



**HOUSE
of FLAGS**

**Online Shop
Buying Guide**

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Introduction

The online shop gives you the ability to order products and upload your artwork online.

The online shop completes all artwork checks and corrections automatically without any user input.

This is done using a series of instructions known as 'workflows'.

Files are created in the online shop to our requirements, making sure they meet the specifications we need for print. This helps to improve the speed and efficiency as the process is automated.

We recommend using Google Chrome when using the online shop as it works best in this browser.

Glossary of Terms

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Term	Definition
Preflight	Automatic checks carried out by the buying portal on the uploaded artwork. This helps to ensure your artwork fulfils our print requirements.
Artwork Proofs	This is created by the buying portal. An artwork proof shows you the artwork in the product template. This is sent to you for approval before printing begins.
Workflows	The process that your artwork goes through in the buying portal. From uploading to proof.
Spot Colours VS CMYK	<p>Spot colours are specific colours that have been mixed for an ink, they are used for Litho and screen printing.</p> <p>CMYK is a colour made from a mixture of 4 colours (Cyan, Magenta, Yellow & Black). CMYK is used by digital printers.</p> <p>All products produced using artwork through the buying portal are digitally printed and therefore require CMYK colour artworks.</p>
Pleated Vs Patterned Sleeve	<p>A pleated sleeve will be used on flags that have a single solid colour background. As the sleeve does not need to be lined up to match a pattern.</p> <p>A patterned sleeve will be used when the sleeve has to line up with the artwork to match the pattern. These sleeves are made from a separate piece of materials and are sewn onto the flag.</p>
DPI	<p>Dots Per Inch.</p> <p>This refers to the quality of an image. Our printers print to 300dpi, therefore, if an image in your artwork is lower than 300dpi then it is at risk of being a low quality, pixilated or blurred print.</p>
Bleed	Bleed is the area of a product that will be trimmed off during production. Bleed ensures your artwork will fully cover your product when printed, and reduces the risk of mistakes during production.

Account Set Up

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To set up an account with House of Flags, follow the 'Login' link at the top of the page. Simply set up an account using an email and your chosen password, making sure you tick the 'I Accept rules' and 'I Accept privacy policy' boxes, then follow the 'Sign Up' link.

Alternatively you can access this page by choosing a product to buy from the specific product pages and following the 'Buy & Checkout' link, this will take you to the same 'Log in and registration' page.

Buy Custom Printed Union Jack Bunting Tel: +44(0) 1480 861 678 Email: salessupport@flags.co.uk

About Us Brochures News Help Guides Services Sitemap Contact

HOUSE of FLAGS Search All Products... CONTACT US EMAIL US **LOGIN**

SECTORS FLAGS FLAGPOLES BUNTING BANNERS DISPLAY STANDS SIGNAGE OFFICE REFURBISHMENTS VEHICLE GRAPHICS ONLINE SUPPORT

Log in and registration

Log In

Email:

Password:

Forgot your password?

Log In Cancel

Sign Up

Email:

Password: *

Confirm password: *

I Accept rules *

I Accept privacy policy *

Sign Up Cancel

After clicking 'Sign Up' you will receive a confirmation email. Within this email will be a link which will complete your account confirmation.

Your account is now set up and ready to use.

Navigation

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We have a range of products available to buy online. These are easy to find, simply choose your product from the main menu. If your chosen product is available to buy online you will see two buying options.

Follow the link for 'Buy Online Now' if you have your artwork ready. The templates for each product is found in the last tab in the product description box.

If you don't have artwork or are looking to place a large order then use our 'free quote' option.

Buy Online **Now**

BUY NOW AND UPLOAD ARTWORK, USING THE TEMPLATE BELOW.

BUY NOW & UPLOAD ARTWORK

Receive A Free Quote **Today**

SEND US A MESSAGE TO RECEIVE A PERSONALISED QUOTE

REQUEST A FREE QUOTE

Product Specifications

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If you have your artwork ready and have followed the 'Buy Online Now' link, the buying options will pop up.

Product specifications have to be chosen here, according to how you want your product finished. If a specification is greyed out in the drop down menus it means that the option is unavailable with your current combination of specifications or finishes.

Once you have selected your chosen options follow the 'Buy & Checkout' button.

