



Weldon, Williams & Lick, Inc.

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THERMAL TICKET PRINTING SPECIFICATIONS

ART CONCERNS TO KEEP IN MIND WHEN DESIGNING FOR THERMAL TICKET STOCK

Minimum Screen Percentage: All thermal tickets are printed using a Flexographic press. This press utilizes a rubber plate for the printing process. Because of the nature of these plates, there is a minimum screen dot that can be held during plate creation of 2%. Gradients that blend to white will randomly wash out of the plate causing a distressed area that will dirty up through the press run. Because of this, it is required to either add the minimum 2% to the art files or create a hard edge in gradient areas.

Spot Plates vs. 4c process: When possible, it is recommended to run print jobs as spot colors vs. 4c process. This allows more control of dot gain during the print run. It is also recommended that screens of black and solid black elements be run as separate plates for the same reason.

Reader Bar Clear Area: All thermal tickets have a black box on the back. This is the timing mark for the thermal box office printer and lets the machine know when to start printing, stop printing and cut the ticket. This square is printed using black carbon based ink. The carbon in the ink is what the printer reads. Because of this, we cannot print any other ink colors containing carbon in the reader bar clear area. This clear area runs along the edge of the ticket on the same side that the black timing box is printed 13mm tall.

If artwork needs to be placed in the reader bar area, we can custom mix the ink using a non-carbon black. Non-carbon black ink does not print as dark as carbon black ink. When printed side by side at 100% the non-carbon black will appear at 85% the strength of the carbon black. Meaning at it's strongest, non-carbon black has a washed out appearance.

Total Print Stations: There are a total of 10 print stations available on the press. This is for both the front and back of the job. Each color will take a print station. For example: If you have a 4c process front and a 4c process back there are a total of 9 plates for the job. FRONT: CYAN, MAGENTA, YELLOW, BLACK BACK: CYAN, MAGENTA, YELLOW, NON-CARBON BLACK, CARBON BLACK (READER BAR). UV blacklight ink, varnish and coin rub each require a print station. Please try and keep this in mind when designing your job.

Color Critical Work: If a job is color critical, please provide a color hard copy to use as a target. Many factors can affect the color printed on the press, including paper stock, ink density, analog rollers, humidity, etc. Knowing your expectation for color gives us a target to dial in the press during the print run.