

APGISGA poster production – important to know

Paper, print, delivery
For a perfect posting



The poster – a powerful medium

The poster is a popular and effective medium. This is corroborated on a regular basis by scientific analyses. To fully harness its power and appeal and generate persuasive impact for your advertising, it is recommendable in the production phase to observe a few simple but very important rules.

We welcome your criticism, thoughts, and suggestions. They will help us continue to offer you service at its best.

contact@apgsga.ch

Thanks

We are very grateful for the many suggestions that we receive on a regular basis. In particular, we would like to thank all of the companies in the graphic arts industry that assisted us in developing this publication.

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Paper quality

Requirements

Wet poster

F4/F12/F200/F24	Blueback / Chantegris paper
	bright, white
	110–120 g/m ²
	One side coated
	Grain-long

Backlit poster

F12L/LR, F200L/LR	Whiteback backlit poster paper
	Back side white
Diadruk	135–150 g/m ²
	Both sides coated

Blueback/Chantegris wet poster: water resistance

The wet poster is folded, soaked in water, and then glued to a panel. The paper used for such posters must be able to absorb water in order to become supple for posting and bond with the adhesive. Hydrophobic paper is not suitable.

Due to wet expansion, wet posters must be supplied grain-long trimmed. The adhesive surface should be rough. For full-surface, dark visuals, uncoated paper is preferable. This prevents breaking in the fold. Suitable special paper qualities are offered by several manufacturers.

In the event of uncertainties regarding the suitability of a particular paper grade, APG|SGA Logistics will conduct billposting tests on request.

Whiteback backlit poster: back side white or translucent printing

The backlit poster is suspended inside a special lightbox and illuminated from behind with electric light that shines through the paper. Unlike the wet poster, the paper should absorb as little humidity as possible. For optimal transparency, ask expressly for special Whiteback backlit poster paper.

Translucent posters ensure that your visual is equally illuminated during the day (light from front) and at night (backlit). The difference between a backlit and a standard poster is similar to the difference between a photo slide and a printed photo. To achieve a transparent slide effect, the following rules should be observed:

- Ask expressly for backlit poster paper
- Single-part production, translucent printing method
- Avoid solid-tone areas, black bars, overprints
- No subsequent overprints or add-ons and snipes
- No recycled or colored paper
- No screen printing on back surface

APG|SGA backlit box

An APG|SGA backlit box is made up of five parts: the housing with rear and side panels, a light source with two to six neon tubes, depending on the model, a translucent glass screen for the uniform distribution of the transilluminating light onto the surface of the poster, a suspension device for securing the poster above the translucent glass, and a non-reflective protective glass to cover the outside of the poster.

Translucent printing

Translucent printing is a method to achieve optimal color balance in backlit posters:

- Double-sided printing (offset and screen printing with translucent colors)
- On special paper for backlit posters
- Front side: 4 color
- Back side: 3 colors, without black
- Color balancing in lightbox

Caution

One-part printing of F12L posters is not possible with the offset process.

Printing

Printing methods

There are three methods suitable for poster printing:

- Offset printing (medium to large runs)
- Screen printing (medium runs)
- Digital printing (smaller to medium runs)

For all three methods, the data is supplied in digital form.

Inks

The following rules should be observed with regard to printing inks:

- The water resistance of the inks is crucial for preventing the posters from breaking when folded and for assuring that the inks do not bleed during the wet posting process or when exposed to rain.
- Avoid large-area solids, ultra-fine screens, or heavier paper, because the glue will not bond properly in such cases.
- Do not use lacquer because this causes the posters to stick together or crack when folded and adversely affects soaking.

Traffic safety

Roadside advertising that compromises traffic safety, especially if it contains traffic signs or directional symbols, is unlawful as well.

Add-ons and snipes on wet posters

For add-ons and snipes, you have to use the same paper quality and machine direction (grain-long) and printing technology as for posters. Self-adhesive films do not adhere to wet posters and are therefore not suitable.

Caution: Backlit posters cannot be modified with add-ons or snipes.

Printing in foreign countries

If you have your posters printed abroad, please note that fundamentally different rules may apply, for instance as regards dry-gluing processes, paper qualities, fiber direction, overlapping, etc.

Data guidelines

City format F200

Digital printing	Offset printing
245 x 350 mm	245 x 350 mm
Visibility field 239 x 342 mm	Visibility field 239 x 342 mm
120 dpi in 1:1 format	355 dpi resolution
	Final screen 34

Startower F400LT

Digital printing
120 dpi in 1:1 format

Wide format F12

Digital printing	Offset printing
470 x 224 mm	470 x 224 mm
Visibility field 462 x 216 mm	Visibility field 462 x 216 mm
120 dpi in 1:1 format	355 dpi resolution
	Final screen 34

Large format F24

Digital printing	Offset printing
470 x 448 mm	470 x 448 mm
120 dpi in 1:1 format	355 dpi resolution
	Final screen 24

World format F4

Digital printing	Offset printing
245 x 350 mm	245 x 350 mm
120 dpi in 1:1 format	355 dpi resolution
	Final screen 34

Screen (in offset and screen printing)

As a rule, the poster will be printed in the offset process with a 24 to 34 screen. Depending on the poster size, the data must be prepared in the correct format with a resolution of 355 dpi. The screening will be determined by the respective printer depending on the printing process.

