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Optima Product Guide

created to help you

- get the facts fast
- look up any price
- advise colleagues or clients
- place orders efficiently
- set-up artwork correctly

Use the buttons , [links](#) and Forward/Back arrows at the top or bottom of your screen to get around your product guide.

Please also visit our website to access the latest information on our products and services.

We are here to help you too. If there is anything we can do then please just give us a call.

Optima

POP-UP DISPLAY

v 11/6

Quick View

The Optima pop-up provides the perfect balance between cost and quality.

lifetime guarantee
UK's No. 1 selling pop-up
knock-out price
ease and simplicity
guaranteed reliability
UK-made



 [Key Features](#)
(can be sent to clients or colleagues)

Quick Price Guide

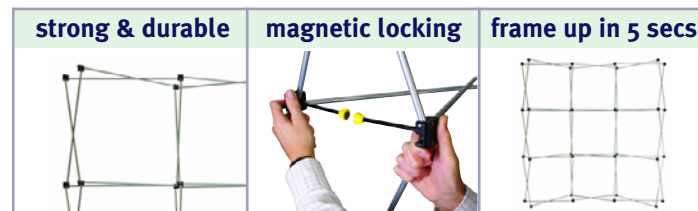
	Turnaround: 4 to 5 days			
Frame, Bars, Case, Panels	1	2-3	4-5	6-9
4-panel kit (3x2)	785	723	664	631
5-panel kit (3x3)	935	861	791	752
6-panel kit (3x4)	1155	1065	981	932
Accessories	1	2-3	4-5	6-9
2 Lights Kit for all pop-up kits	105	100	95	90
Solo Case-to-Counter Kit	100	90	80	75

Click for [extended price list](#). All prices exclude VAT (17.5%) and [delivery](#).
Prices based on a print-ready PDF artwork being supplied (see [Artwork Set-up](#)).

Key Features

The Optima pop-up display provides the perfect balance **between cost and quality**. Its superb price, ease of use, and lifetime guarantee has made it the UK's No 1 selling pop-up frame. It offers the same knock-out price as the cheap Chinese imports with the huge difference of lifetime guaranteed reliability and excellent performance.

1 Lifetime Guaranteed Frame



Not all pop-up frames are the same! This UK made premium quality frame comes with a market-beating lifetime guarantee. The foundation of a good looking pop-up display is a high quality frame. The Optima frame should not be confused with similar looking but much inferior Chinese imports.

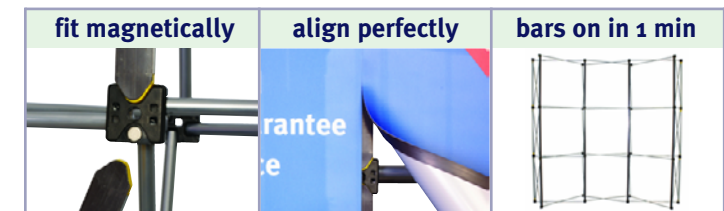
3 Excellent Quality Panels



Optima panels boast a robust, concealed hanging system. This means no-broken corners, common on so many pop-up panels, and no unsightly black hangers showing at the top or bottom. The high resolution panels are paper-less ensuring no dog-eared corners, panel splits or delamination.



2 Fully Magnetic Bars



The Optima bars simply attach magnetically to the frame making fitting quick and easy. The fronts are fully magnetic ensuring the graphic panels align quickly and perfectly without gaps. Furthermore they are lifetime guaranteed to keep their magnetism unlike most other pop-ups with magnetic bars.

Easy-Transit Case



The No. 1 Pioneer transit case is more durable, portable and user-friendly than any other pop-up case. The twin case splits in two in 5 secs, halving the weight when lifting, making loading and packing easy, plus the lid makes the ideal step-up stool when hanging panels - no chair needed.

