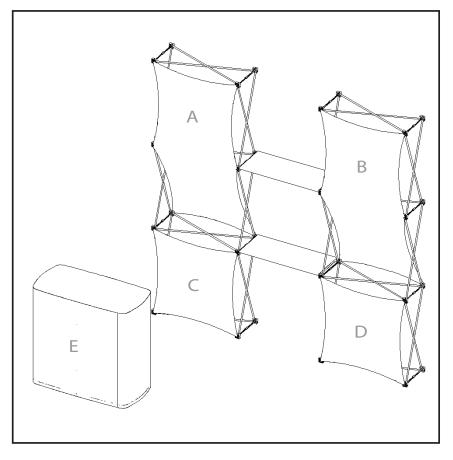
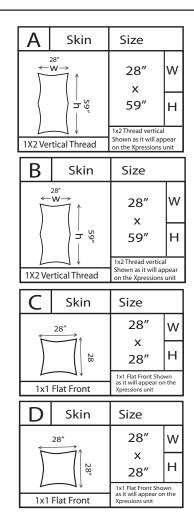
### xpressions<sup>®</sup> **EXPIESS**<sup>™</sup>



#### **EXPRESS KitA**





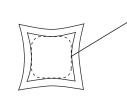
100"w x 34.6"h Live Area 30" centered

#### Kit A

Kit includes:

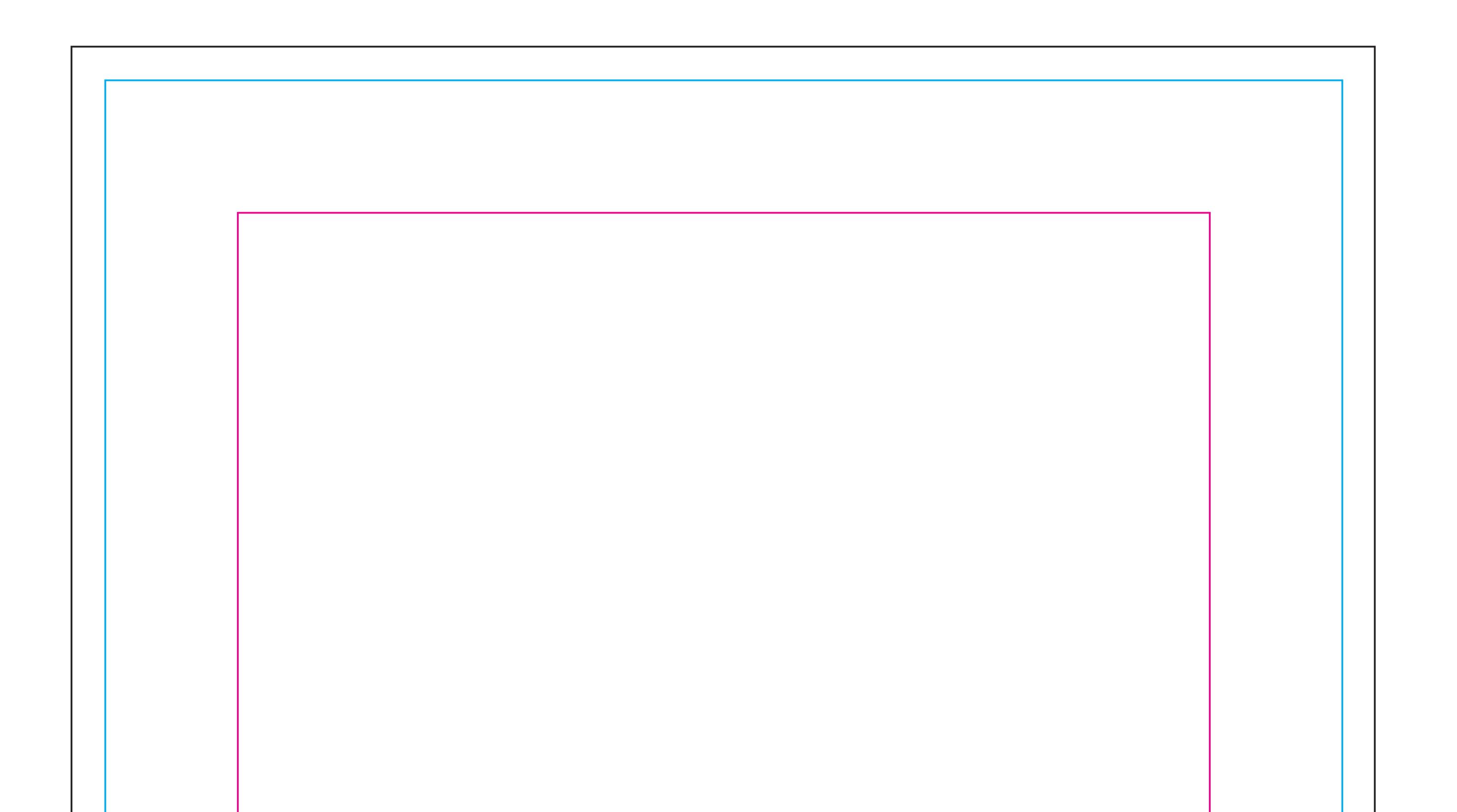
- Two 1x3 xpressions<sup>™</sup> SNAP frames
- Four xpressions<sup>™</sup> skins
- Two shelves
- One case wrap
- Case that converts to podium