Computer-to-plate/Computer-to-screen

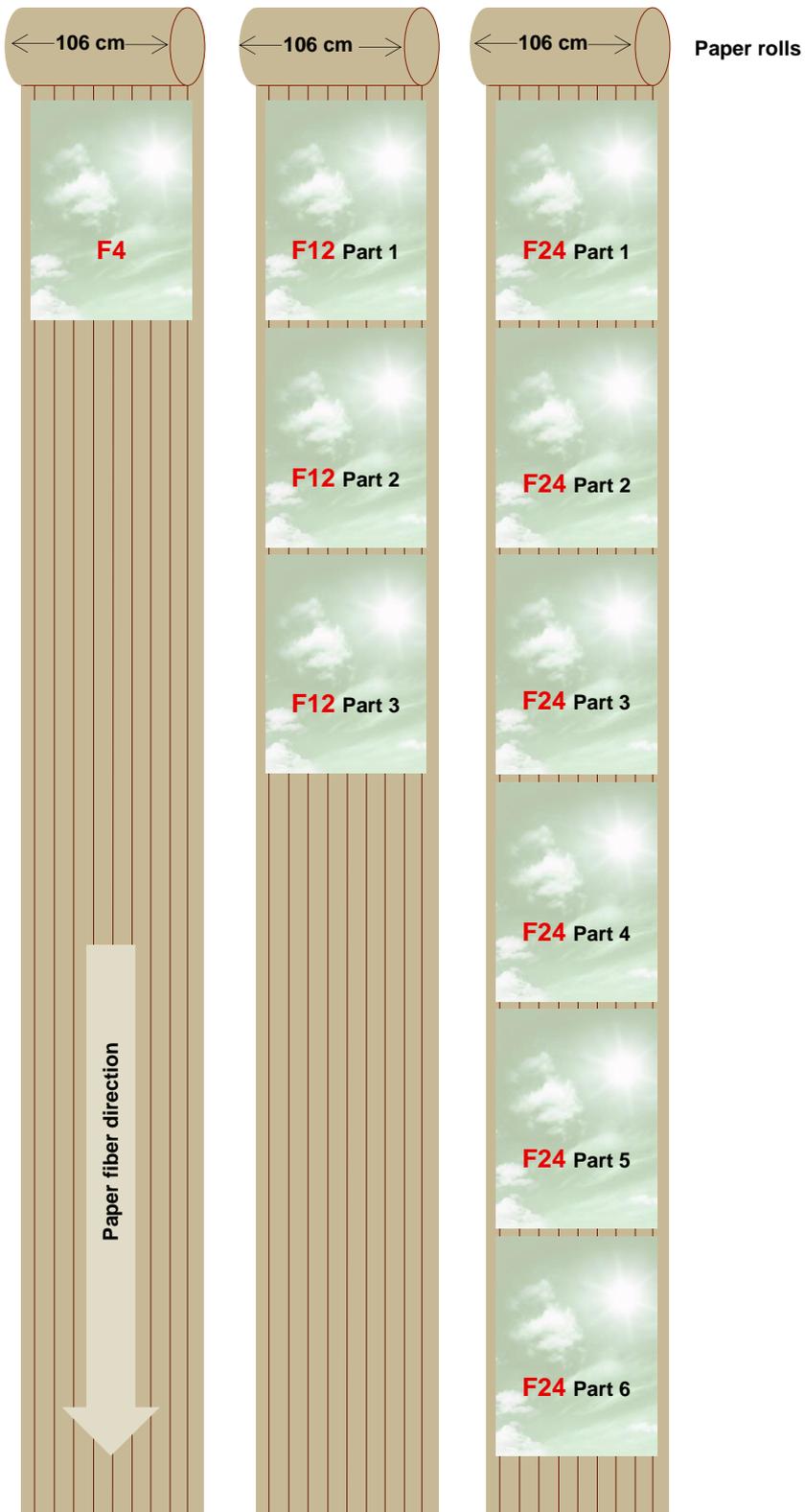
In digital printing, the data is processed directly ex computer. In offset printing, it is transferred to the plates, in screen printing to the screen fabric.