Options & Accessories



Home

Choose a Kit	Kit includes	Size/Weight	Accessories (optional)
  4-panel kit 2 fronts, 2 ends (3x2 frame) curved or straight*	3x2 frame 15 bars + bag 4 panels** solo case	width - 1930mm depth - 485mm height - 2240mm kit weight - 17.25kg	2 Lights Kit Solo Case-to-Counter Kit
  5-panel kit 3 fronts, 2 ends (3x3 frame) curved or straight*	3x3 frame 18 bars + bag 5 panels** solo case	width - 2540mm depth - 685mm height - 2240mm kit weight - 20.5kg	2 Lights Kit or 3 Lights Kit Solo Case-to-Counter Kit
  6-panel kit 4 fronts, 2 ends (3x4 frame) curved or straight*	3x4 frame 21 bars + bag 6 panels** twin case	width - 3070mm depth - 960mm height - 2240mm kit weight - 31kg***	2 Lights Kit or 4 Lights Kit Twin Case-to-Counter Kit

* Straight kits are also available. Please enquire for details.

** Panels are available as graphic panels or fabric panels. There are 42 fabric colours available. Please see the order form and ask for a colour swatch.

*** The 31kg total kit weight can be easily halved to allow easy handling by simply splitting the Pioneer Twin transit case into its two halves.

Lights Kit (accessory)



Pop-up lights make a huge difference to the impact and appeal of a pop-up display. Unless there is another source of bright, warm lighting the display will look uninviting and a poor second to surrounding displays. Lights kits include 200W lights with 3m flex, a padded lights bag and a 4-way 4m extension lead. The lights hook easily on to the frame.

Case-to-Counter Kit (accessory)



A Case-to-Counter kit consists of a graphic wrap and hard-wearing black PVC top, both of which are pre-fitted with velcro for easy attachment to the case. In under 1 minute the transit case can be cost-effectively transformed into a great counter. It then serves as a smart top, additional graphic space, say for a logo, and useful storage.

Prices

Optima Pop-up Kit - frame, bars, case and panels

turnaround		4 to 5 days		6 to 9 days		10-21 days		21 days +	
With graphic panels	Qty	1	2-3	4-5	6-9	10-19	20-39	40-69	70-99 100+
4-panel kit (3x2)		785	723	664	631	601	570	539	507 480
5-panel kit (3x3)		935	861	791	752	717	680	643	605 573
6-panel kit (3x4)		1155	1065	981	932	889	844	799	754 715
With fabric panels	Qty	1	2-3	4-5	6-9	10-19	20-39	40-69	70-99 100+
4-panel kit (3x2)		645	599	552	527	501	478	455	431 408
5-panel kit (3x3)		760	706	651	622	592	565	538	510 483
6-panel kit (3x4)		945	879	813	776	739	706	673	640 607

Add an additional 3 days to turnaround times for fabric panels.

Accessories & Spares

Product	Qty	1	2-3	4-5	6-9	10-19	20-39	40-69	70-99 100+
2 Lights Kit for all pop-up kits		105	100	95	90	85	80	75	70 69
3 Lights Kit for 5-panel kit only		143	130	123	122	115	108	95	94 93
4 Lights Kit for 6-panel kit only		173	164	155	146	137	128	119	118 117
- spare bulbs		10	9	8	7	7	7	6	6 6
Solo Case-to-Counter Kit		100	90	80	75	70	68	65	63 60
Twin Case-to-Counter Kit		150	135	120	113	105	101	98	94 90

Lights kits include 200W pop-up lights, padded lights bag and 4-way 4m extension lead (UK plug)

Spares: Magnetic bar £10, Lights bag £20, Solo or Twin Case-to-Counter top - £15 plus £5 P&P

Replacement or additional panels for existing Optima frame

Type	Qty of Sets	1	2-3	4-5	6-9	10-19	20-39	40-69	70-99 100+
Graphic Panel (per panel)		120	108	96	90	84	81	78	75 72
Fabric Panel (per panel)		80	72	64	60	56	54	52	50 48

Per panel price including all fittings (ready to hang). E.g. 1 set of replacement graphic panels for a 5 panel kit = 5 x 120 = £600

- All prices exclude VAT (17.5%) and delivery.
- Prices are based on printing from print-ready PDFs supplied according to our artwork guides (see [Artwork Set-up](#)).
- Artwork not supplied as print-ready PDFs will be subject to a £25 set-up charge per pop-up artwork.
- Studio time creating or modifying artwork is charged at £50/hr, with a minimum charge of £15 including PDF proof.

Machine Proofs Each

10% proof	
- 1st artwork	30
- Next artworks	15
Section at 100%	
- 1st section	20
- Next sections	15

New proofs off altered artwork at same rates. P&P incl. Add 3-4 days to job turnaround incl 1st class post. Add £4 for guaranteed next day delivery B4 1pm or £9 B4 9am.

