MALMÖ CENTRALSTATION

Station
Attention

Create memorable experiences thru a combination of the physical and the digital. Digital screens in attractive locations combined with banners ans wraps to give your brand the exposure you want.



MALMÖ CENTRALSTATION

Wrapping Saluhallen in/out





The Art of Outdoor®

Wrapping Saluhallen in/out

Format
Two double sided foils.
Total dimension:
Indoor measurements (double print) see nr 1 → Outdoor measurements (double print) see nr 2 →
10 mm bleed with crop marks. Each original as a separate print file.

Material
Printed on foil with removable adhesive (promotional film) with Rapid Air.

Production
Use a matte laminate tp avoid ”glare” from spotlights.

Additional information
Avoid placing the logo or text on the top and bottom 100 mm.

Delivery/packaging
Rolled from bottom to top. Packaged in protective material. Label the packaging with location and advertiser. Label the panels with location and numbering according to the location plan and 1. For Indoor reso. 2. For Outdoor.

The Art of Outdoor®

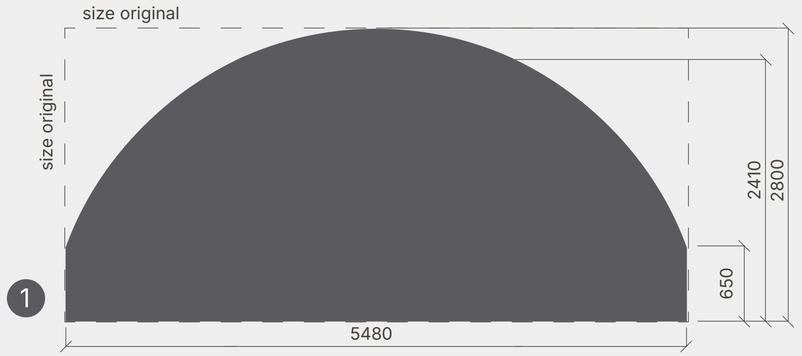
Location plan

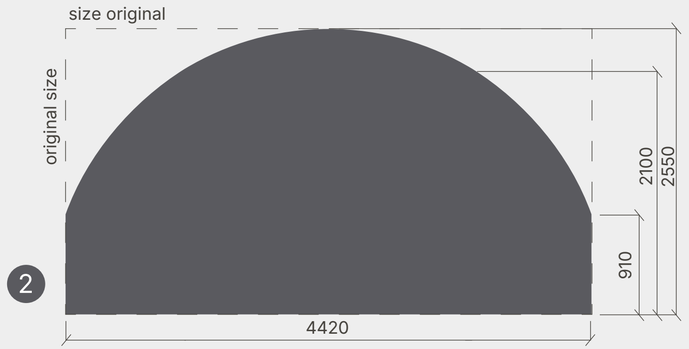


1



2 Outdoor





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MALMÖ CENTRALSTATION

Wrapping revolving doors

(18 locations)







Revolving doors towards Carlsgatan
(6 locations)

Format
6 foils á 1400 × 1000 mm (one revolving door with three double sided glass sections). 10 mm bleed with crop marks. Each original as a separate print file.

Material
Printed on foil with removable adhesive (promotional film) with Rapid Air.

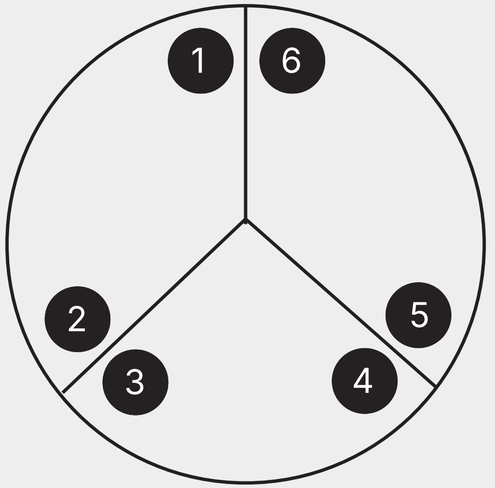
Production
Use a matte laminate to avoid ”glare” from spotlights.

