

On the Web: <http://www.clarici.com>

CLARICI GRAPHICS



TOLL FREE: 1.800.670.7204

CLARICI GRAPHICS
88 Youngs Road
Mercerville, NJ 08619

Since 1923

ABOUT Us

CONTACT Us

Clarici Graphics

was founded in 1923. It began as a shop of two employees. Today we have grown to over 30 employees and a 20,000 sq.ft. work environment.



Clarici Graphics is a nationwide supplier of custom digital, screen-printed and large-format graphics. **For over 75 years**, Clarici's has partnered with leading corporations, managing their national graphic programs. Our broad product experience includes designing and producing fleet, retail and environmental graphics, and point-of-purchase materials, including floor graphics and promotional decals.

Clarici's sets itself apart with its **unique capability** to design, manufacture, control and install high-impact graphics. We support our clients with computerized inventory control and customized packaging with timely shipments anywhere in the world. In addition, we are able to provide proper installation of graphic components through our national network of certified professional installers. Clarici's is proud to be able to assist companies with turning their assets into powerful marketing tools.

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CLARICI GRAPHICS

Open Mon. - Fri. 8:00-6:00

88 Youngs Road

Mercerville, NJ 08619

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On the Web: <http://www.clarici.com>

Driving Directions:

• From Philadelphia

Take I-95 N. Merge onto I-295 S. Take the Sloan Ave. East exit number 65A, Take Sloan Ave. until you come to your second traffic light. Turn left onto quakerbridge road. Proceed two more lights and turn left on Youngs Road. Clarici Graphics is on your right.

• From New York

Take the New Jersey Turnpike South to exit 7A. Proceed on I-195 West until you run into I-295 North. Take I-295 north until you hit the Sloan Ave. east exit number 65A. Take Sloan Ave. until you come to your second traffic light. Turn left onto Quakerbridge road. Proceed two more lights and turn left on Youngs Road. Clarici Graphics is on your right.

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TIPS ON FILES SCREEN PRINTING

Submit your files by zip, cd, floppy, email, ftp or airplane. With Clarici Graphics ftp site we can accept your digital files 24 hours a day, seven days a week. Clarici Graphics makes it as easy as **1,2,3.**

Scanning Images:

All images scanned should be 5 megs per sq. ft. or 150 dpi at final output size.

*Chris could divide the final output size by the hard copy size and multiply it by his final output resolution which would be 150 dpi.
example 72" \ 6" = 12 x 150 = 1800 dpi*

Photos must be CMYK .tif or .eps unless we are running a job on the lightjet which requires RGB files

Colors:

All colors submitted other than CMYK should be Pantone Spot Colors.

Clarici Graphics is running all of the latest software including Quark, Indesign, Illustrator, Photoshop, Pagemaker, Freehand and Microsoft Office. Making file submission a simple task

You can submit your files on PC or MAC media.

Fonts:

Please include a copy of all fonts used in your layout. This includes all screen and corresponding printer fonts. Postscript fonts are preferred over Truetype!

FTP Information

Address: <ftp.clarici.com>
User ID: Blank
Password: Blank
Fetch (Mac) or Cuteftp (PC) are recommended programs.



Why Screen Print?

The advantage of Screen Printing is that almost any surface can be printed on including metal, vinyls, wood, glass, acrylics, plastics, and heavy paper stocks. Screen printing is often very economical in small quantities as opposed to conventional offset printing. Also, screen printing is ideal for very large format printing in sizes not available in offset printing.

Clarici Graphics modern screen printing graphics department encompasses 8 large format printing presses with ultra violet and conventional curing.



TIPS!

1. Make sure all colors are PANTONE spot colors.
2. If you are running a four color job including PMS colors, make sure you have a solid to process guide. Simulations will not hit a Pantone perfectly!
5. Let us know if your artwork contains a halftone.



LIGHTJETS

DESIGN



The **Gretag LightJet 430** printer has redefined the standard for true photo quality, achieving image quality superior to all other wide format printers: photographic, inkjet and electrostatic.

lightjet media:

- Gloss Paper
- Matte Paper
- Metallic Paper
- Backlit Duratrans
- Backlit Duraclears
- Duraflex

lightjet uses:

- Trade Show Graphics
- Retail Store Signage
- Banners
- Floor Graphics
- Window Clings
- Backlit Displays
- Backlit Translites
- Menu Boards

• Sharp Text, Exceptional Detail

The LightJet 430 image quality is superior to competitive photo printers because its imaging technology ensures a constant pixel size, shape and intensity over the entire image. Media is held stationary within a precision internal drum, while a spinning mirror directs laser light to expose reflective and backlit photographic material.