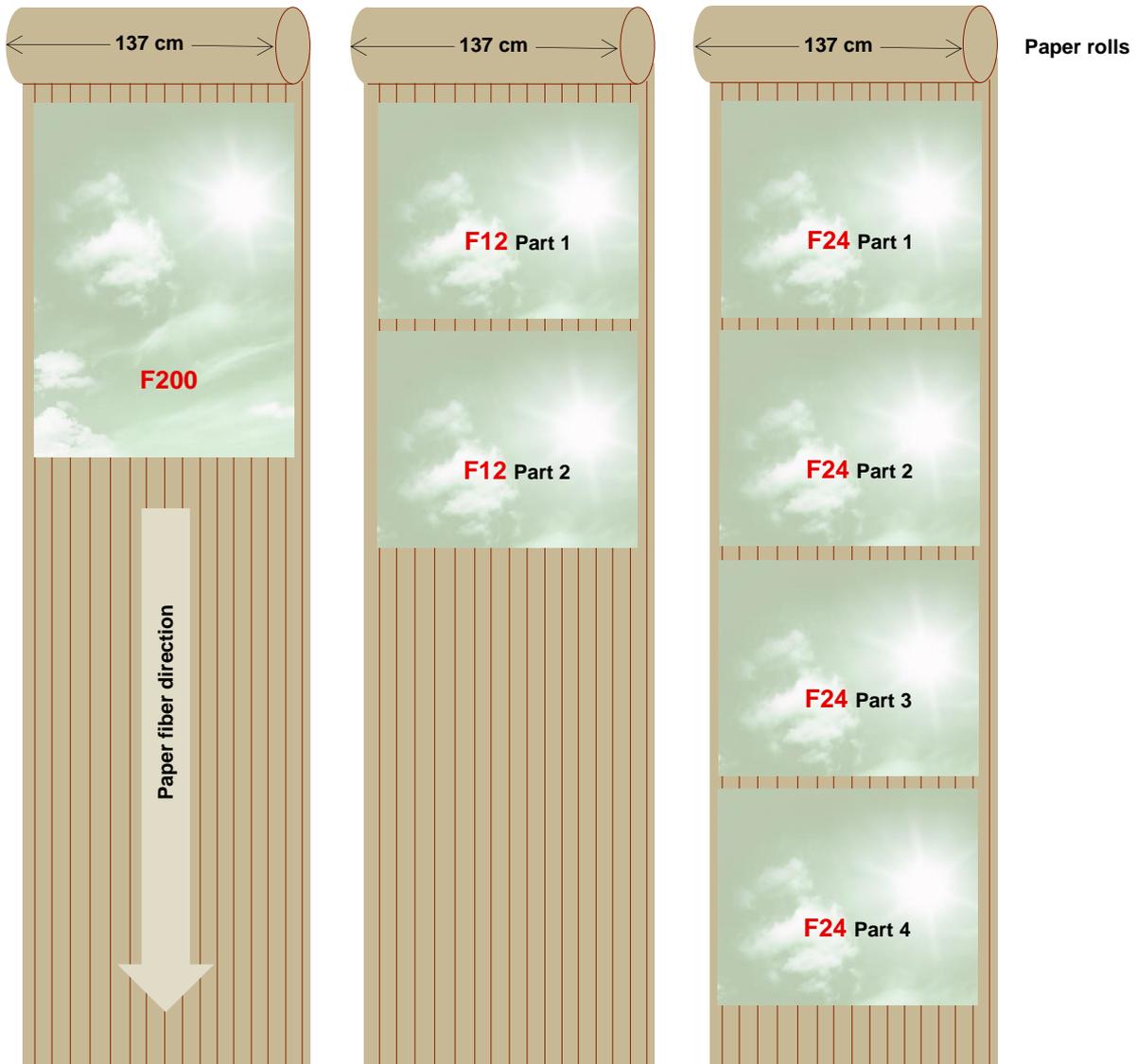
Printing grain-long paper for wet posters

As in most printed matter, the paper fiber direction is important in poster printing. In the wet gluing process, the paper absorbs considerable amounts of water, and the width of a poster part can expand by as much as 4 cm. It is essential to use only paper cut grain-long to assure that it will expand in width – according to the panel dimensions.

The following diagrams show the proper orientation of the posters on the paper roll. The machine direction relates to the poster in the final format.

Caution: Do not place important elements in the periphery.





Poster formats

Standards			Width, in cm	Height, in cm
City format	F200	Paper size	116.5	170
	F200L/LR	Paper size	119	170
		Visible size	116	166
	F200P	Tarpaulin	125.5	179
		Visible size	120	170
	Startower	F400LT	Paper size	123
Wide format	F12	Paper size	268.5	128
		Visible size	264	123.5
	F12L/LR	Paper size	268.5	128
		Visible size	264	123.5
	F12P	Tarpaulin	282	132
	Visible size	278	130	
Large format	F24	Paper size	268.5	256
World format	F4	Paper size	89.5	128

L Backlit, LR Rollingstar, P Poster (tarpaulin)

City format F200 wet poster

Dimensions

Paper size: 116.5 x 170 cm

Data

As a rule, the City format F200 wet poster is printed with a 34 screen. The data must be prepared in the 245 x 350 mm format, with a resolution of 355 dpi. For digital printing, set the resolution to 120 dpi for the final 1:1 format. As the work is carried out with the original data, and the screen will only be determined when exposing the plate, the same data can be used for the F4 and for the F200 posters without impairing quality.

Grain-long

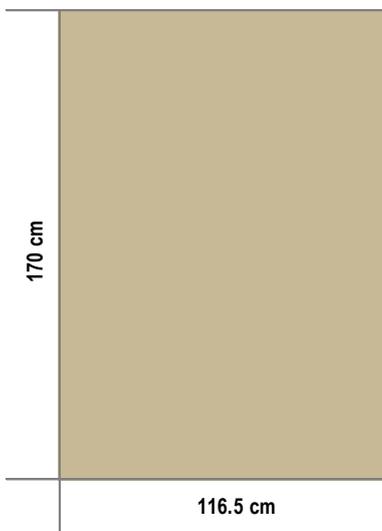
The F200 wet poster is printed on a single sheet of grain-long trimmed paper – in offset, screen or digital printing.