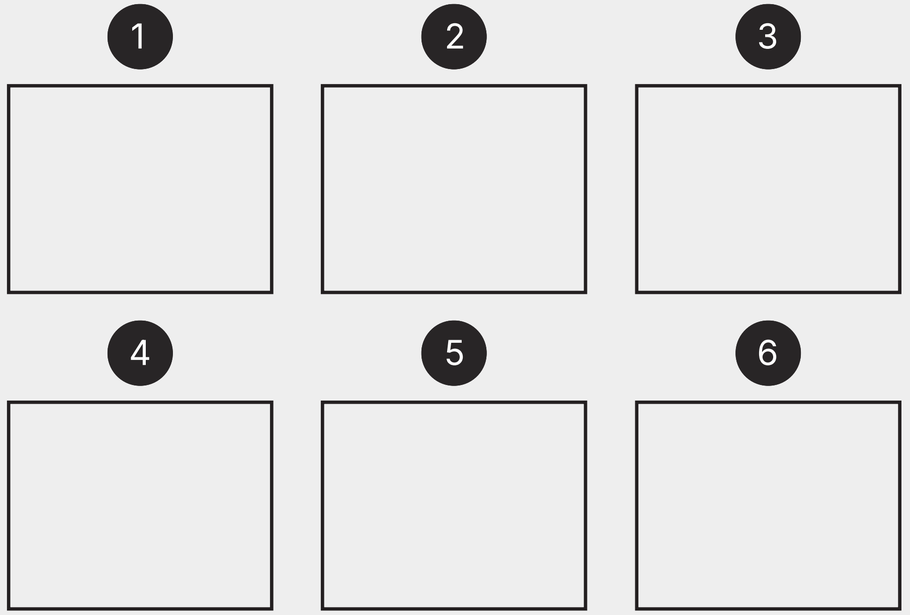
Additional information
Avoid placing the logo or text on the top and bottom 100 mm.

Delivery/packaging
Rolled from bottom to top. Packaged in protective material. Label the packaging with location and advertiser. Label the panels with location and numbering according to the location plan.

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Location plan





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Revolving doors towards Skeppsbron
(6 locations)

Format
6 foils á 1290 × 1000 mm (one revolving door with three double sided glass sections). 10 mm bleed with crop marks. Each original as a separate print file.

Material
Printed on foil with removable adhesive (promotional film) with Rapid Air.

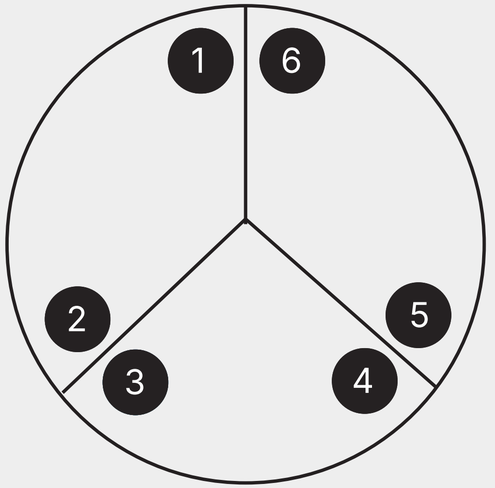
Production
Use a matte laminate to avoid ”glare” from spotlights.

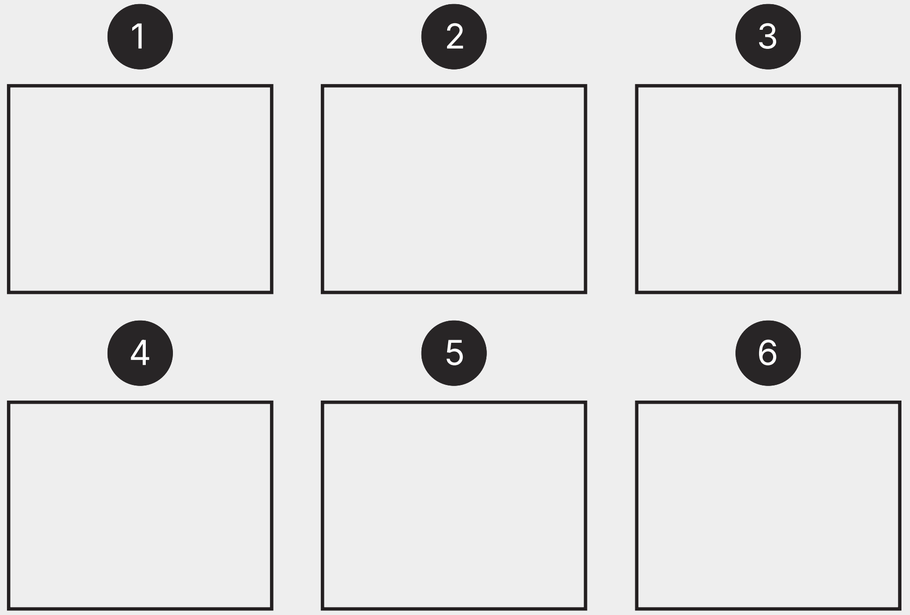
Additional information
Avoid placing the logo or text on the top and bottom 100 mm.