• True Continuous Tone

Using red, green and blue lasers, the LightJet 430 achieves true continuous-tone photographs without visible dots. Inkjet and electrostatic printers, which simulate photo quality with half-tone dot patterns, would need to image at 4000 dpi to duplicate the same image crispness, highlights and shadow detail.

• Ultimate Color Fidelity

The LightJet 430 design incorporates advanced laser technology to optimize color range and image resolution. Its 36-bit color space, capable of producing 68 billion colors, ensures optimum control over the light source to reproduce color with perfect fidelity. In comparison, other photo printers are limited to 24 bits or 16.7 million colors.

Let Clarici Graphics **computer whizzes** design your next promotional piece. Our design team is Macintosh based. They demand a stable work environment in which they can display their creative ideas in the most efficient amount of time without any hang-ups or delays. Thus, giving you, the customer, a **great versatile product** in the least amount of time.

Clarici Graphics is capable of creating a wide variety of promotional material, whether it is a simple business card or a banner the size of your house. **We have the resources, insight and ability to help your company grow.**

From concept to completion. We believe in providing our clients with the best service possible, without the inflated costs that often accompany many larger firms or in house studios. Clarici Graphics goals are sculpted from an understanding of the audience intended to be reached, the message intended for them to understand, and how they will most effectively interact with the solution.

Our designers are sure to produce your product or service in a way that....

will get Attention!

Design:

Rates are **\$60** per hour, one hour minimum.



DURATRANS

TIRED OF PAYING TOO MUCH FOR DURATRANS?

Don't sacrifice quality for price.
Get the best of both worlds
with Clarici's In-house Lightjet!



CLARICI GRAPHICS

Size	First	2-5	6-10	11-25	26+
16x20	74.00	...27.00	...23.00	...21.00	...Call
20x24	104.00	...46.00	...36.00	...26.00	...Call
20x30	146.00	...49.00	...38.00	...29.00	...Call
24x30	173.00	...75.00	...63.00	...51.00	...Call
24x36	183.00	...80.00	...68.00	...57.00	...Call
24x40	198.00	...86.00	...94.00	...61.00	...Call
30x40	219.00	...128.00	...124.00	...74.00	...Call
40x40	244.00	...165.00	...132.00	...89.00	...Call
40x50	303.00	...173.00	...154.00	...124.00	...Call
40x60	340.00	...195.00	...169.00	...143.00	...Call
40x72	384.00	...204.00	...173.00	...158.00	...Call
40x84	439.00	...187.00	...180.00	...165.00	...Call
40x96	510.00	...199.00	...157.00	...174.00	...Call
48x48	368.00	...202.00	...173.00	...150.00	...Call
48x60	401.00	...247.00	...218.00	...168.00	...Call
48x72	454.00	...296.00	...224.00	...198.00	...Call
48x84	517.00	...308.00	...233.00	...210.00	...Call
48x96	580.00	...345.00	...286.00	...234.00	...Call



INKJETS



Inkjet Media

- Gloss Paper
- Semi Gloss Paper
- Adhesive Paper
- Canvas
- Low tack
- Adhesive Vinyl
- Fine Art Paper

We are currently running three Encads. The 630, 850 and 880 Inkjets can print 2x4 CMYK with 600 dpi quality. Mostly for indoor use, these are digital printers that use dye based inks. They can print up to 60" wide and 100' long. The Encads new Double Drop™ technology ensures rich and vibrant prints on even the most challenging porous surfaces, such as fabric banners and textiles. We recommend that the inkjets are laminated and / or mounted to give them more durability and a longer life.



TIPS!

Here are some measurement facts pertaining to paper, lamination and different stocks that are used at Clarici Graphics.

- 1 mil = .001
- 10 point = .010
- 14 ply = .050
- 6 ply = .024
- 3mm = .125
- 6mm = .25

POP Displays:

Clarici Graphics is proud to offer a whole new lineup of products that attracts attention to your company! We now offer competitive prices on POINT OF PURCHASE DISPLAYS. From banner stands to expandable fabric displays, Clarici is the solution for attracting attention to your company!



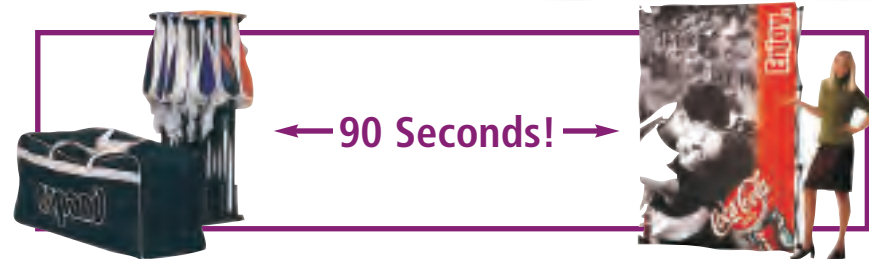
Bannerstands:

The Original Retractable Banner stand system sets up in no time and is made to last. Banner stands are great for branding, special events, product launches, recruitment or many other merchandising activities.



