

# Bulk Printing Primer

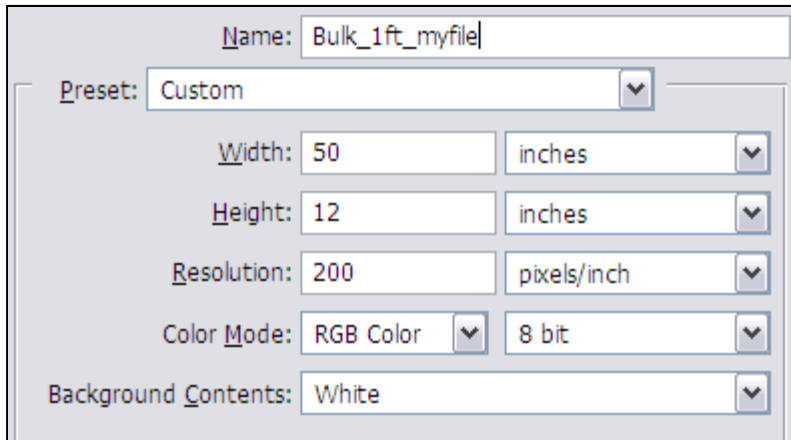
## The Bulk Print Concept

- Bulk prints allow the digital savvy customer to take advantage of lab automation and order prints at a lower cost per square foot than other print and print submission methods.
- Customers ordering bulk prints **must** have a working knowledge of colour management, have a colour calibrated monitor and set up soft-proofing in Adobe Photoshop using the [TIW Chromira Kodak Matte](#) profile.
- Bulk prints are provided '**as is**'. The lab does not inspect files prior to printing.
- Individual images within bulk prints are not trimmed out. Trimming service can be provided at an additional charge **only** if crop marks are included in your file.
- To qualify for bulk print pricing, files must be set at the correct print dimensions, follow the bulk print file naming conventions and use embedded colour profiles.
- If your files cannot meet these requirements a service fee will apply (\$20.00 minimum charge).

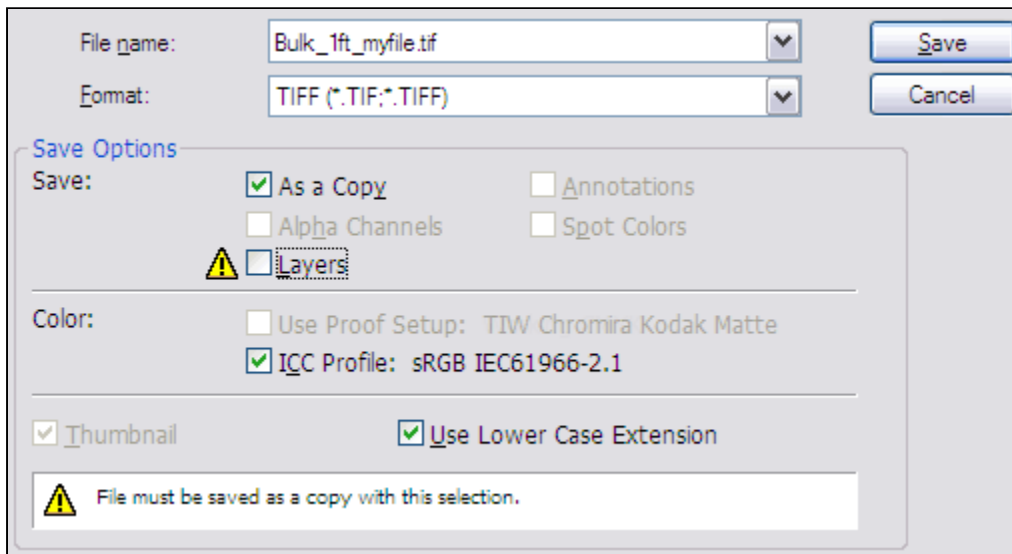
File Setup | All Users

### *Print Dimensions:*

- Start a new Photoshop document at the desired print size and resolution. This file must be in **8 Bit RGB** and must be **50"** wide. The image height must be specified in intervals of 1 foot (Eg. 12", 24", 36", etc.). Recommended resolution is from 150 to 300 pixels/inch.



- Drag the images you wish to print into the blank photoshop 'bulk' document and arrange them.
- Save your bulk image file as a flattened TIFF file or as a JPEG (**\*\* NO Layers, Alpha Channels or Paths, NO Compression in TIFF files\*\***).  
NEW: for users of Adobe Photoshop CS2, TIFF file byte order must be interleaved, NOT per channel.



● **IMPORTANT NOTES:**

- Bulk prints must be prepared and ordered in increments of 1 linear foot.
- Files **MUST** be saved with your working space ICC Profile (AdobeRGB or sRGB recommended)
  - **DO NOT** convert to the printer's colour space (ICC Profile) nor design in the printer's colour space.
- Final file size must be **less than 700 MB**. (Your file must be able to fit on a CD-ROM or it will not print.)

*Naming Conventions:*

- The file name must start with **Bulk\_** followed by the linear footage of the print.  
Eg: 'Bulk\_1ft\_myname-a.jpg' is a 50" by 12" print; 'Bulk\_3ft\_myname-b.tif' is a 50" by 36" print.
- You must include your name (or company name) in the file name.

Submitting Files | All Users: On-Line; FTP; CD/DVD | PC/Virtual PC Users: WorkStreamDS


- **On-Line:** Bulk files can be ordered through our online photo print ordering system. Once your files have uploaded, filter the Product List to show only those products you are interested in. Select the Bulk product that matches your image setup. Eg. 'Bulk\_1ft' is a 50" wide by 12" high print size. Files sent through online photoservices should be in the sRGB colour space.









 **Express Select**

Set all  counts to

 **Product List**

Show

\*  Indicates the print quality of this photo on this product

 Bulk_1ft_myfile.jpg 	1	▲▼		Bulk_1ft	\$30.00
	0	▲▼		Bulk_2ft	\$60.00
	0	▲▼		Bulk_3ft	\$90.00
	0	▲▼		Bulk_4ft	\$120.00
	0	▲▼		Bulk_5ft	\$150.00
	0	▲▼		Bulk_6ft	\$180.00

- **FTP:** Bulk orders can be sent to the Toronto Image Works FTP Server. An email must be received prior to any ftp order being processed.
  - NOTE: You must have an FTP account to submit files using the FTP Server.  
Send all print instructions to the same email address at torontoimageworks.com that you received your ftp account information from.
- **CD/DVD:** Files submitted on CD/DVD must follow the bulk print naming convention. A CD/DVD submitted for bulk print pricing must not include any other files. If submitting files for other processes please place them on separate CDs/DVDs.
- **WorkStreamDS:** files must be submitted using the bulk products provided in the TIW products tab. Advanced users can take advantage of WorkStream's automation features and, using the Product Builder, create custom bulk templates with variable component settings. (See your WorkStream documentation.)
  - **SPECIAL NOTES:** when creating a custom product in WorkStreamDS, begin by copying an existing TIW product with the desired print dimensions. Be sure the correct Paper Type is selected when sending a customized product. **Bulk products only print on Kodak.Matte paper.**
  - All files that are ganged up into a bulk print must have an embedded colour profile.