BUY NOW

Y Band Outdoor Banner Stand

The Y Band Banner Stand is a free-standing system which is ideal for use at both internal and external events, thanks to the weather resistant nature of the product. This display is quick and easy to assemble, reaching to a height of over 2m due to the adjustable nature of the system.

Options

Size Y Band

Material Soflat

Branding Branded

Quote No

Summary

Quantity	Total ex. VAT	Total inc. VAT
1	£ 99.00	£ 118.80
2 pc	£ 99.00	£ 118.80
5 pc	£ 99.00	£ 118.80
10 pc	£ 99.00	£ 118.80
Type in	£ 99.00	£ 118.80

Expected delivery date: **21.11.2018**

Total ex. VAT: £ 99.00

Total inc. VAT: £ 118.80

BUY & CHECKOUT

Add to Cart & Continue

SAVE CHANGES

Choose your specifications and finishes as per the order.

Finalise your order and continue to upload your artwork for bespoke products, add your product to your basket or checkout

Save product options for later

Uploading Artwork

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Once you have followed the 'Buy & Checkout' button you will find yourself on your order summary page. If you have not yet registered for an account with us or 'logged in' then you will be redirected to the log in and sign up page first.

On the order summer page you will find that pre-designed stock products will be ready to order, whereas bespoke products will give you the option to upload your artwork.

If you have artwork ready for your product, simply follow the 'Upload file' link. This will open your documents where you can select your chosen artwork. The best file format to use is a pdf but we also accept ai files. Once you have chosen your artwork the preflight checks will begin.

The screenshot shows the 'My Cart' page on the House of Flags website. At the top, there is a navigation bar with the House of Flags logo, a search bar, and buttons for 'CONTACT US', 'EMAIL US', and 'LOGIN'. Below the navigation bar, there are several menu items: SECTORS, FLAGS, FLAGPOLES, BUNTING, BANNERS, DISPLAY STANDS, SIGNAGE, OFFICE REFURBISHMENTS, VEHICLE GRAPHICS, and ONLINE SUPPORT. The main content area is titled 'My Cart' and contains a table of 'Order Items'.

Thumbnail	Product	Quantity	Price	Project	Trash
	St George polyester bunting <ul style="list-style-type: none"> St George Polyester Bunting: St George Polyester Bunting 	10	£ 54.00 inc. VAT £ 45.00 ex. VAT		
	Stretex Displays <ul style="list-style-type: none"> Pages: 1 Size: The Counter Single Sided Material: Stretch Knitted Branding: Branded 	1	£ 170.00 inc. VAT £ 170.00 ex. VAT	Upload file Create custom project	

At the bottom of the cart, there are three buttons: 'Back to Shopping', 'Price: £ 224.00 (£ 215.00) Delivery: 06.11.2018', and 'Continue'.

To help ensure your artwork passes the preflight checks manually check that the artwork meets the following requirements:

- The correct template has been used
- Artwork does not include bleed
- Image quality is at 100% (150DPI)
- No crop marks or registration marks have been included in the artwork
- Artwork orientation is correct
- Main image or logo are in the correct position
- No notes, descriptions or annotations are included in the file
- The buying portal does not accept logos on their own as it will expand it to fit the template. (If you want a product that is plain with just a logo, this still needs to be provided in the product template with a background, even if the background is white. This makes sure the logo is displayed in the correct proportion and position.)






REMEMBER

What initially goes into the buying portal will be what gets printed. Eg a low resolution image that goes in will be a low resolution image when printed.

Once you have clicked on 'Upload' the preflight checks will begin automatically. This can take a little while depending on the size of the file and your network speed.

Once the preflight checks have finished the 'Upload' button will change to be one of the following:

	= Preflight has been passed with no issues
	= Preflight has warnings that require approval
	= Preflight has failed, artwork cannot be processed

To check the preflight results follow the 'Review' link. This will take you to a page which has a preview of your artwork in the template as well as any warnings that the preflight checks has produced. *(The artwork preview is low resolution, so can look slightly fuzzy. If there are any resolution issues for artwork or images in artwork this will be picked up as a written warning.)*

Preflight warnings and their meanings:

'Document is damaged' = *Document is corrupt*

'Document is secured for printing' = *Your file is password protected and cannot be printed.*

'Document is secured for changing' = *Your file is password protected and can't be changed.*

'Document has annotations' = *Your file has been changed with annotations.*

'Document has printers marks and annotations' = *Document has printers marks not unique to HoF.*

'Document has forms' = *There is an interactive form within your file.*

'Document has an embedded Job Ticket' = *A job ticket from a previous process is embedded within the file.*

'Document is encrypted' = *The file is password protected and can't be opened.*

'Document has Java Script' = *There are scripted actions within your file.*

'Document has action' = *Other scripted actions are included within the document.*

'Document has wrong amount of pages' = Preflight is expecting a set amount of pages and the artwork uploaded either exceeds or is below the minimum. To fix this separate the pages of the file. This can be done by visiting www.smallpdf.com/split-pdf or asking Studio.

