowing you to create PDF(s) directly from your artwork application.

We have listed the most important requirements for the preparation of your artwork.

### Colours

Colours must be set to CMYK (Cyan, Magenta, Yellow and Black) this is because these are the colours used in the printing process. The colours used to display your artwork on screen are made up of Red, Green and Blue (RGB) and it is not always possible to match the RGB colour range with CMYK. If you supply us RGB artwork we will convert it to CMYK but the colours may not be as you might expect!

### Image Resolution

Images that are used within your document should have a minimum resolution of 300 dpi (dots per inch), images which are supplied below this specification may appear pixilated or unclear. Please take note that image resolution for the web only requires 72 dpi which can look perfectly acceptable on screen or when printed on a desktop printer but are not generally suitable for professional printing.

### Fonts

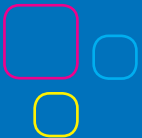
All fonts used in your native file document should be supplied to us or in the case of a PDF file, embedded in your file. This is to make sure that the font(s) you used in the creation of your artwork are replicated when printed. If you do not supply fonts or embed them in your PDF file, the fonts will be substituted and may not match those used in your artwork! The fonts within a PDF are generally embedded but please check before providing your file to us.

### Bleed

Bleed refers to printing that goes beyond the edge of the media after trimming. The bleed is the part on the side of your document that gives us that small amount of space to move around paper and design inconsistencies. If for example, you want the background of your business card to be entirely red, you must extend or bleed the background beyond the edge of the final size of your business card. This also applies to images that you want to extend to the edge of your media. If you do not add bleed you may end up with a fine white line down one or more edges of your print! Please include at least 3.0mm bleed on each side of your artwork. Please also make sure you keep your text at least a few millimetres from the edge of your artwork.

### File Transfer Information

MPrint offers its clients free file transfer via the hightail web facility. By simply emailing you a link we can provide you with a fast easy way to send your files directly to MPrint at no cost to you. Of course email is also available for file sizes below 10mb.





## Artwork Size and Trimming

The finished printing size is shown in the following table.

When creating your artwork you must include trim marks and increase the artwork size to include the trim marks and allow 3.0mm for bleed.

Product	Finished Size (After Trimming)
Business Card	90mm x 55mm
With Comps Slip	210mm x 99mm
A7 Leaflets	74.2mm x 105mm
A6 Leaflets	105mm x 148.5mm
A5 Leaflets	148.5mm x 210mm
A4 Leaflets	210mm x 297mm
A3 Leaflets	297mm x 420mm

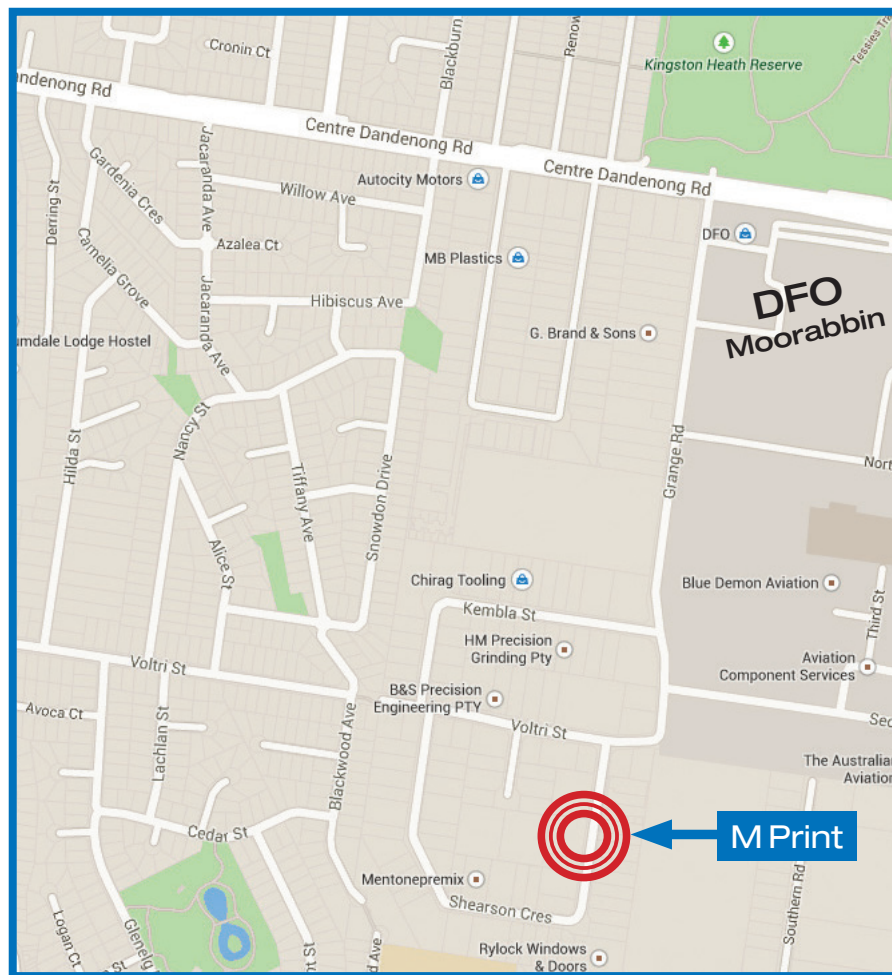
## International Metric Paper Sizes

SIZE	WIDTH (mm)	HEIGHT (mm)
A0	841 mm	1,189 mm
A1	594 mm	841 mm
A2	420 mm	594 mm
A3	297 mm	420 mm
A4	210 mm	297 mm
A5	148 mm	210 mm
A6	105 mm	148 mm
A7	74 mm	105 mm

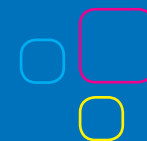
## Envelope Sizes

SIZE	WIDTH (mm)	HEIGHT (mm)
DL Envelope Size	110mm	220mm
DLX Envelope Size	120mm	235mm
C3 Envelope Size	458mm	324mm
C4 Envelope Size	324mm	229mm
C5 Envelope Size	229mm	162mm
C6 Envelope Size	114mm	162mm
B4 Envelope Size	353mm	250mm
B5 Envelope Size	250mm	176mm
B6 Envelope Size	176mm	125mm

## Directions to M Print



42-46 Shearson Crescent, Mentone, Victoria 3194



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42-46 Shearson Crescent Mentone, Victoria 3194  
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