Wet expansion

Depending on the quality of the paper, an F200 wet poster can expand by up to 4 cm in width during soaking.

Printing

F200 posters are to be manufactured on single sheets for quality reasons.



Cityformat F200L and Rollingstar F200LR backlit posters

Dimensions

Paper size: 119 x 170 cm

Visible size: 116 x 166 cm

Data

As a rule, the City format F200L and Rollingstar F200LR backlit posters are printed with a 34 screen. For offset and screen printing, the data must be formatted to 245 x 350 mm with a resolution of 355 dpi, for digital printing with 120 dpi relative to the final 1:1 format. As the work is carried out with the original data, and the screen will only be determined when exposing the plate, the same data can be used for the F4, the F200, and the F200L/LR posters without impairing quality.

Because backlit panels have a slightly smaller visible area, it is advisable to avoid text elements in the peripheral zones.

Paper

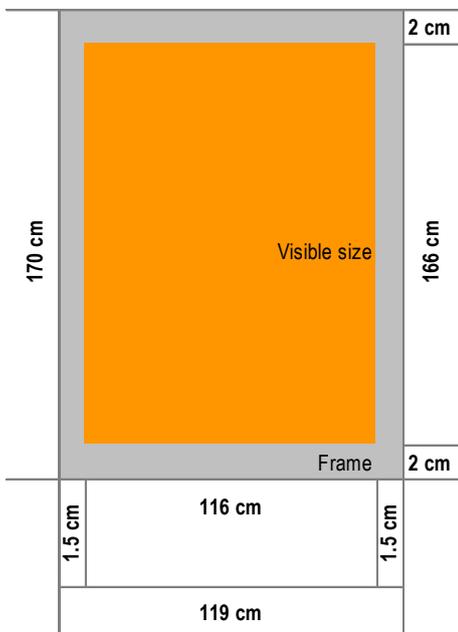
Unlike wet posters, F200L and F200LR backlit posters must guarantee transparency. They should be somewhat firmer, and should absorb as little moisture as possible. Expressly request Whiteback backlit poster paper, white, 135–150 g/m², both sides coated. Please make sure the printer fully complies with the specified poster dimensions and exact cutting angles.

Notes:

- **Three-color translucent printing on the back of the poster improves the overall quality.**
- **Backlit films cannot be used for Rollingstar F200LR scrolling units.**

APG|SGA Rollingstar F200LR

Automatic scrolling mechanism for backlit posters and advertising medium with 3 backlit panels. Thanks to the scrolling mechanism, the posters remain in one piece and (unlike in other automatic changers) are not cut.



Startower F400LT backlit poster

Dimensions

Paper size: 123 x 340 cm

Visible size: 116 x 336 cm

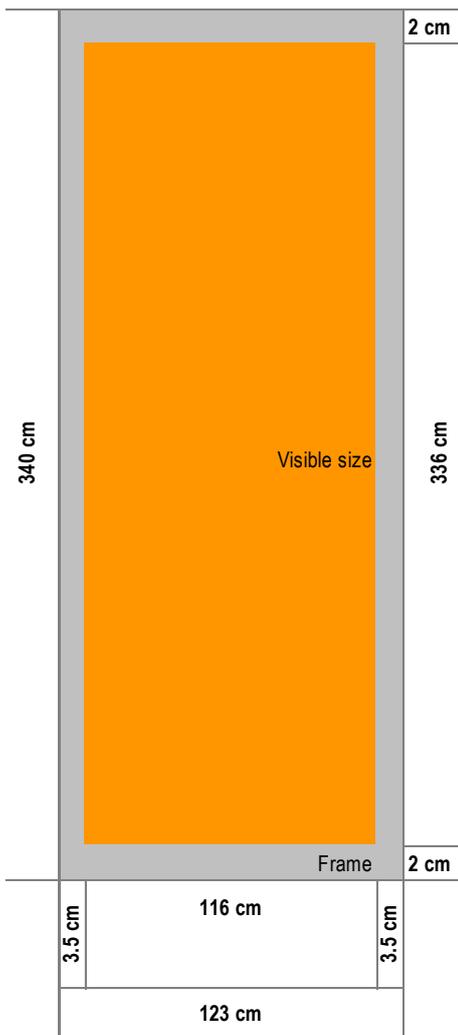
Data

One-part Startower F400LT backlit posters can only be produced with digital printing with a resolution of 120 dpi for the final 1:1 format.

Because backlit panels have a slightly smaller visible area, it is advisable to avoid text elements in the peripheral zones.

Paper

Unlike wet posters, backlit posters must guarantee transparency. They should be somewhat firmer, and should absorb as little moisture as possible. Backlit film, laminated on one side, is best suited for Startower F400LT posters. Please make sure the printer fully complies with the specified poster dimensions and exact cutting angles.



Wide format F12 wet poster

Dimensions

Paper size: 268.5 x 128 cm

Grain-long

The Wide format F12 is printed on 2 or 3 sheets of grain-long trimmed paper.

Wet expansion

Depending on the paper quality, an F12 wet poster can expand in width during soaking – in extreme cases by up to 9 cm. It can therefore happen that the billposter may have to cut off a few centimeters from the right edge when posting. It is therefore recommended not to place any important design elements or frame lines there.