Re-dos Each

Print only	45
Print & laminate	75

If there is a problem with the artwork supplied and you request us to reprint a panel or panels the prices above would apply.

- Home
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- Artwork Set-up

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Delivery

Completed orders are available for collection from our offices in Edenbridge, Kent. We have plenty of easy parking or customers can send their own carrier/courier to collect.

Alternatively, you can request us to dispatch goods for you via any of the following options.

Delivery options & prices

Same Day Delivery

Please ask for a quote (postcode required).

Amtrak	One Kit	3x2	3x3	3x4
Next working day before 6pm		23	26	29
Next working day before 12 noon		29	32	35
Next working day before 10am		33	36	39
Next working day before 9am		40	43	46
Saturday before 12 noon		40	43	46

Amtrak's Conditions of Carriage apply to all deliveries, www.amtrak.co.uk
Prices apply to delivery to England, Wales & Southern/Central Scotland.

Royal Mail	includes packaging
1st class post	£5*
Special delivery before 1pm	£9*
Special delivery before 9am	£14*

*Minimum charge. Charge may increase depending on weight.
Should be requested for small packages only such as spares, proofs etc

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Good to know

Critical deadlines

Where delivery to a critical deadline is involved we would always recommend a same day courier. If distance makes this cost-prohibitive then please allow for a timed delivery on an overnight carrier and/or allow an extra day in case of delay.

Help the driver

Always supply a contact name and telephone number in case the driver cannot find the delivery address (see order form).

Signing for goods

Someone must be present to sign for the goods at the delivery address. The consignment will not be left without a signature unless specifically requested (see order form). A re-delivery charge of £7.50 would apply if the carrier has to make a return delivery attempt.

Timed deliveries

The overnight carrier's Conditions of Carriage allow for timed next day deliveries to be up to 60mins late without penalty due to traffic conditions. Please inform us immediately if your delivery is over 60mins late so we can reduce your delivery charge to the next price band.

Insurance

If you would like us to arrange insurance for your goods whilst in transit please request this in your order and we will quote you for the additional cost.

Extra packing costs

We reserve the right to charge for additional packing or administration when appropriate, such as splitting orders for dispatch to multiple destinations or preparing goods for collection by client's carrier. We will quote you beforehand should this arise.

Terms and Conditions

Please read our standard terms and conditions regarding delivery and dispatch of goods.

- [Home](#)
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- [Options](#)
- [Prices](#)
- [Delivery](#)
- [Order Form](#)
- [Artwork Set-up](#)

Order Form

Name	
Organisation	
Other info/ instructions	

Send Order

- [Print & Fax](#) to 01732 865615
- [PDF & Email](#) to alanf@clsgraphics.co.uk

How to pay

Option 1: Payment BEFORE dispatch - cheque, bank transfer
Option 2: Payment AFTER dispatch - credit account required

- [Artwork](#)
Prices are based on printing from print-ready PDFs supplied
- [Proofs](#)
Machine proofs are recommended on all jobs. Allow 3-4 days.
- [Turnaround](#)
Prices are based on our stated turnaround times. Please allow sufficient time. Please check beforehand for faster turnaround.
- Terms**
All orders are subject to our stated terms and conditions.

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1 Product

[Prices](#)

Frame, Bars, Case, Panels	Qty	Options
4-panel kit (3x2)		Graphic panels <input type="checkbox"/>
5-panel kit (3x3)		Fabric panels <input type="checkbox"/>
6-panel kit (3x4)		- fabric colour <input type="text"/>

Accessories	Qty	Notes
2 Lights Kit for all pop-up kits		includes 200W pop-up lights, padded lights bag, 4-way 4m extension lead.
3 Lights Kit for 5-panel kit only		
4 Lights Kit for 6-panel kit only		
- spare bulbs		
Solo Case-to-Counter Kit		includes self-attaching graphic case wrap and black PVC case top
Twin Case-to-Counter Kit		

2 Proofs

[Info & Prices](#)

Whole pop-up at 10%	
Section at 100%	

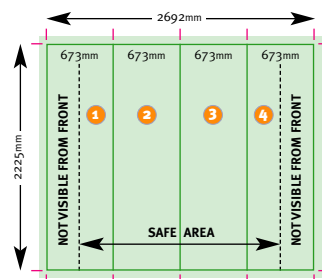
3 Turnaround

[Delivery](#)

