



WES-TEX  
PRINTING

## THE NEXT GENERATION IN DIGITAL PRINTING RAISED DIGITAL PRINTING - GUIDELINES

- Minimum resolution of 300 dpi
- Artwork must be CMYK
- Vector artwork preferred
- Text converted to outlines
- All ink areas will be raised
- On full reverse orders, please select 'full reverse raised', a layer for texture will be applied
- Total Area Coverage (ink coverage) see information graphic to the right
- For black we recommend Rich Black values of 60.40.40.100 instead of 0.0.0.100. If you use the 100K only, there will not be a raise
- Screens will not have a raise

### PRODUCTION TIME:

- 2-3 days production time

### FEATURED SERVICES

- "Raised" process is available on both sides of card
- Spot "Raised" is available through a custom quote

#### TOTAL AREA COVERAGE: TO ACHIEVE THE BEST RAISE

To achieve the best "Raise" your combined CMYK values must be 150% or greater. See the example below for creating the ideal CMYK black file:

WILL NOT RAISE.

C = 0  
M = 0  
Y = 0  
K = 100

100%

WILL RAISE.

C = 60  
M = 40  
Y = 40  
K = 100

240%

For a custom quote  
please contact us,  
[service@wes-tex.com](mailto:service@wes-tex.com)  
or 1-800-346-0515