Imposition and overlaps

Take the multi-sheet printing method into consideration in the design concept. The parts will be posted from left to right, and will overlap each other by approx. 5 mm at the right edge. Exercise caution with tricky visual elements in this area! For optimal adhesion, an unprinted paper strip of 5 mm must also be planned as the posting overlap.

Posting plan

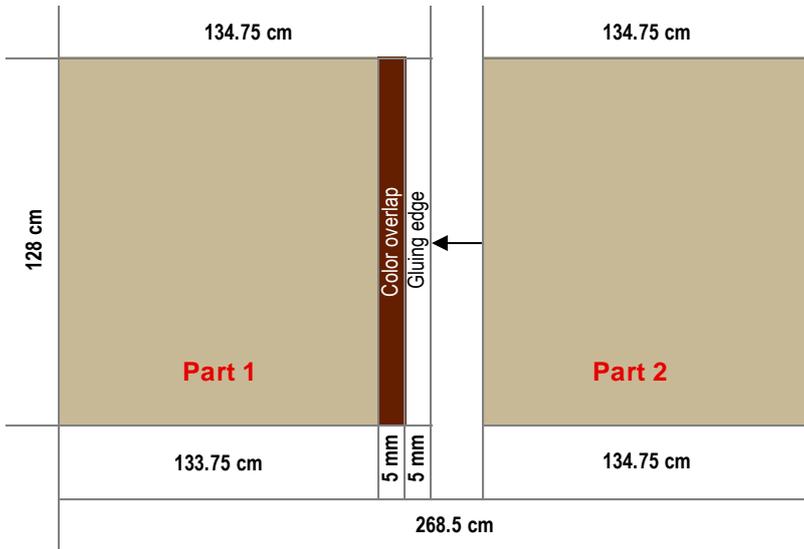
Always ask the printer for a posting plan. This is just as important for correct processing in logistics as for the billposter, who has to correctly group the individual parts together when posting.

Caution: One-part F12 wet posters cannot be processed, and we will have to reject such deliveries.

Wide format F12 wet poster, 2-part

Grain-long: wet expansion horizontal

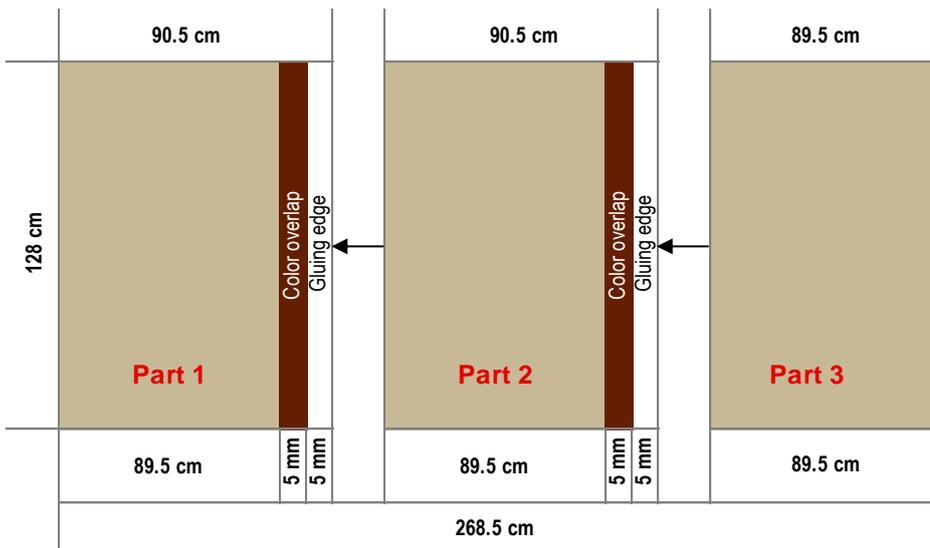
Posting plan



Wide format F12 wet poster, 3-part

Grain-long: wet expansion horizontal

Posting plan



Wide format F12L and Rollingstar F12LR backlit posters

Dimensions

Paper size: 268.5 x 128 cm

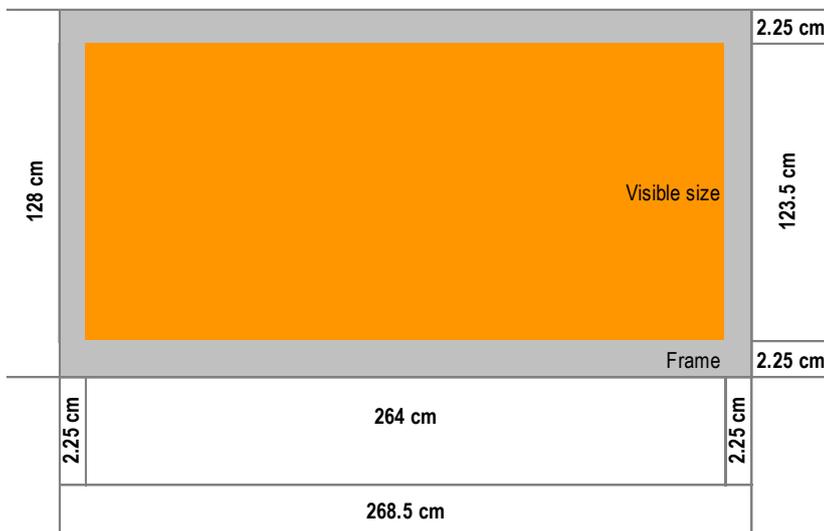
Visible size: 264 x 123.5 cm

Paper

Unlike wet posters, backlit F12L and Rollingstar F12LR paper must guarantee transparency. It should be somewhat firmer, and should absorb as little moisture as possible. Expressly request backlit poster paper.

