

## BURGER MARKER CUSTOMIZATION

Dear customer,

In order to facilitate the preparation of the engraving stamp to be applied to the electric surface before the final production, we have prepared this document as a working guide to help you understand the requirements and needs to achieve a result of the highest quality and thus customer satisfaction. Thank you for following these guidelines and we remain at your disposal if you have any doubts or queries.

Our electric marker is designed for high production marking. It comes with a metal support to keep the marker in standing-up position and bring the food closer to it. For instance, if you are engraving bread, you can just to bring the bread closer to the marker and print on the bread without to move the marker.

As we cannot advise you on the best system for every type of food, we will refer to foodstuffs in general and advise you on the format of your design or logo. We remind you that you could also mark wooden or leather boxes.

As it is a hot iron the heat spreads through the food depending on the thickness of the line and the type of food. If the logo or design is composed of thin and close lines you may only see one line with the heat as the burnt line will be joined together.

### SIMPLE DESIGNS ARE BETTER

Engraved Burger Marker stamps should be **images that are not too complex, with sharp lines and no shading or gradients**. Otherwise, the design will not be well defined when engraved.

- Typography: It cannot be too small, too thin or with lines too close together.
- All designs must be simple, without gradients or shading. They must also be monochromatic.

You can see an example below:

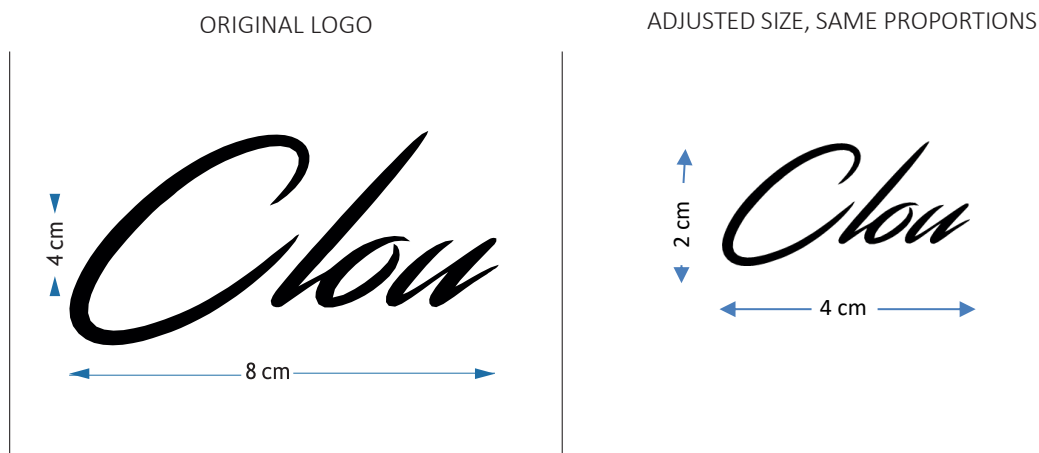
**wakea**  
**POKE BURGER**

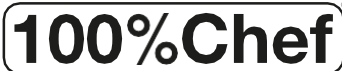
### PROPORTIONS AND SIZES

- You must tell us the maximum height or width of the logo you need.
- In order to maintain proportionality, we will take as a reference the largest of the measurements to make the marker.

Example: If the proposed design is 8 cm. long x 4 cm. high and you need a maximum stamp of 4 cm., we will take as reference the 5 cm. long and we will adjust it maintaining the proportionality and obtaining a stamp of 4 x 2 cm.

Below, you can see an example:





#### **AMOUNT OF INFORMATION PER CM<sup>2</sup>**

Technically, engravings can be made very small, but the information conveyed to the food will be much less well defined. Very small and closely spaced lines will not be visible when transferring the design to the food, and the final result might not be the desired one.

For this reason, it is essential to choose a clear and simple typography or drawing, and to consider the right proportion between the size of the engraver and the design. These details are basics to produce a good marker and be able to clearly transfer your logo to the product. Remember: while choosing the design for your custom burger marker, less is more!

If your design proposal does not meet our requirements, we will unfortunately not be able to take on this assignment, although we will advise you on how to make your design feasible.

#### **MODIFICATIONS**

As we said, we can advise you on any variations, we can make small changes at no cost, but if we must significantly modify the design and make different studies or proposals, or if the formats have to be transformed (if the design requires it...), this will entail an additional cost of 30€.

#### **REQUIRED FILES**

Files should, as far as possible, be Vector (Illustrator, ID, Vector PDF or other design files). Image PDFs should be in BLACK AND WHITE, without contrasts or gradients.

Other formats, such as Bitmaps, should be at least 300dpi resolution.

#### **WORK ACCEPTANCE**

If you have made any changes to the design, and to avoid any type of error or confusion, you must send us an e-mail with the order confirmation, the final design file attached and the description of the chosen size. Only then, we will start the production process.

#### **PRODUCTION TIME**

Once the order is confirmed, we need 5 working days for production.

Thank you for your collaboration in order to continue to improve.