MATERIAL INSTRUCTIONS

MY GRANO

Product types and their requirements in the My Grano ordering system

EDITABLE PRODUCT (I.E. WEB-TO-PRINT PRODUCT)

• Web-to-print products can be customised directly in the browser with the product editor in the My Grano service. A typical web-to-print product is a company business card that has fixed company brand elements as well as elements that the user can edit by adding their own information.
• The product can contain both editable (e.g. text fields and replaceable images) and fixed elements (e.g. layout, background image, logos).
• The editing features of the product template can be customised to meet customer needs. The editor can be programmed to create materials using customer brand fonts and colours only, or alternatively advanced editing may be enabled in the product template, meaning that the user may change the size, colour or font of the text, for example.
• The product template specifications are created in an InDesign layout, which contains the product look and content, such as colours, images, logos, etc.
• See material instructions for InDesign layouts under instructions for editable products.
• **What kind of material do we need?** An InDesign layout package including links and fonts.

PRINT ON DEMAND (I.E. POD)

• POD (Print on demand) products are products that are printed based on the printing assets attached to the product in the quantity specified in the order. The customer cannot edit the printing assets in the service.
• The materials must be provided in accordance with general material instructions specified by Grano
www.grano.fi/en/aineisto-ohjeet.
• **What kind of material do we need?** Print-ready PDF.

PRODUCT BASED ON THE CLIENT'S PRINTING ASSETS

• Products based on the client's printing assets are product templates for which users can upload printing assets in PDF format. The PDF files uploaded by users are scanned for viruses and their suitability for printing is verified automatically.
• The file's suitability for printing is verified against predetermined product template characteristics (e.g. number of pages and size).
• The materials must be provided in accordance with general material instructions specified by Grano
www.grano.fi/en/aineisto-ohjeet.
• **What kind of material do we need?** Print-ready PDF at the time of ordering.

STOCK PRODUCTS

• Stock products are ordered through My Grano and delivered from the warehouse.
• The customer cannot edit stock products in the service.
• Stock products can be established in My Grano without printing assets, if Grano already has the products, or the products are delivered to Grano's warehouse.
• If stocked products are printed at Grano before they are established in My Grano, the printing assets for the products must be created in accordance with the general material instructions specified by Grano.
• Photographs, low-res material or other illustrations may be used as product images of stock products in My Grano. If necessary, a product image may be added to a stock product later on.
• Stock products may also be located in the warehouse of the customer or a third party, in which event the orders are directed to a predetermined e-mail address. The logistics and warehouse inventory are the responsibility of the customer.
• **What kind of material do we need?** A product image and a print-ready PDF of the printed product, if the product is not already in stock.

GRANO