For long-term exposure, always use backlit film for lightboxes, printed on the front side (film stock 180–200 g/m²).

Caution: For quality reasons – optimized effect without dark overlap stripes – Wide format F12L and Rollingstar F12LR backlit posters must be produced and delivered as single-part posters.



Large format F24 wet poster

Dimensions

Paper size: 268.5 x 256 cm

Grain-long

The Large format F24 is printed on 6 or 4 sheets of grain-long trimmed paper.

Wet expansion

Depending on the paper quality, an F12 poster can expand in width during soaking – in extreme cases by up to 9 cm.

Imposition and overlaps

An F24 can be printed in 6 or 4 parts. Our recommendation to you is a 6 parts-solution. Regardless of the printing process and the imposition, the parts will be posted from left to right and from bottom to top ("Roof Tile Principle", see posting plans on the following pages).

Posting plan

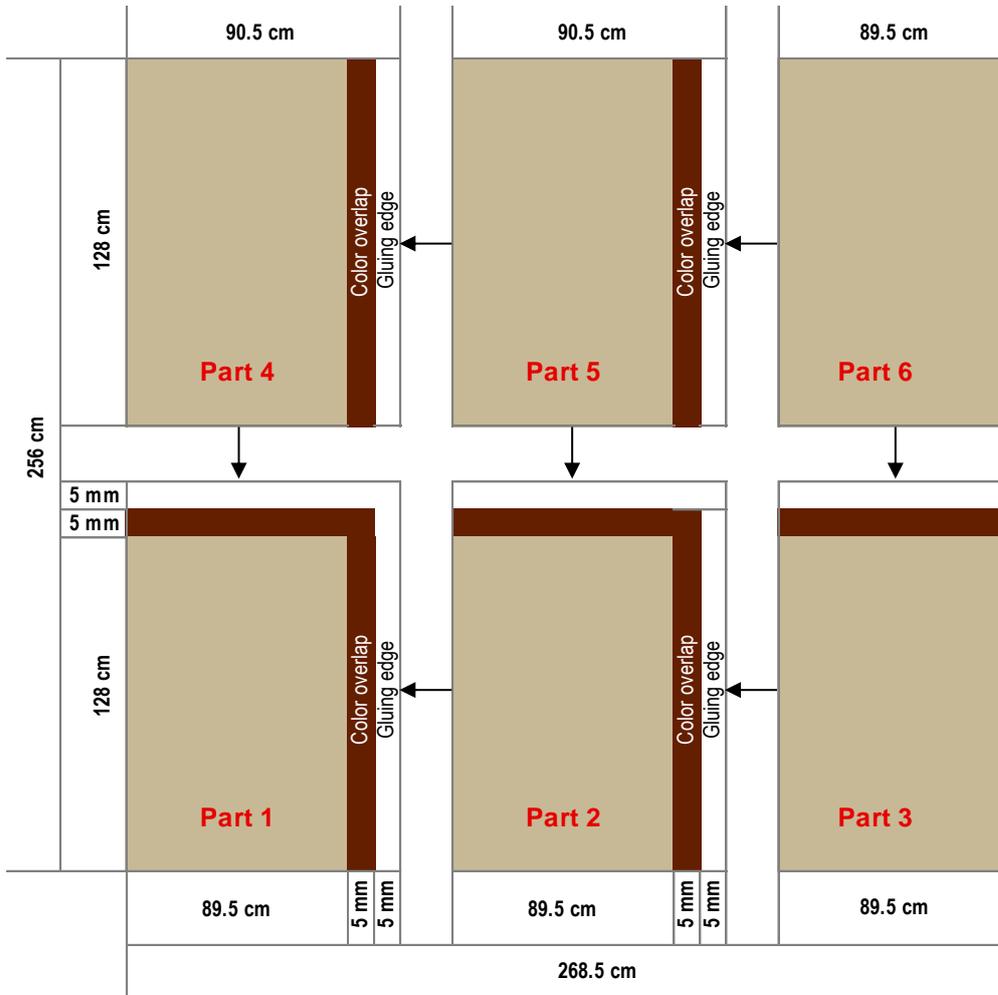
Deliveries must always be accompanied by a posting plan that shows the layout of the visual.

This is just as important for correct processing in logistics as for the billposter, who has to correctly group the individual parts together when posting.

