

Planning Guide - Creating Synergy!

1. Strategize DESIGNING	2. Budget PLANNING	3. Communicate BUILDING
<ul style="list-style-type: none"> • Know your goals – what are the critical elements for your project? • What fabric will you want to use: type / color / weight? • What messaging is necessary; image and text? • When ordering different sizes, be aware that the print may look or impact differently on a small or XXL shirt. • Will Specialty Ink techniques better serve your goals? Remember certain fabrics will not be suitable with some Specialty Inks. • What placement is desired? There are some interesting locations that will attract more attention to the message. • Will Screen Printing or Embroidery suit best? • Will a printed neck tag or a youth label be required on printed garments? 	<ul style="list-style-type: none"> • Advance scheduling will help avoid 'Rush Charge' on orders. • A vector art-file is required. For other files, artwork charges apply. • Pricing is scaled by the number of prints, the number of colors required and the number of locations*. If the fabric is 100% poly or fleece there are additional costs involved. Neck tag and youth labels are additional print costs. • For Screen Printing, a white garment is usually the least expensive to print on. Darker colored garments require an under-base to ensure vibrant color. Also, there an 'ink color change' (for embroidery, a thread change) charge for different design colors. • Will you want the items tagged, Poly-bagged, or require a special fold? Multiple drop shipments also increase costs? 	<ul style="list-style-type: none"> • Order & Artwork is confirmed • Digital Proof for design placement, color & size verification is sent for approval • Product (shirts) received & checked-in** • <p>Optional Verification Steps:</p> <ul style="list-style-type: none"> • Pre-Production Sample is produced • Photo of the sample is emailed or original sample is sent for approval *** <p>Final Confirmation</p> <ul style="list-style-type: none"> • Order goes to press • Final QC, Tag / Polybag • Packaging/Shipment
<ul style="list-style-type: none"> • Communication is key – open discussion with your Customer Service Manager 	<ul style="list-style-type: none"> • Planning carefully will help us cost your project for you. 	<ul style="list-style-type: none"> • The Right-Result is attained on time – every time!

* **For embroidery**, production charges are based on 'Stitch Count' and quantity. There is a charge for digitizing an image; i.e. converting it into a stitch based embroidery tape.

** **To account for Mill Damage, or supplier size(s) or color errors, and printing problems, a spoilage allowance of one unit or 1% of the total order is the industry norm. If your order must ship exact more time is needed and it is recommended that a couple of units to each size/color is included as a buffer for such problems.**

*** To see the pre-production proof, nowadays, we send a digital photograph and expect an immediate response by telephone or email. A delay longer than 15 minutes the job will be taken down, rescheduled and the photo-proof is billed as a Pre-Production Proof.