'Document is in incorrect direction' = The orientation of the artwork is wrong. To fix this simply rotate the artwork until it is the correct way up.

'Document is too small and would be printed with white border' = The file is smaller than expected. Click either 'scale to fit width or height' or 'Do not scale'. This is dependant on your own judgement. **(Never choose 'scale to fit width or height (leave white border)')**

'Document bleeds are incorrect' = This shows us that bleed has been used in the file. Bleed is added by Puzzleflow after the preflight checks. In general this does not affect the artwork it is usually acceptable to approve.

'Document is separated' = CMYK & spot plates are separated within the file.

'Not unique spot colours' = Spot colour names clash with each other.

'Ambiguous spot colours' = Spot colours could convert to similar values.

'Spot colour used' = The artwork has been made up of spot colours rather than CMYK (see glossary for definitions) Select 'Metadata' to keep the colour the same. There are two other options, including 'Convert to CMYK' this can affect the colours in your artwork. 'Remove', this will remove all objects containing the spot colours from your artwork.

'RGB colour in bitmap graphics' = RGB is the standard colour space used by computers, monitors, screens and televisions. Our printers use CMYK, because of this preflight will warn you if your artwork is using RGB colours. RGB colours in artwork will be automatically converted to CMYK after preflight so this warning can mostly be ignored. However, if the artwork requires specific colours then spot colours should be supplied before approving the artwork.

'RGB colour in vector graphics' = RGB colours are present within the file.

CalRGB or CALGray colour in vector graphics' = Calibrated RGB or Gray present in the file.

CalRGB or CALGray colour in bitmap graphics' = Calibrated RGB or Gray present in the file.

Forbid spot colour name suffix CVC' = CVC is a video pantone and is not printable.

'Smooth shading (gradients) used' = This warning notifies you that the artwork contains gradient colouring, this can be ignored if the artwork is supposed to contain the gradients. If the colours do not look correct then this warning should be looked into further.

'Colour separation style is (allowed full separation info)' = Artwork has been fully separated into CMYK channels. This is more of a notification and artwork can be approved.

'Transparency Used' = This is a popular effect used within artworks. Look for any areas of discolouration. If you are unsure if this is correct contact Studio who will be able to look at it in more detail.

'Layers Used' = Layers are commonly used throughout graphic design. As long as the artwork looks correct it is okay to approve your artwork.

Min. resolution of contone images is '149 DPI' = Images are low resolution and must be 150 DPI or higher.

'Overprinted vector graphics' = Objects within the file are set to overlap. This is most likely caused when the artwork uses layers, with layers being hidden behind the actual artwork. Unless the artwork looks wrong you can approve the artwork.

'Font names are overlapping' = Again this is most likely caused by overlapping layers within the artwork. As long as the artwork looks correct this can be approved.

'Font is not embedded' = Fonts have not been set into the file.

'Glyphs used in text are missing' = Special characters in the text are missing.

'Font used in text is damaged' = Font is corrupt.



