



FLIGHTLINE GRAPHICS

Paint Masks - Stencils - Dry Rub Decals - Waterslides

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Dry transfer costing for custom artwork.

Flightline Graphics makes a range of dry rubdown decals for the scale model aeroplane market, however there are many other uses for dry transfer in the from product prototyping, packaging, and indeed model, boats, cars, trains etc. The standard finish is satin across the Pantone™ colour range and includes real metallic and foil versions of gold and silver. If you have a custom requirement this sheet should help you estimate a costing.

Dry transfers are not produced using a printer, and is more likened to developing pictures in a dark room with negatives and photosensitive chemicals. Each colour in the image has to be separated to it's own negative regardless of how insignificant the colour is on the page. Colour graduations are not possible.

To work out the cost of your artwork it is necessary to add up the negatives required for the decal. Simply look at all the colours in the decal sheet you require. 3 colours means 3 negatives.

Pricing structure.

| | A5 | A4 |
|---------------------------------|--------|--------|
| Film negative per colour (ea) | £6.00 | £8.00 |
| First solid colour | £27.00 | £37.00 |
| First metallic colour | £30.00 | £42.00 |
| Each additional solid colour | £6.00 | £9.00 |
| Each additional metallic colour | £9.00 | £14.00 |
| Metallic mirror foils | £48.00 | £52.00 |

Example. An A4 decal has 3 colours, black, blue, and metallic gold. The pricing would build up as follows:

Negatives: 3 required at £8.00 each (total £24.00)

Production: First colour (black) £37.00, plus £9.00 for the blue & £14.00 for metallic gold. (Total £60.00)

Grand Total £84.00. If a second sheet of the same artwork was required then there would be no charge for the negatives as they can be re-used. So a second sheet would cost £60.00.

Artwork **must** be in Adobe Illustrator™ or CorelDraw™ format with no embedded bitmap images i.e. full vector artwork. All fonts should be converted to paths (outlines) or curves and filled with the appropriate colour. Remember each colour needs to be separated to make the negatives so please consider this requirement when drawing the artwork otherwise additional origination costs will have to be incurred to "clean up" the artwork for use. Where more than one colour is involved room for registration marks is needed so please ensure artwork leaves a 10mm inset border on the paper size being used.

All negatives are retained for 12 months from last use before disposal. If you have any questions please do not hesitate to contact me for assistance.

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