Delivery/packaging
Rolled from bottom to top. Packaged in protective material. Label the packaging with location and advertiser. Label the panels with location and numbering according to the location plan.

The Art of Outdoor®

Location plan





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Revolving doors towards taxi zone
(6 locations)

Format
6 foils á 1400 × 1000 mm (one revolving door with three double sided glass sections). 10 mm bleed with crop marks. Each original as a separate print file.

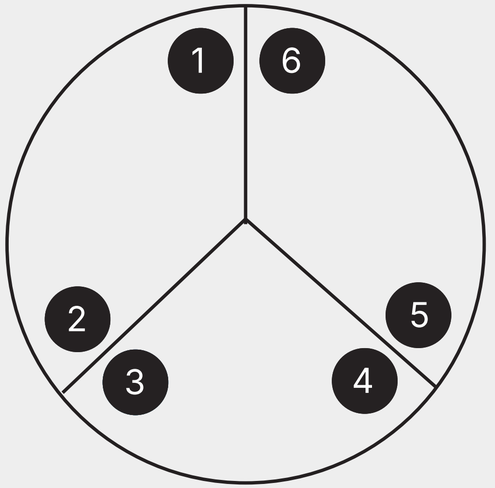
Material
Printed on foil with removable adhesive (promotional film) with Rapid Air.

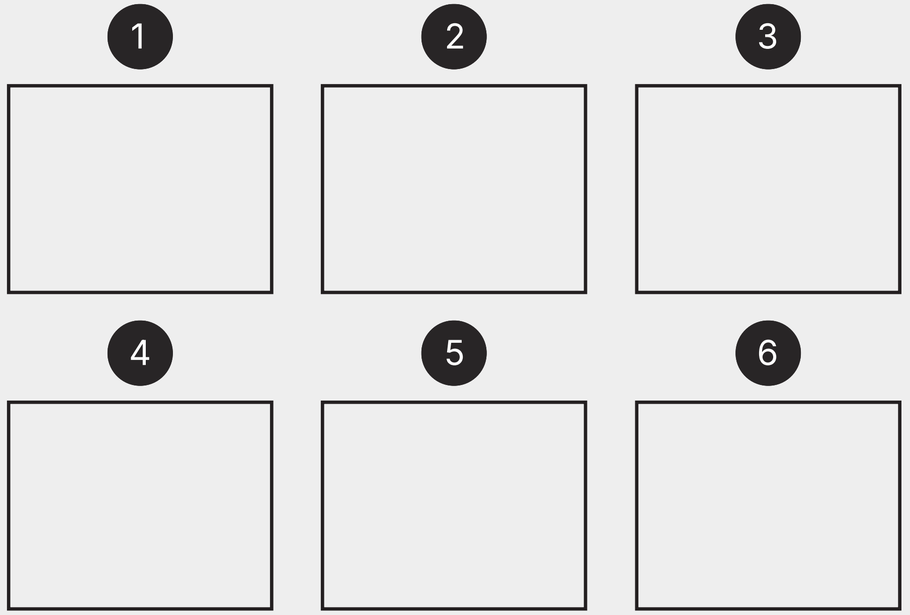
Production
Use a matte laminate to avoid ”glare” from spotlights.

Additional information
Avoid placing the logo or text on the top and bottom 100 mm.

Delivery/packaging
Rolled from bottom to top. Packaged in protective material. Label the packaging with location and advertiser. Label the panels with location and numbering according to the location plan.

Location plan





MALMÖ CENTRALSTATION

Ceiling Banners Glasgången

1500 × 1500 mm
(8 banners)



Ceiling Banners Glasgången

1500 × 1500 mm

Format
Total dimension (including production):
1500 × 1500 mm (double print)

Material
Polyester textile with blockout, e.g. PGM Softtex Duo.
At least fire class B1 acc. DIN 4102.