Date artwork to be supplied	
Preferred delivery date	
Delivery method	
Deliver to	FAO
Tick if usual details apply <input type="checkbox"/>	Address
Contact Tel	

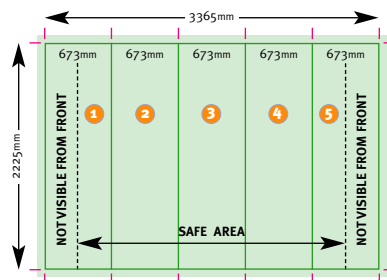
Artwork Set-up

4-panel Artwork



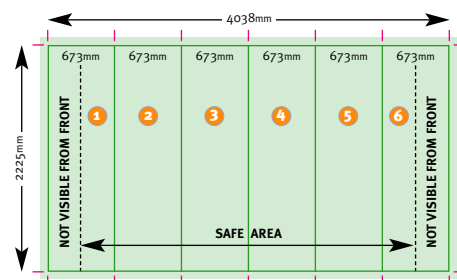
Sizes in mm	100%	25%
End panel width	673	168.25
Front panel width	673	168.25
Total width	2692	673
Height	2225	556.25
Bleed	10	2.5

5-panel Artwork



Sizes in mm	100%	25%
End panel width	673	168.25
Front panel width	673	168.25
Total width	3365	841.25
Height	2225	556.25
Bleed	10	2.5

6-panel Artwork



Sizes in mm	100%	25%
End panel width	673	168.25
Front panel width	673	168.25
Total width	4038	1009.5
Height	2225	556.25
Bleed	10	2.5

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Essential Instructions

Please follow these instructions to help avoid possible delays or additional set-up costs.

- SIZE & TRIM MARKS** Download a Quark or InDesign template from our website. Alternatively, create a document sized Total Width x Height and precisely apply magenta trim marks as shown. Trim marks must extend half way into the bleed.
- ARTWORK** Place artwork over the shaded area, but avoid placing critical information such as text, logos etc outside the Safe Area. The Safe Area is the area visible from the front. Beyond this, information will be curving around the endcap to the back and largely unseen.
[Setting-up artwork for pop-up displays](#)
- PDF** Artwork must be supplied as a suitable print-ready PDF, including **bleed** and **trim marks** as shown.
[Supplying suitable print-ready PDFs](#)
If you cannot supply a suitable print-ready PDF we can make it for you from most native applications at a cost of £25 per pop-up artwork. Please call to discuss.
- PROOFS** We recommend you supply a colour proof printed **from the PDF** including bleed and crop marks, to help us check reproduction of content.
Additionally, machine proofs printed on the final material can be ordered to check reproduction of content, colours, logos, image quality or specific detail prior to the final print-run (recommended).
[Prices](#)

Artwork Set-up (cont.)

Setting up artwork for pop-up displays

Please follow these instructions carefully to achieve the best results and to avoid possible delays to your preferred delivery date and/or extra costs. Please feel free to call us for any advice.

1. Size and Trim Marks

In preference use a CLS template at 25% scale (available for download in Quark and InDesign from the Downloads section of our Website). Or, set up the layout page exactly to the dimensions specified on the Essential Instructions page. If setting up to scale, only use 25% scale. Apply trim marks exactly as specified.

2. Non-visible area

Ensure you have not placed important information outside the Safe Area (outside dotted line shown on the Essential Instructions page). It will not be seen as it is the part of the graphic that curves around to the back of the stand.

3. Images

Images must all be supplied as CMYK.

For general use the resolution should equate to 75-100dpi at the printed size, equivalent to 30-60mb per sqm of printed image. If setting up artwork at 25% of the printed size then images should equate to 300-400dpi.

If your images are not of ideal resolution then you may wish to increase their resolution as necessary in Photoshop to reduce pixelation. You can view the images in Photoshop at the final print size to check how they will print.

Image quality is subjective and dependent on viewing distance. If you have any concerns over the quality of images used then please request a 100% section proof to check reproduction. Images will print as you supply them.

4. Logos

For completely sharp results, logos or illustrations should be

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supplied in vector format (such as Illustrator eps). To avoid curved elements looking faceted (like a 50 penny piece) ensure the logo will not be printed more than 4 or 5 times its original size. Increase the size of the original file if this is the case and re-import.