It is recommended that all text and borders be 2" from the finish size



Focus Area Key focus area is always 3"-5" inside edge of all four sides on all skin styles and sizes

©2004/Patent Pending

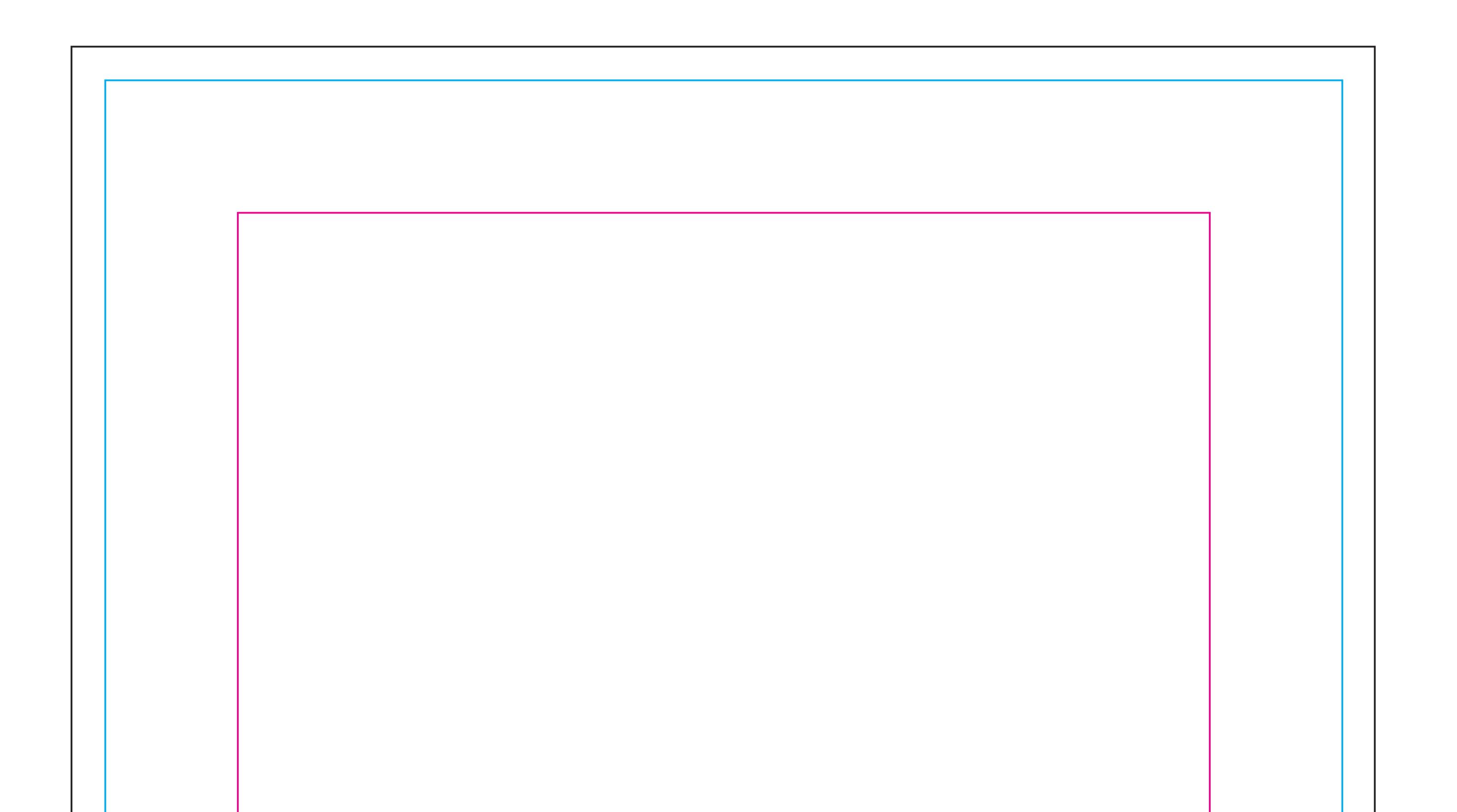


1x2 Double Thread 28" x 60" (Template at full size)



