



VIRACON®

2.4-8976-M 07/16/2015

# DigitalDistinctions™

## Frequently Asked Questions

Page 1 of 2

### Question:

Why doesn't the printed sample exactly match my desired print color?

### Answer:

- Glass tints and opacity, solar control coatings applied over the ink, lighting and environment all have an effect on the color of printed images.
- Inorganic ceramic inks, such as those used in digital printing, have a narrower color gamut partially due to the federal ban of hazardous metal elements such as lead and cadmium.

### Question:

Can I just send Viracon a CAD file and include the art in the CAD file?

### Answer:

No. We require a CAD file showing the glass elevations, sizes, holes, notches, etc. involved in your project. Please send artwork in a separate file using one of our preferred file formats. Many customers use a graphic designer to prepare their files in Adobe® Illustrator® and/or Adobe® Photoshop®.

### Question:

What is the difference between a vector art file and raster art file?

### Answer:

- Vector art can be scaled up or down and printed at any size with no loss in resolution.
- A raster art file is limited in its print quality by its pixels per inch (ppi) resolution. A .jpg photograph is an example of a raster image.

### Question:

What resolution should I supply my raster image to Viracon to ensure that the final print quality is high?

### Answer:

A high resolution image is considered to be 300 ppi and 150 ppi is the minimum resolution at final printing size.

### Question:

Why can't the image or design be printed all the way to the edge of the glass when low-e solar control coatings are applied directly over the digital print?

### Answer:

In order to protect our low-e coating, the coating is edge deleted. The low-e coating is applied after the image is printed. The abrasive grinding technique used to remove the coating will damage the print so we keep this from occurring by printing only in areas that do not require edge deletion.

### Question:

I have several very large images to print. How can I supply them to Viracon?

### Answer:

- You can supply them to Viracon at the bottom of the following webpage:  
[www.viracon.com/page/digitaldistinctions](http://www.viracon.com/page/digitaldistinctions)
- Alternatively you can supply them via your own or other third-party FTP site.

**Question:**

Can Viracon help me during preparation of my digital files?

**Answer:**

Yes. Viracon does not develop designs however can provide advice to architects and artists as they prepare their designs for digital printing. Contact our Architectural Design Department with questions.

**Question:**

Is DigitalDistinctions basically like 4-color process printing?

**Answer:**

Yes, except we have 6 base colors: Red (brick red), Orange (dark yellow), Blue, Green, Black and White spot colors instead of Cyan, Magenta, Yellow and Black.

**Question:**

What colors are out of range for ceramic inks?

**Answer:**

Some bright reds, pinks and some purples are difficult to match. Viracon is not able to print metallic inks.

**Question:**

How do I designate a clear area in my design where no ink will be printed?

**Answer:**

If you want a clear area you must use transparency or no color. A white background will be interpreted as white ink.

**Question:**

Will the appearance of the final print be influenced by its surroundings and installed environment?

**Answer:**

Yes. The background that the print is installed in front of, the amount and angle of the sun and back-lighting are some of the factors that will play a role in the appearance of the print. Viracon encourages viewing samples of the print in the final make-up at the target location and environment for an accurate representation of how the colors will actually appear.

**Question:**

Do you offer an acid etch look?

**Answer:**

Yes. DigitalDistinctions also offers a simulated acid etch ink which can be printed by itself or in combination with any of the other standard colors.

**Question:**

What is the largest lite of glass you can print?

**Answer:**

Viracon can print up to 96" wide or 157 ½" long. All units >70 sf must be reviewed and approved by Viracon prior to receiving a quote. Further restrictions may apply based on the specific glass configuration. Please reference our size guidelines or contact us for details.