REMEMBER

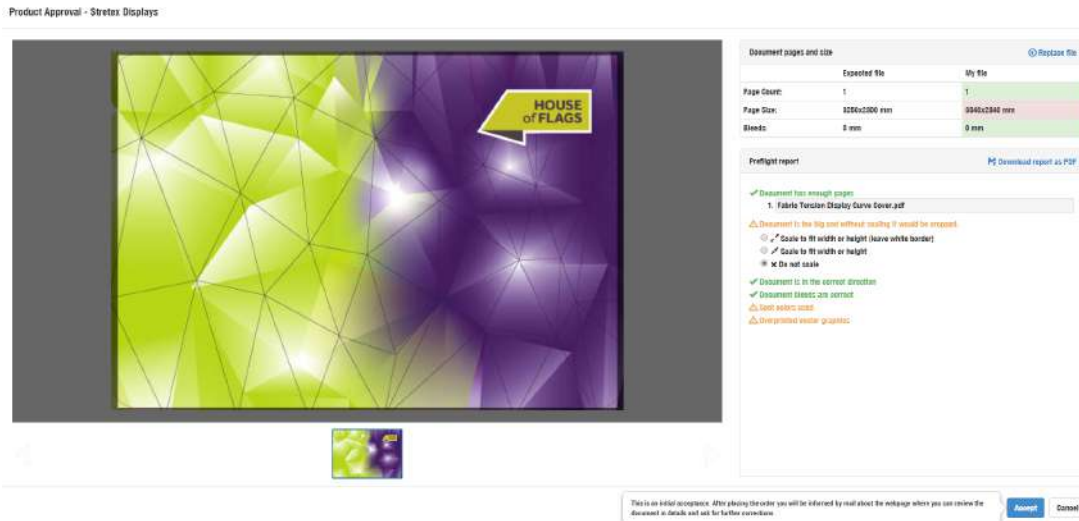
It is not always obvious from the preview on screen if the artwork is ok. The preflight warnings sometimes refer to hidden objects or items that can only be viewed with certain softwares. If in doubt contact sales support who will be able to provide you with more help.

Submission

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If the artwork only has warnings but no errors you will have the option to approve it. Make sure you have thoroughly checked all of the warnings before approving the artwork, and if in doubt contact the sales support team.

Product Approval - Stretex Displays



The screenshot shows a product approval interface. On the left is a preview of a Stretex Display with a 'HOUSE of FLAGS' logo. On the right is a preflight report panel. The report includes a table for 'Document pages and size' and a 'Preflight report' section with several warnings.

Expected file	My file
Page Count: 1	1
Page Size: 826x200 mm	884x284 mm
Bleeds: 3 mm	0 mm

Preflight report

- ✓ Document has enough pages
- 1. Fabric Texture Display Cover.pdf
- ⚠ Document is too big and without scaling it would be accepted
 - ☐ Scale to fit width or height (leave white border)
 - ☑ Scale to fit width or height
 - ☒ Do not scale
- ✓ Document is in the correct direction
- ✓ Document bleeds are correct
- ⚠ Font subset used
- ⚠ Overprinted vector graphics

Buttons: **Accept** (green), **Cancel** (grey)



REMEMBER

Accepting an artwork with warnings can produce an unusable product. Be sure to check all of the warnings before submitting your artwork.

Once have checked the artwork and the preflight warnings you can click the 'Accept' button. This will take you back to the order summary page. Here you will find the preflight 'Review' button has turned green.

Tel: +44(0) 1492 661 478 Email: sales@houseofflags.co.uk

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Search All Products...

CONTACT US EMAIL US LOGIN

SECTORS FLAGS FLAGPOLES BUNTING BANNERS DISPLAY STANDS SIGNAGE OFFICE REFURBISHMENTS VEHICLE GRAPHICS ONLINE SUPPORT

My Cart

Order Items

Thumbnail	Product	Quantity	Price	Project	Trash
	St George polyester bunting • St George Polyester Bunting: St George Polyester Bunting	10	£ 54.00 inc. VAT £ 45.00 ex. VAT		🗑️
	Stretex Displays • Pages: 1 • Size: The Counter Single Sided • Material: Stretch White P • Branding: Branded	1	£ 170.00 inc. VAT £ 170.00 ex. VAT	Review Flipcase file	🗑️

Back to Shopping

Price: £ 224.00 (£ 215.00) Delivery: 06.11.2018 **Continue**

The delivery information should be pre-set. Follow the 'Continue' button to carry on to submitting the artwork.

The next page will allow you to input all delivery and billing addresses. There is also a pick up option. Make sure every field is filled before clicking 'Continue'.

The final stage is the summary page. Make sure all of the information is correct before clicking 'Order'. You will receive an automated email containing your proof.

The logo for 'HOUSE of FLAGS' is contained within a yellow speech bubble with a white border. The text 'HOUSE of FLAGS' is written in a bold, black, sans-serif font. 'HOUSE' is on the top line, 'of' is smaller and positioned between 'HOUSE' and 'FLAGS', and 'FLAGS' is on the bottom line.

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For any questions or for
further help contact sales
support

salesupport@flags.co.uk