

Frequently Asked Questions

Neschen[®] Pure Color[™] Media



What is Pure Color Media?

- Pure Color Media is a new product line of specially developed media for wide-format printers. The products are optimized to produce excellent color reproduction on most narrower solvent, eco-solvent, and UV printers.

Why is Neschen introducing the new Pure Color Media product line?

- We have designed these products to be plug and play. We want our customers to have a great “out of box” experience. We have also provided detailed information and user tools for each product to ensure the best possible print.

What are the names of the products in the Pure Color Media line?

- Monet Canvas
- Mambo Fabric
- VersaFabric[™]
- Golden Gate Fabric
- Calypso Breeze Satin

Can these products be used outdoors?

- Most products can be used both indoors and outdoors. Monet Canvas is currently the one product rated for indoor use only, due to its cotton content.

Have these products passed the NFPA 701 fire test?

- VersaFabric and Golden Gate have passed the NFPA 701 2004 test. Certificates are available to download on our website.

How should these products be finished?

- These textiles can be cut using a sharp fabric scissors. To achieve best results, we recommend using our Heat Knife and Blade (item #600HSG0 and #600H205), which will heat seal the edges, giving them a smooth finish and preventing them from fraying.

Does Neschen offer ICC profiles?

- Yes. ICC profiles are available on the Neschen website (www.neschenbrands.com). Additional support is provided by Corey Milligan, our Print Media Specialist, if needed. He can be reached at 919-564-6655 or via email at c.milligan@neschenamericas.com.

What printers do these products work on?

- These products are optimized for printers less than 98”, including those from Roland, Mutoh, Mimaki, and HP.

What inks perform well with these products?

- Solvent, eco-solvent and UV curable inks all work well with these products. The product data sheets give the specific details on which inks are most compatible.

I used to use SolvoTex PES Banner 240, but you have discontinued it. What product do you recommend?

- VersaFabric is similar to PES Banner 240. The product uses the same base material, but the coating is optimized for performance on wide format printers, while still maintaining its performance on grand format printers.

Which printer were your swatch books printed on?

- Our swatch books were printed using a Roland XJ640 Pro III printer, at 720 dpi. The Versaworks RIP was used.

Is there an unlimited supply of printed swatch books available?

- We will provide each reseller with an adequate supply of printed swatch books for their sales force.

Are samples available?

- Our swatch book combines printed and unprinted samples into one collateral piece. Two thirds of the image is printed and the rest is white space so that you can see the unprinted material.

Are sample rolls available and if so, in what size?

- Samples are available in 20" x 10' rolls.

What kind of collateral is available for my sales team?

- We have created new marketing materials to support this product line. They include:
 - Product line card
 - Printed swatch book
 - Printer compatibility matrix
 - ICC profiles
 - Data sheet / instruction guide
 - Application matrix
 - Fire certificates

What is your recommended usage for the sales collateral and swatch books?

- If the customer requirement is application driven, use the Application Matrix to identify the product that best fits the requirement. Then narrow your options based on the customer's ink sets.
- If the requirement is aesthetic, use the printed swatch book to identify the media that will fit the customer's needs.
- For textile prospects, use the printed swatch book to highlight the look and hand difference of the media.
- Once a print media has been selected, the printer compatibility matrix, ICC profiles and data sheet/instruction guide can be used by the customer's print operators to get the best possible graphic results. Supporting documents, such as the application matrix, are a great reference tool.
- Fire certificates may be required in order to display the graphics in public settings.

Where can I get your marketing collateral?

- The product line card, printer compatibility matrix, data sheet/instruction guide, ICC profiles, application matrix, and fire certificates can all be downloaded from our website. Printed swatch books can be ordered through your Sales Representative or by calling our Customer Service department via our collateral order form.

I tried your textiles in the past and my customers had poor results. What makes Pure Color different?

- Pure Color Media has been optimized for wide format printers and many ICC Profiles are available to obtain excellent results. We also provide product data sheets containing printing starting points and common settings, such as heat. The profiles and data sheets can be downloaded from our website.

Who do I contact with printing and technical questions?

- Your first line of contact is Corey Milligan at 919-564-6655 or c.milligan@neschenamericas.com. You may also contact our Customer Service department at 800-257-7325. The product management team for inkjet media, Andreas DeGroot and Tiffany Guard, are also available as a printing resource.

How can I purchase these products?

- The Neschen Pure Color media line may be purchased from any of our textile resellers. To see a list of resellers, please visit our website at www.neschenbrands.com or contact your Neschen Americas Sales Representative.

Who do I contact for stock and/or order inquiries?

- You may contact your local textile reseller. A list of resellers is available on our website at <http://www.neschenbrands.com/websites/sealbrands/neschen.nsf/rsearch?openform>

What shipping methods do you use for these products?

- We recommend shipping the 54" and 60" rolls using UPS, Fed Ex or LTL and the 71" and larger rolls via LTL carrier.

How are these products packaged?

- These products are packaged in a sturdy cardboard box. Products 80" and above are packaged in a plastic sleeve.

Once I receive the media, is there any special handling involved?

- Always store the textiles in a plastic overwrap to protect them from humidity changes and contaminants. Store the media on a flat surface to prevent dents that can affect imaging performance. The textiles can also be stored standing on end or on a media caddy. Avoid leaning the roll at an angle against a wall to protect the edges of the roll from dents or flat spots.

Can these textiles be washed?

- We do not recommend washing the textiles as the coating can be damaged and fail prematurely. Washing can also affect the product's fire retardant properties.

How should these textiles be cleaned?

- We recommend spot cleaning and using a clean lint-free cloth with warm soapy water. Gently clean the area. Do not use cleaning agents as they may damage the print. Test all cleaning procedures in a small inconspicuous area (or on a previously printed test print) so that it doesn't affect the graphic.

When will these products be in stock and available for purchase?

- The vast majority of products will be in stock on August 1, 2008. The only exceptions to this are the 42" x 164" rolls of Mambo and Monet fabrics, which will be available in September.