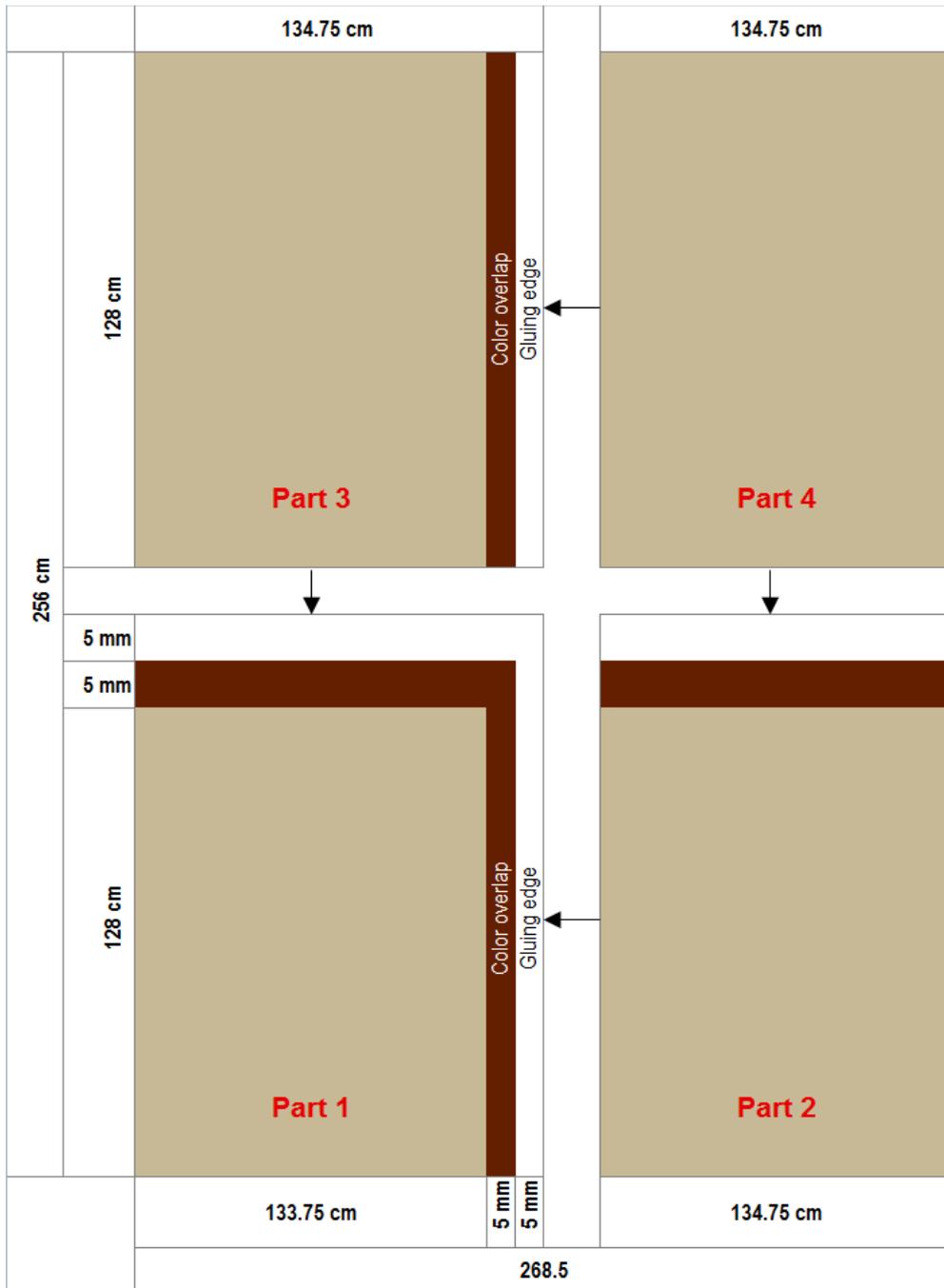
Large format F24 wet poster 6-part

Grain-long: wet expansion horizontal

Posting plan



Large format F24 wet poster 4-part
 Grain-long: wet expansion horizontal
 Posting plan



World format F4 wet poster

Dimensions

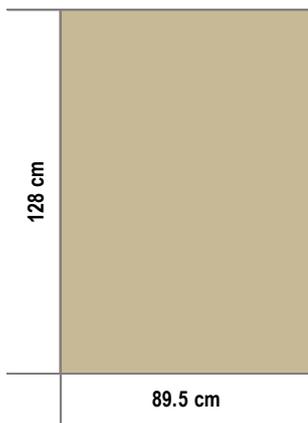
Paper size: 89.5 x 128 cm

Grain-long

The World format F4 is printed on a single sheet of grain-long trimmed paper.

Wet expansion

Depending on the paper quality, there can be an expansion of up to 3 cm in width during soaking in water.



Delivery

Delivery dates

For operational and logistics reasons, it is necessary for us that your posters and other advertising media arrive at the logistics center handling your order at least 10 working days before the start of posting.

You will find the exact date of delivery and the address in the order confirmation. In the case of posters being delivered late, we kindly ask you to contact your logistics center to discuss the matter. In the case of long delays, we can no longer guarantee the full posting period. Latecomers of this kind will only be processed once the posters that arrived in good time have been posted. Any extra costs arising from delays will be invoiced.

