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THINGS YOU MIGHT WANT TO KNOW

ART SPECIFICATIONS must be fully vectorized files created in software programs such as Adobe Illustrator and saved as an .ai or .eps format with type converted to curves or outlines.

BLANK SAMPLES are actually blank (no logo) samples of an item. Blank samples may be requested to Avalon Image Group.

CANCELLATION charges may incur after an order has been placed. This charge is dictated by each individual supplier to cover cost of labor, art time and materials.

COPY CHANGE charges may apply if the logo is the same on all items but there may be a different line of text on different items within the same order (ie: 500 pieces has a company logo and there are five different department names on 100 each).

DROP SHIPMENTS are when the supplier ships direct to various addresses. There is usually a drop ship (per shipment) charge in addition to the shipping charges.

INK CHANGE charges may apply if the color of the imprint changes within an order (ie: 500 pieces of an item have 250 printed with a white imprint and 250 printed with a black imprint).

LEAD TIMES vary by supplier. Most lead times range from three to 15 business days. Some suppliers offer 24 hour service. Overseas or custom items will require additional lead time.

LESS THAN MINIMUM charge is when an order is below the minimum quantity listed by the supplier. Most suppliers charge a Less Than Minimum charge (approx \$40.00) to go below their standard minimum quantity.

PMS MATCH charges may apply if a specific Pantone color is required. All suppliers have stock imprint colors available at no charge.

MORE THINGS YOU MIGHT WANT TO KNOW

PRODUCT COLOR CHANGE charges may apply if there are different colors of one item within one order (ie: 500 items in five different colors, 100 each).

PRODUCTION time begins after art/proof approval. This is the amount of time it takes the supplier to set the screen/die and run production of products.

PROOFS are an electronic version of how the logo will appear on an item. Avalon will email an electronic proof to the customer for approval prior to production. There may be a proof charge – this varies by supplier. For most 24 or Rush services, proofs are not provided.

OVER / UNDER RUN policy is common for most suppliers. This means the quantity of the product ordered by have a variance of usually 5% over or under run. To run an exact quantity amount, there is usually an “Exact Quantity” charge of approximately \$50.00.

RANDOM SAMPLES are samples that have a logo already on them. This gives a good look at the item and how the decorating is done and will look. Random samples may be requested to Avalon Image Group and are usually at no cost, within reason.

SET-UP CHARGES are the process of creating a die or screen from an art file to run an imprint on the product. There is usually a set-up charge per order per color of imprint. More suppliers today are offering 4-Color Process that will only incur one set-up charge.

SHIPPING METHODS vary by supplier. Most common carriers are UPS and Federal Express. At times, freight carriers/trucking companies will also be used. Avalon will always find the most economical methods to ship orders.

SPEC SAMPLES are an actual item with the logo printed/embroidered on the item. There is usually a charge for a spec sample. Spec samples may be requested to Avalon Image Group.

USB UPLOADING is in most cases offered at no charge (up to a certain memory amount). This is when the supplier will upload files onto memory pieces when in production to screen or pad print the item. Larger amounts of memory can be uploaded for an additional charge.

AND STILL MORE THINGS YOU MIGHT WANT TO KNOW

VECTOR ART is scalable, meaning it can be enlarged or reduced to just about any size and still maintain a sharp image quality. The format is usually .eps and is required by most suppliers in order to apply the art to the product. Any type in the original artwork also must be converted to outlines or curves. Note that non-vector files cannot be saved as .eps (such as: .jpg, .gif, .tif, .bmp, .png, etc.).

VIRTUAL SAMPLES are electronic renditions showing the item with a logo placed on the item. Virtual samples may be requested to Avalon Image Group. Virtual samples are usually at no cost, within reason.