

CUSTOMIZING

VARIANTS & SPECIFICATIONS

PRODUCTS REFLECTING YOUR CORPORATE IDENTITY



Customizing - variants and specifications

Customizing is ideal for setting oneself apart optically from competing companies, for establishing originality and creating brand awareness. Pyramid has many years of experience implementing case and bezel designs according to the specifications provided by the marketing department.

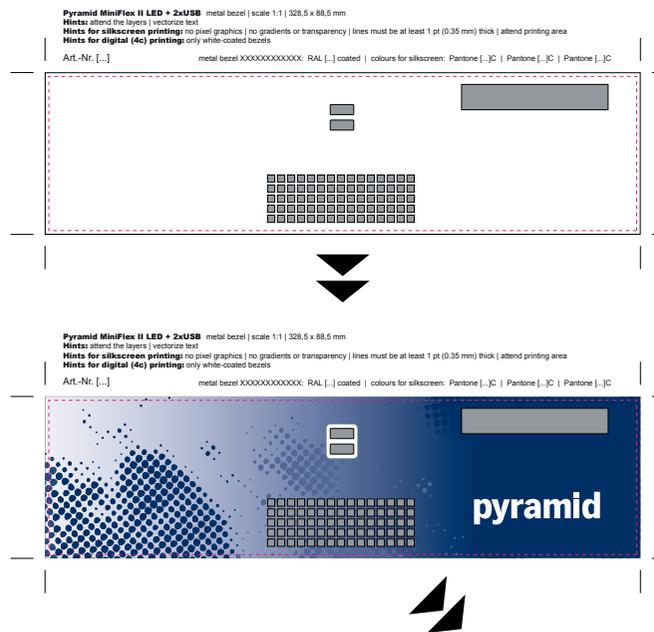
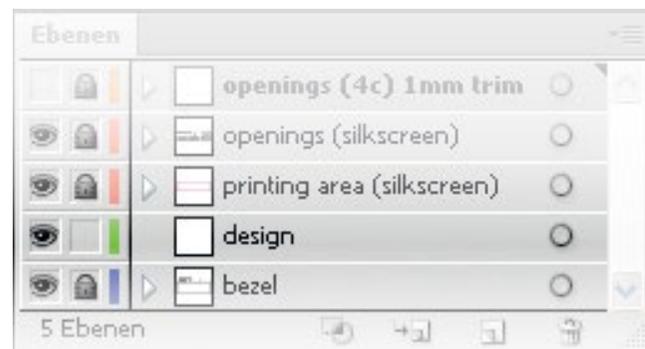
Scopes for designs

Pyramid offers a multitude of scopes for design to customize server platforms. It is necessary to consider the various printing processes and to weigh out advantages and disadvantages to be able to choose the appropriate printing process. This brochure shall explain the various techniques so that the final product can live up to your expectations concerning print result, durability and cost effectiveness.

Template creation – too easy

We provide design templates specific to your product. With the help of the 1:1 template you can accurately position your logo and any other design material. Openings and other additional information are laid out on separate, locked layers that may not be changed in order to guarantee a flawless print. Please only use the layer that is marked green as “design” for your drafts.

The template is delivered as an Adobe Illustrator (.ai) file by default.



Should you not yet be in possession of a template file for your system's front bezel, please get in touch with your contact person.

You may choose whether to send us your finalized custom designs or to rely on the experience of our own graphic designers.

We are looking forward to your request!

Contact:

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+49 761 4514 792



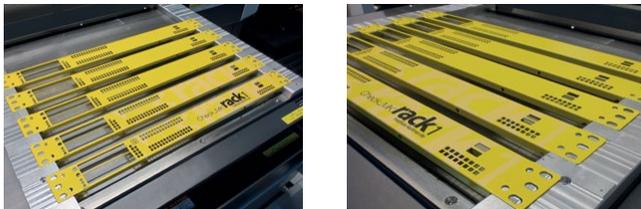
Digital Direct Printing

Advantages

- Modern and low-priced printing procedure
- Convenient for implementing complex pixel graphics made out of many colours or gradients
- Rapid implementation and short production time
- No minimum quantity, production on demand
- Lasting durability and colour fastness

Limitations

No spot colours possible (for example: client CI pantone 655C -> is made out of CMYK)



Order-based printing also available for small series.

Technique

During our UV-curable digital direct printing the colours are rasterized on top of each other, similar to the ink-jet printing procedure.

