

LARGER THAN LIFE

LARGE FORMAT PRINTS

If you're looking to print big, you'll soon notice it comes with a whole new set of considerations. Here are some key aspects about large format printing you should know.



WHAT'S CONSIDERED A LARGE FORMAT PRINT?

When two people talk about large format printing, they can be talking about completely different things. That's because size perception can be very subjective. Therefore, it's highly unlikely you'll find a definition set in stone. So, generally speaking, a large format print can be anything from posters to billboards.



SIZING

In addition to standardised sizes, such as A2 (420mm x 594mm), A1 (594mm x 841mm) or A0 (841mm x 1189mm), large format printers can also produce a range of customised sizes. How large your print can be depends on the size of the printing press on hand.

Many large format printers can produce images as wide as 2.5 metres and beyond. The biggest large format printer known to date is the Infinitus printing press developed by US tech company Big Image Systems. It can print images of up to 12x50 metres on a single sheet of paper.

POPULAR APPLICATIONS:



Posters



Billboards



Banners



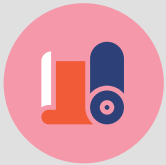
Signage



Out-of-home (OHH) advertising



Outdoor and indoor murals



MATERIALS

When commissioning large format prints, you should opt for a sturdy paper stock of 150gms or more in order to maximise the durability and shelf-life of your print.

However, when printing big, you're not limited to using paper. Flatbed printers can impose images on virtually any material, including wood, metals, glass, ceramic and plastic.



INKS

When printing on a large scale, it's best to use oil-based inks, such as solvents. They hold pigment and resin, which can make them waterproof and more resistant to abrasion and fading.

DESIGN TIPS:



Set up your document in the correct output size



Always include bleed and crop marks



Stay away from spot colours or metallics



Set up your colours in CMYK



Keep text copy away from the edges of your document



Set up any shape or router cutting as PMS

To learn more about setting up your large format print for success, contact our experts at your [local Snap Centre](#).

For the love of print

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