# SKIN A

# Print Size: 29.5"w x 61.5"h Final Size: 28"w x 60"h X-FACTOR (Live Area) Shown: 3" in on all sides

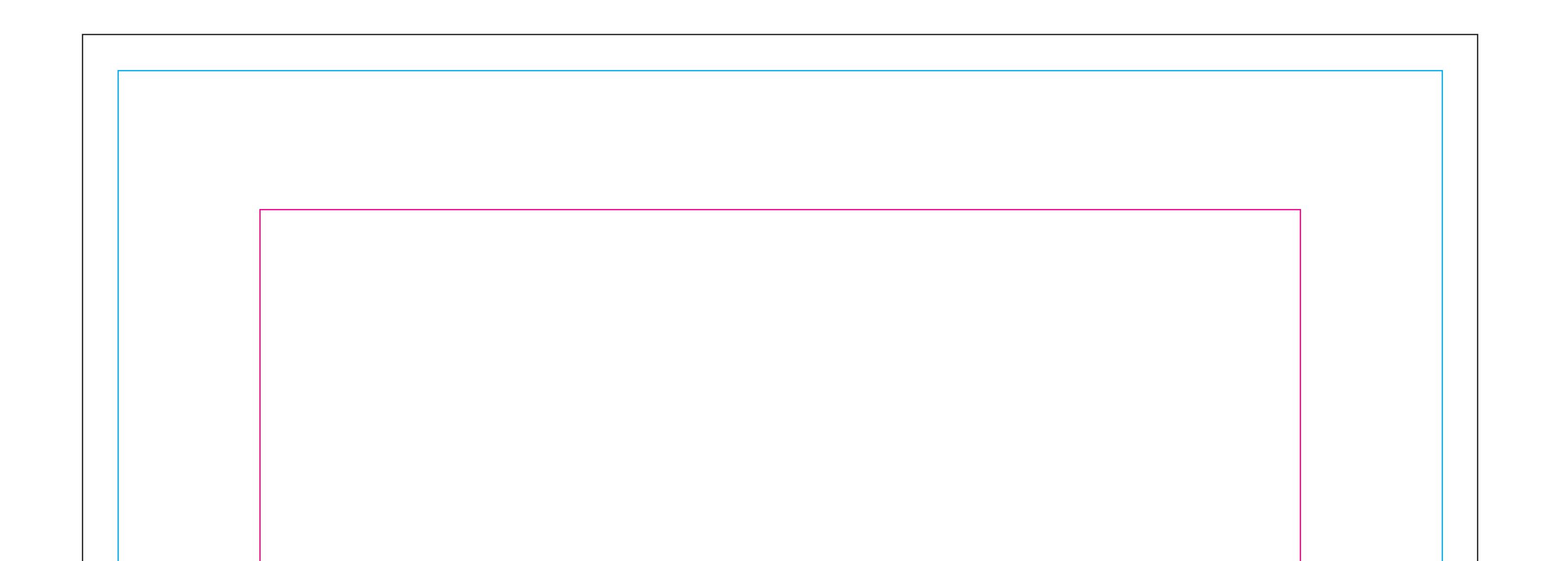


1x2 Double Thread 28" x 60" (Template at full size)

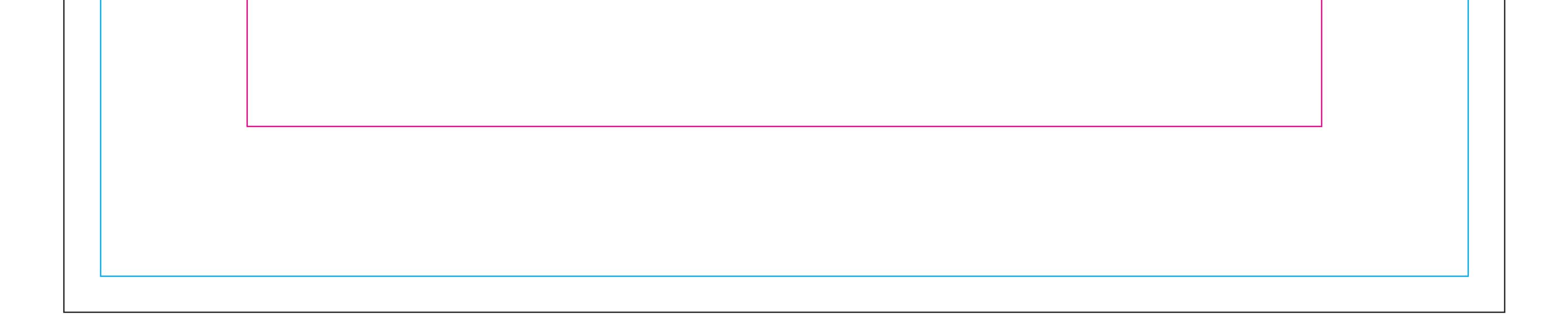




Print Size: 29.5"w x 61.5"h Final Size: 28"w x 60"h X-FACTOR (Live Area) Shown: 3" in on all sides