Logos or illustrations supplied as images (raster format such as jpegs and tiffs) should be at least 300dpi at the printed size to avoid pixelation (this equates to 1200dpi at 25% scale. See section 3 for advice on improving and checking resolution.

5. Fonts

Wherever possible, all fonts must be saved as outlines/curves to avoid font issues.

6. Colours

Colours print as reasonable approximations, within our tolerances, to standard colour swatches such as Pantone/Process Guides.

Due to the subjective nature of colour and the variable nature of colour when viewed on different media, we recommend, if you have any critical colours, that you request a machine proof in your order.

Colours cannot be guaranteed to match on future reprints due to potential ageing of the original print and changes in machine set-up and media/ink batches. Please request a machine proof at the time of a future reprint if this is critical.

7. Supply your final artwork as a print ready PDF

Your price is based on supplying your final artwork as a print-ready hi-res PDF - [click for details](#).

8. Proofs

To help you achieve the results you are expecting we recommend you supply a hardcopy content proof with your artwork, and consider a machine proof prior to final print run - [click for details](#).

9. Getting artwork to us

In preference, please send artwork to us on disk (CD or DVD) with a hardcopy content proof. Alternatively, emails (up to 20mb), ISDN (01732 867524), or FTP site are acceptable. Try www.mailbigfile.com if you do not have your own FTP site - its free!

Artwork Set-up (cont.)

Supplying final artwork as hi-res PDF

The following are general guidelines designed to help you supply suitable hi-res PDFs for large-format output. Please feel free to call for any advice. Artwork not supplied to these specifications will be subject to a £25 set-up charge per pop-up artwork.

1. Artwork set-up

Please ensure you have followed all the artwork set-up instructions on the previous pages before making the PDF.

2. Compression/Image Quality

When prompted to make selections concerning compression and image quality, select options such as “Do not downsample”, “Keep resolution”, “Compression - None” to preserve the full resolution of images.

Do not compress text and line art.

If you have to use some compression to reduce file size then be aware that some loss of image quality is possible/likely. If you have any concerns we recommend a full size section proof through the image area(s) of concern.

3. Trim Marks and Bleed

Trim marks **MUST** be present on your final PDF. You must add them in as specified before making the PDF. We cannot cut to size without them. You must also include bleed. If your artwork was set-up at 25% scale then set bleed to 2.5mm on all sides. If your artwork was set-up at 100% then use 10mm bleed on all sides.

4. Output/Colour/Profiles

When prompted to make selections concerning output / colour / profiles, select options such as “No colour conversion” and “Don’t include profiles”, “Print colours CMYK”.

5. Fonts

When prompted to make selections concerning fonts, select options such as “Embed all fonts”, otherwise use default settings.

Proofs

As a basic artwork check, we recommend you supply a hardcopy proof printed from your final hi-res PDF, including the bleed and crop marks.

We also offer a proofing service where you can order proofs printed on the final machine. There are two options; 10% proofs (about A4 size) of the whole pop-up and/or a full section (up to 750mm wide x 250mm deep) through a part of the pop-up artwork you want to check more thoroughly.

We recommend machine proofs as the best way of ensuring your artwork reproduces the way you intend it, allowing you to check how content, colours, logos, image quality or specific detail will appear in the final print-run.

Proofs are supplied un laminated as standard. The laminate makes a minor difference to the finished appearance. If you would like the proof(s) laminated please specify this in your order (a flat-charge of £15 regardless of quantity would apply).

Please allow 3-4 days from receipt of artwork for turnaround of proofs. Quoted costs include 1st class post. If timescale is tight proofs would have to be sent out by guaranteed next day delivery. To avoid delays to your preferred delivery date please arrange for proofs to be checked immediately on receipt.

If, on receipt of your proof, alterations to the artwork need to be made, please supply new artwork with a hardcopy proof and specify whether you wish to order a new set of proofs. Please allow for this in your timescale. Please feel free to call for advice.

Machine Proofs	Each	
10% proof		New proofs off altered artwork at same rates. P&P incl. Add 3-4 days to job turnaround incl 1st class post. Add £4 for guaranteed next day delivery B4 1pm or £9 B4 9am.
- 1st artwork	30	
- Next artworks	15	
Section at 100%		
- 1st section	20	
- Next sections	15	