Delivery of posters

APG|SGA

Allgemeine Plakatgesellschaft AG

Logistikcenter

Hertistrasse 1

8304 Wallisellen

T +41 58 220 70 11

F +41 58 220 73 91

logistikcenter@apgsga.ch

Poster processing and posting

Our logistics organization in Wallisellen will ensure that your order is carried out according to your wishes and that the technically correct procedure is guaranteed. This includes

- Requesting, incoming inspection, storage and folding of the posters
- Forwarding the posters and the posting instructions to the region centers and the different distribution centers

The wet posting process that is normally used in Switzerland guarantees crease-free posting of the best quality. Shortly before posting, the posters are assigned to the various posting rounds, soaked by the billposters and packed in watertight containers, and then glued – at the scheduled point in time – at the desired locations. This preparatory stage is carried out every week for up to hundreds of thousands of posters, which demands a precise time schedule.

Posting cycle

The posting schedules are indicated in the network profiles. Posting takes place according to a specific plan, according to fixed posting rounds, and always in the same sequence. The changing of the poster sites always takes place on the same day of the week, and, as a rule, also at approximately the same time of day. This posting cycle ensures that every site has the full posting period.

Poster storing

As a rule, APG|SGA only warehouses posters that are delivered for follow-up bookings.

Our logistics center has introduced a scheme for unused posters that have been in storage with us for longer than 12 months; it allows customers to extend the storage period against a fee.

Description of the visual

Identify every consignment with the name of the customer and a description of the visual as listed in the order confirmation. This will serve as the correct designation of the order through all processing stages. Repeat this correct designation consistently in all correspondence.

Multi-part posters

Deliver multi-part posters separated and identify the various parts. Add a layout, proofs of the original litho or b-w photocopies of your visual to your consignment. In this way, you will help us to correctly position the individual parts, which is very important, above all with F24 posters. Note the following on the rolls (on the end):

- Customer
- Description of the visual
- Language
- Format
- Identification of the poster parts:
part 1, part 2, part 3, etc.

Drying time in offset and screen printing

Please note that a drying time of at least 48 hours is needed in the unfolded state, ideally at a room temperature of 18 to 20°C. Posters that are not fully dried may stick after folding or soaking. This will significantly impair billposting quality.

Identification of digitally printed and backlit posters

Digitally printed posters should be identified as such on the delivery note. In order to avoid misunderstandings and incorrect handling, backlit posters must be specially identified, too.

Size of poster rolls

Per visual and language

F4, F12 (3 sheets), F24 (6 sheets):

Maximum 100 posters per roll (up to 33 F12s or 16 F24s: all sheets in a roll, over 34 F12s or 17 F24s: separate rolls for each sheet)

Per visual and language

F200, F12 (2 sheets), F24 (4 sheets):

Maximum 50 posters per roll (up to 25 F12s or 12 F24s: all sheets in a roll, over 26 F12s or 13 F24s: separate rolls for each sheet)

To assure optimized handling of wet posters by the folding machine, we kindly ask you to always roll the posters from the bottom to the top, image inside. Flat deliveries are also possible if approved by our order coordination staff.

For Rollingstar F200LR backlit posters, flat delivery is preferred. Freshly printed posters can be used if they are loosely rolled. Posters that are too tightly rolled and have been stored in rolls cannot be used and must therefore be rejected.

Quality assurance

To help customers optimize the efficiency of their advertising and to promote the image of outdoor advertising in the public and among supervisory authorities, APG|SGA spares no effort to uphold the quality of Out of Home Media. Therefore, we will also take the liberty of contacting printing houses in the event of non-compliance with the guidelines set forth in this publication and draw their attention to deficiencies that we identify. In the event of repetitive errors, we also reserve the right to express our disapproval in writing and to directly notify customers of violations of quality standards. Moreover, we may invoice costs incurred for extra work, reposting, and other types of corrective interventions that may be necessary.

Test billpostings

Wide format F12 posters can be submitted to us on request for testing purposes. The test results will be documented and sent to the applicant as swiftly as possible. The following criteria shall apply:

- Blueback/Chantegris paper
- Accompanying letter detailing nature of enquiry
- Contact person

Reservations: logistikcenter@apgsga.ch

Replacement posters and separate copies

Do not forget to add the necessary number of replacement posters with your delivery, so that we can replace damaged posters as required.

In order to do this, we require approx. 10–20% of the ordered quantity. The corresponding quantities – including replacement posters – are indicated in our quotations and confirmations, divided by format and language. With every delivery, we also ask you to supply us with two additional copies per visual in a separate roll. This facilitates incoming inspection for us.

APG|SGA also likes to use suitable customer posters for the maintenance of its poster sites, to cover up old visuals or to bridge over booking gaps. It can therefore happen that you may come across your replacement posters at panels other than those you ordered. Unused replacement posters will be destroyed at periodic intervals. 1–2 presentation copies will be archived at the Schweizerische Landesbibliothek (Swiss National Library).



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APG|SGA, Allgemeine Plakatgesell-
schaft AG, is Switzerland's leading Out
of Home media company. Specializing
in digital and analogue posters at busy
locations on the street, in train stations,
in shopping centers and at points of
interest, APG|SGA and its associated
segment brands Airport, Interaction,
Mega Poster, Mountain, Promotion and
Traffic cover all areas of Out of Home
advertising, representing quality and
tradition combined with innovation.
Over 530 employees ensure a lasting
impression when communicating with
their customers, the authorities and the
advertising industry. They manage
poster spaces and displays throughout
Switzerland with great care, environ-
mental responsibility and precision.

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