Big Fabric Displays:

Fabric Displays are high impact, rapid deploy, low maintenance and cost effective. They are easy to use interchangeable polyester graphic panels which make Big Fabric Displays functional well beyond the traditional trade show use. Applications include product launches, special events and promotions in a multitude of venues. 10 ft displays weigh only 25 lbs.



CUSTOM VUTEKS

FINISHING

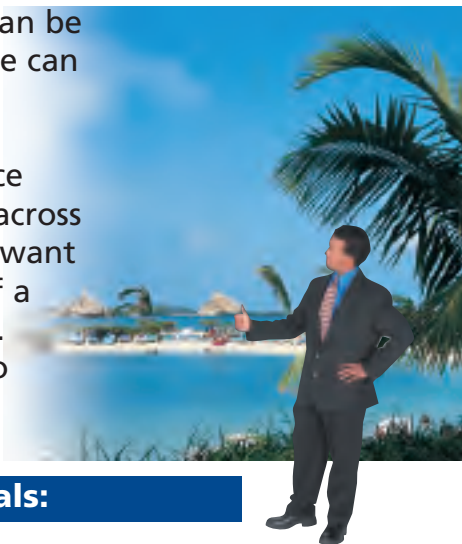


Serigraphs:

With Clarici Graphic's color managed Vuteks, original artwork that previously took hours to create can be reproduced in minutes. The colors are so saturated and vivid it can fool an untrained eye. We even offer canvas stretching on custom frames.

Custom / Corporate Wallpaper:

Anywhere you look wallpaper can be applied. With Clarici Graphics we can reproduce original artwork or advertisements on wallpaper. Maybe you are a corporate office that wants to textile your logo across the entire office, or maybe you want to have a relaxing wall mural of a tropical beach with blue waters. We literally have 100 textures to choose from. With Clarici's your possibilities are endless.



Custom Vehicle Wraps / Decals:

Everyone has seen full color vehicle wraps. At Clarici's we have the ability to do that for you. They are printed with 3m Controltack (2mil adhesive vinyl). Your next vehicle wrap will be a snap.



Mounting:

Common stock:

- 14 ply
- 6 ply
- Foamcore
- Gatorboard
- Sintra
- Styrene
- Plexiglass



Lamination:

Laminates range from 3 to 15 mil and are available in a variety of surfaces. **All laminates provide U.V. inhibitors** which will protect your print from fading. We can laminate up to 60" wide and common stocks include:

- Satin (Thermal or Cold)
- Gloss (Thermal or Cold)
- Floor Graphics (Polycarbonate)
- Opticlear Double sided Tape

Custom Fabrication:

Many of our customers have special needs from project to project. That's why Clarici Graphics offers custom fabrication including contour cutting, die cutting, easel backs, magnetic stripping, gotcha clips, velcro, heat sealing, sewing, grommeting and heat rodding.

Professional Installs:

Installation is a breeze with Clarici. If your install site is out of our range, we have a network of national installers.

Shipping & Fulfillment:

Drop shipment is a breeze with Clarici Graphics. Fedex and UPS pick up and drop off daily. We also have instant access to track any of your packages worldwide.

VUTEKS



Vutek Media:

- Vinyl
- Paper
- Mesh
- Adhesive Vinyl
- Wallpaper
- Broadway Cloth
- Textiles
- Canvas
- Translucent Vinyl

Vutek Uses:

- Billboards
- Point-of-Purchase
- Banners & Signage
- Exhibition Graphics
- Backlit Graphics
- Display Graphics
- Fleet Graphics
- Bus Shelters
- Bus Wraps
- Wall Murals
- Long-Term Outdoor
- Stage Graphics
- Flags

As Low ^{\$}**2** _{sq. ft.}

We are currently running 2 UltraVu 3360 8C Vuteks. They can print up to 10' wide at a resolution of 720 dpi. They are the leaders at producing graphics for both indoor and outdoor usage. The 3360 can be applied to a variety of materials including Cloth and Mesh. With speeds up to 1,960 sq.ft. an hour, we are sure to meet your tightest deadlines. The choices and methods at your disposal to create graphics are virtually limitless.



TIPS!

1. Vinyl is usually measured in ounces. This is referring to the weight of the vinyl. If the vinyl is 13oz. That means it weighs 13oz. per yard²
2. For grand format please set your art at 1/12 scale. 1"= 1'
3. Please include bleed for pole pockets and hemming.