This makes it possible for complex motifs containing gradients and fine colour grading to be printed directly on to white coated front bezels. The subsequent heat conditioning makes it scratch-proof and solvent-resistant.

Data transfer

To avoid expensive correction runs, please deliver the data for the digital direct printing process under careful consideration of the following conditions:

- Colour mode: CMYK throughout
- Pixel graphics with at least 300 dpi resolution and without compression
- Fonts converted into paths
- Appropriate file formats: .ai, .eps, .psd, .tif

Marginless print is possible. Outside of the red dotted area the motif becomes blurred with increasing bleed.

As standard our frontbezels are white and black coated.

If you want a different colour coating, please indicate the corresponding RAL colour their partner.

Our frontbezels are available in white and black as standard.



Motif implementation over an entire surface for a firewall appliance



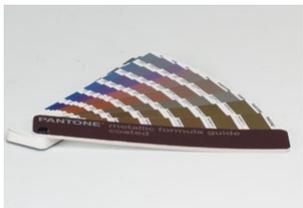
Silk-screen printing

Advantages

- Spot colour printing process, especially recommended for when CI colour requirements need to be maintained absolutely accurate.
- Printing with metallic inks is possible
- Lasting durability and colour fastness

Limitations

- Not suitable for pixel graphics and colour gradients
- Due to one-time and preproduction costs recommended from about 30 pieces.
- Every printing colour = separate filter and separate printing procedure, which means additional costs.
- Lengthened delivery period than digital printing
- Fine lines and scripts cannot be reproduced



Printing with metallic inks is possible.



Technique

Each coating requires a new filter. The production period is relatively long amongst other things due to the set-up and drying period. The silk-screen printing process achieves very nice results with absolute colour fidelity thanks to intensive application of colours.

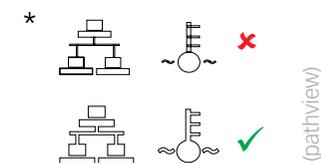
Silk-screen printing allows for plane surfaces made from various materials to be printed on. Special solutions such as back printed acrylic glass bezels have been realized.

Data transfer

To avoid expensive correction runs, please deliver the data for the digital direct printing process under careful consideration of the following conditions:

- Solely path /vector objects without embedded pixel pictures
- Separation of colours must be possible (one colour must be assigned to each object without gradients / transparency / effects)
- Colours: Pantone C or HKS K
- Positive lines no smaller than 0,75 pt or 0,265 mm
negative lines no smaller than 1 pt or 0,35 mm
- Also pay attention to the minimum strength of lines regarding fonts
- Fonts converted into paths
- Defined paths converted in to surfaces (option "contour line") and when necessary
- Appropriate file formats: .ai, .eps

Printing is only possible within the red dotted area.



Opaque and accurate colour reproduction: two-coloured silk-screen printing on yellow coated bezel



Pyramid DesQFlex with three-coloured silk screen printing on acrylic



As standard our frontbezel are white and black coated.

If you want a different colour coating, please indicate the corresponding RAL colour their partner.

2D stickers

Stickers made out of metal- /plastic sheeting offer a low-priced alternative for customizing your systems. The stickers can be enhanced with special colours and/or impressions, for example.

Our metal- /plastic stickers are long-lasting and live up to the highest quality demands.

Advantages

- The low-cost alternative for giving your systems an individual design
- Print possible in 4C and spot colours
- No minimum quantity
- Short production period

3D stickers

If you choose 3D doming stickers your motif will be printed on a slide in one or more colours. The crystal clear doming resin rests like a drop of water on the logo, providing a stunning depth effect.

Metal labels impose by the contrast between polished and etched surfaces. We offer a wide range of materials (aluminum, stainless steel, brass) and techniques (engraving, polishing, frosting, etching).

Advantages

- Noble appearance with doming (resin) or etched logos
- 3D doming stickers may be printed in 4C or spot colours

Limitations

- For large-scale motifs, digital-direct or silk-screen printing are suited better

Packaging design

Packaging labels are an inexpensive way of converting a plain cardboard box into a custom packaging solution. Packaging labels can also be used to display important information such as barcodes, serial numbers, etc.

Custom packaging completes the appearance of a high-quality product.

Sleeves are fitted over a plain cardboard box to give your products a very high-quality look. custom sleeves can be ordered with a minimum run of 250.

Plastic 3D doming sticker



Metal labels made of aluminium, polished (lettering) and etched



Custom packaging and sleeve

