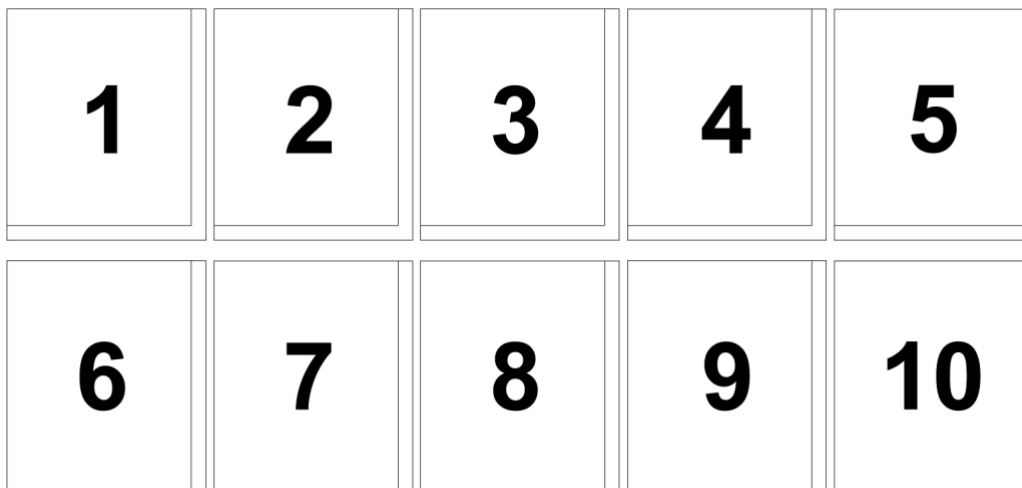


TECHNICAL STANDARDS

Technical specification for gluing posters 12 m² for outdoor advertising

1. PRINTING

format 504 x 238 cm The poster consists of 10 identical segments, and each segment has dimensions of 1000mm width x 1250mm height of the visible part. The direction of the paper fibers is aligned with the height of the poster segment. To allow for spreading of the assembled wet poster, the actual dry poster dimensions with flaps included are 5000mm wide x 2500mm high. Cutting the segments to the format for pasting is done from the upper left to the lower right corner in the order shown in the picture. The overlap between the segments must be 30-50mm, half of which is the unprinted margin. To help align the segments with each other, a 15 mm cross should be printed in a contrasting color.



STICKERS

The sticker should have the same characteristics as the poster on which it is applied. Details about the campaign and the position where it is pasted on the poster should be listed on the sticker or its cover. 2.

2. DELIVERY OF POSTERS

Each delivery of the poster should be accompanied by:

- a photocopy of the test print proving that the visual has been accepted
- the delivery note, which should contain information about the delivery date and information about the campaign. Poster segments should be submitted in such a way that they are stacked on top of each other.

outdoor akzent d.o.o., Outdoor advertising company, 10000 Zagreb, Krapinska 27,
Tel: +385 1 3040 940, Fax: +385 1 3040 950 • <mailto:office@outdoor-akzent.hr> • www.outdoor-akzent.hr

OIB (VAT number): 31759630177

PHYSICAL CHARACTERISTICS OF THE POSTER

Weight: 115g/m² (±2%) (standard ISO 536)

Thickness: ≥ 140µm (standard ISO 534)

Tear resistance of wet poster according to AFNOR Q-03056 after 15 minutes of soaking R≥9N/15mm (with average values parallel and perpendicular to the fiber direction). Coverage (Opacity =Op) according to AFNOR Q-030006 measured at all points of the dry poster Op≥99.5%, after 15 min soaking Op≥98% (+-2%) (standard ISO 2471). Remark: The colored back of the poster (blue, gray or black...) improves the coverage of the wet poster. The colored back is achieved by adding a layer of colored fibers or a colored surface coating, whereby the minimum physical characteristics of the poster must be met. Printing on the reverse side is not allowed because the ink may merge. Dimensional stability of the wet poster: according to the COPACEL method, grade <1 (standard ISO 3781).

Water absorption according to AFNOR Q-03014 measured on all points of the back of the poster 15≤

COBB60≤30g/m²

COBB300≤70g/m²

Smoothness of the back of the poster according to AFNOR Q-03014 BENDTSEN smoothness >250ml/min.

Wetting the front of the poster:

- if it can be measured with a test according to AFNOR T-54124, it should be ≥ 37 10⁻² N/m
- if it can be measured with a test according to AFNOR T-54124 (absorption of a calibrated solution), the UPE test is used. (Union des chambres syndicales françaises d'affichage et de publicité extérieur)