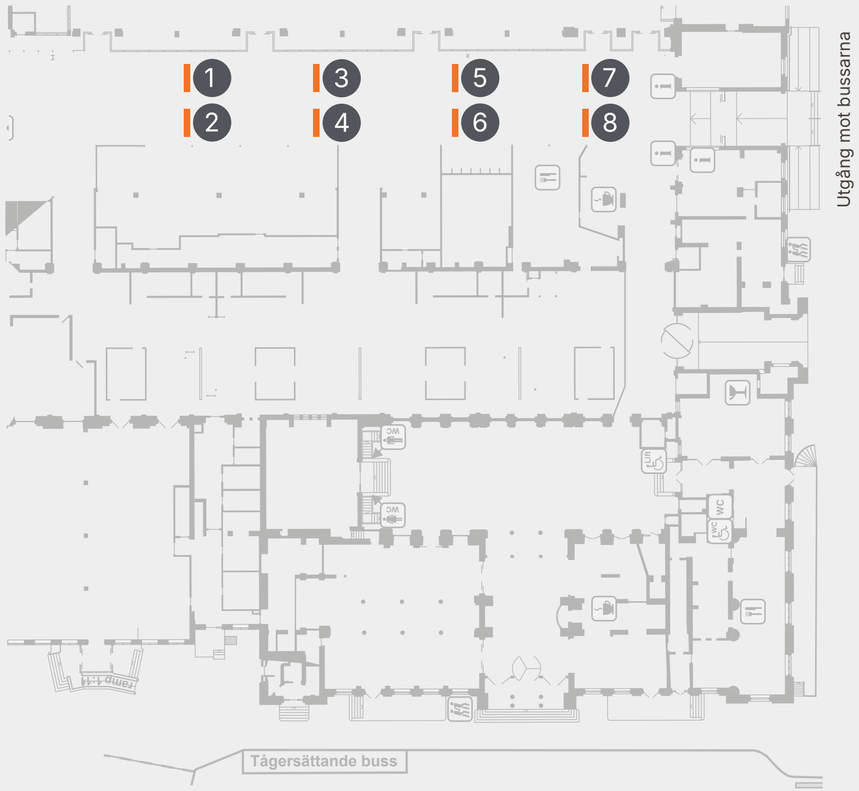
Production
8,5 mm keder along upper edge.
Leadband along the bottom edge.

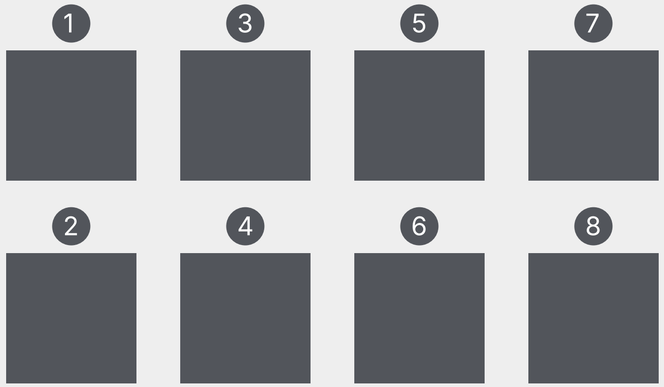
Additional information
Avoid placing the logo or text on the top and bottom 100 mm. Ability to have different images on each side.

Delivery/packaging
Rolled bottom up. Wrapped in protective material.
The delivery must be marked with advertiser and motif.

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Location plan





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Delivery

Deadlines
Artwork needs to be delivered to Ocean Outdoor no later than 14 business days prior to campaign launch. Any artwork delivered late is not guaranteed to run on time.

File delivery & enquiries
Delivery link: **https://oo-se.wetransfer.com/**
High-resolution, print-ready PDF in CMYK. Keep all layers in a single file. The design should NOT include crop marks or bleed. For best results, save the file without an embedded color profile; if you must select one, choose ISO Coated V2. Convert all text/fonts into outlines (vector paths).
Color profile: Fogra39 for banners

Naming
Please note that when sending in files, the file name must be clearly labeled with the advertiser, artwork, size and placement numbers.
Example of approved file name: advertiser_artwork_1500×3000mm_1

For questions regarding material, please do not hesitate to contact us at: **labs@oceanoutdoor.se**