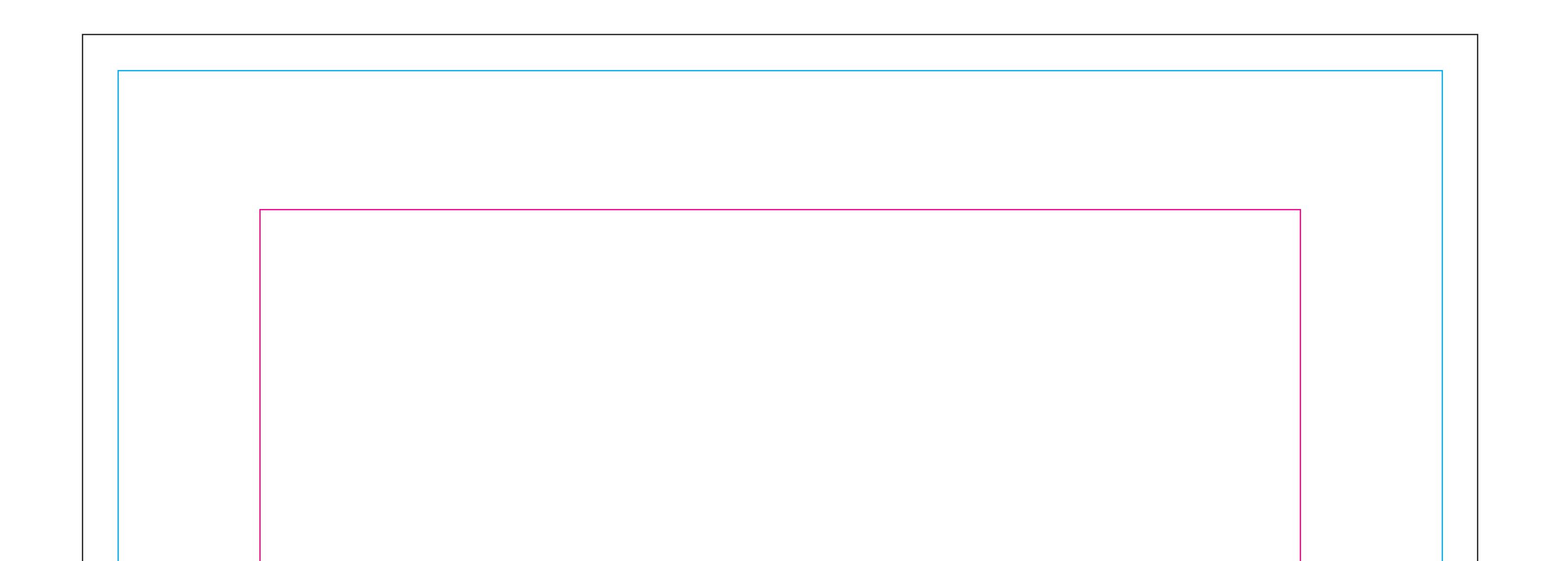
# 1x1 Flat Front (Template at full size)





Print Size: 29.5"w x 29.5"h Final Size: 28"w x 28"h

## X-FACTOR (Live Area) Shown: 3" in on all sides



# 1x1 Flat Front (Template at full size)





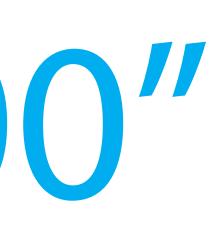
Print Size: 29.5"w x 29.5"h Final Size: 28"w x 28"h

## X-FACTOR (Live Area) Shown: 3" in on all sides

# SKIN E

Print Size: 101.5"w x 36.1"h Final Size: 100"w x 34.6"h Live Area: 30"w x 30"w centered







NOTE: ALL SET UP INSTRUCTIONS APPLY TO THE 4X3 US SKIN SIZES AS WELL



#### • File Setup •

FOR GENERAL FILE SETUP CONSULT THE FULL FILE PREP GUIDELINE AT: http://xpressions-snap.com/guidelines.htm

For all XSnap skins we require 1.5" of bleed OVERALL (.75" on all sides). If bleed is not provided to us we will do our best to add/clone your artwork when applicable. If not, we will need to bleed out your image to ensure we have enough for print/finishing. See example below:

Artwork provided w/out bleed



Image bled out for print size



**Finished Size** 



#### X-Factor

Due to the nature of the Xpressions® graphics, we recommend keeping all artwork elements you do not want distorted (ie text, logos, or faces) 3-5" in on all sides. Examples below:

#### 5" in - least amount of distortion



3" in - distortion becomes more apparent

ORTION DISTORTION DISTORTION

### 1" in - distortion very noticeable



\*PLEASE NOTE IF DISTORTION IS INTENDED AS PART OF DESIGN\*