



# PRINTING & INDUSTRY TERMS

## **Pantone Matching System (PMS)**

A book of standardized color usually in a fan format used to identify, match and communicate colors in order to produce accurate color matches in printing. Each color has a coded number indicating instructions for mixing inks to achieve that color. Please feel free to use our Color Chart as a guide if you do not have access to a PMS Chart.

## **Personalization**

Imprinting an item with a person's name using one of several methods such as mechanical engraving, laser engraving, hot stamping, debossing, sublimation, or screen printing, just to name a few.

## **Set-up Charge / Screen Fee / Plate Charge**

A fee charged by the manufacturer for labor and materials needed in order to transfer your logo to the printing method. A silk-screen requires a screen fee for every color, this is needed to manufacturer you the screens you will need for printing your logo. A deboss or hot stamp requires that we make you a metal plate for which the machine makes your imprint witch is otherwise known as a plate or a die. Digitizing for embroidery is the most expensive process, we need to make you a digitized tape so the stitching machine can recreate your logo on fabric. Many of these setups are outsourced to companies who specialize in correctly making these items, and the fees are the costs for this service. Often times we will keep your plate, screen, or mold on hand for a few years for reorders, this way you will not have to pay another setup charge again.

## **Exact Re-Order**

Usually there is not a setup charge on exact repeat orders. However, there are companies that require a re-order set up charge which is usually less than the original set up fee. We will inform you up front if you will have a re-order set up fee.

## **Color Match**

Sometimes the factory will have to charge a small fee to custom blend a special color that you have requested. If you select from their normal colors, you will be able to avoid this fee.

## **Camera-Ready**

Artwork that is black and white and has very clean, crisp lines that make it easy to scan and suitable for photographic reproduction.

## **Paper Proof**

Impression of type or artwork on paper so the correctness and quality of the material to be printed can be checked. All of our non rush orders receive a paper proof to make sure your order will be completed as you desire.

# PRINTING & INDUSTRY TERMS CONTINUED

## **Pre-production Proof**

An actual physical sample of the product itself produced and sent for approval before an order goes into production. This process has high costs (\$30.00- \$200.00) due to the labor involved, and having to slow production at the factory to make the sample.

## **Production Time**

The amount of time needed to produce and ship an order, once an order has been received and approved. Stock products with a one-color imprint usually ship within 10-12 working days. Custom products and those with multi-color imprints can require longer production time.

## **Overruns / Underruns**

The number of pieces that were printed in excess of the quantity specified/ the production run of fewer pieces than the amount specified. The industry standard on most products is + 2-5%, with the exception being on paper and plastic bags. They can range from +10 to +25%. Suppliers bill on the actual quantity shipped. Most suppliers will print more than ordered in case there is a problem with a few items so you do not have to leave someone shorthanded during an event. Also you will have extra items on hand for warranty purposes.

## **Copy Change**

A fee charged for changing the imprint copy on a product at time of the original order. For instance if your company has several locations and all have the same logo you will be charged a set up charge for the logo and first location information then there will be copy changes for each additional location.

## **Quantity Pricing**

These are the prices for which we discount your items based on the quantity you would like to purchase. They are usually always clearly posted on our website.

## **Drop Shipment**

Where we ship direct from the factory to your location. An order shipped to more than one location will be charged a fee for each additional destination. This option is not always available on all products.

## **Halftone**

An image produced by breaking the subject into small dots of varying intensities of gray ranging from white to black.

## **Bleeds**

Printers cannot print right to the edge of a paper sheet. To create that effect, the printer must use a sheet, which is larger than the document size. Then the printer prints beyond the edge of the document size (usually 1/8"), then cuts the paper down to the correct document size.

### **Screen Printing / Silk-Screening**

An image is transferred to the printed surface by ink, which is pressed through a stenciled screen and treated with a light-sensitive emulsion. Film positives are put in contact with the screens and exposed to light, hardening the emulsion not covered by film and leaving a soft area on the screen for the squeegee to press ink through. Also, you must create a different screen for every color you are going to print, and then screen each color separately allowing drying time in-between.

### **Embroidery**

Stitching a design into fabric through the use of high-speed, computer-controlled sewing machines. Artwork must first be "digitized," which is the specialized process of converting two-dimensional artwork into stitches or thread. A particular format of art such as a jpeg, tif, eps, or bmp, cannot be converted into an embroidery tape. The digitizer must actually recreate the artwork using stitches. Then it programs the sewing machine to sew a specific design, in a specific color, with a specific type of stitch. This is the process known as digitizing.

### **Deboss**

Achieved by depressing an image into a material's surface so that the image sits below the product surface.

### **Emboss**

We Impress an image in relief to achieve a raised surface.

### **Hot Stamp**

Setting a design on a metal relief die or plate, which is then heated and pressed onto the printing surface to achieve a deboss.

### **Etching**

Using a process in which an image is first covered with a protective coating that resists acid, then exposed, leaving bare metal and protected metal. The acid attacks only the exposed metal, leaving the image etched onto the surface.

### **Laser or Foil Stamp**

Applying metallic or colored foil imprints to vinyl, leather or paper surfaces. Usually with a deboss.

### **Die-Casting**

Injecting molten metal into the cavity of a carved die (or a mold).

# DECORATING TYPES CONTINUED

## **Die-Striking**

Producing emblems and other flat promotional products by striking a blank metal sheet with a hammer that holds the die.

## **Colorfill**

Screen printing an image and then debossing it onto the vinyl's surface.

## **Pad Printing**

A recessed surface is covered with ink. The plate is wiped clean, leaving ink in the recessed areas. A silicone pad is then pressed against the plate, pulling the ink out of the recesses, and pressing it directly onto the product.

## **4-Color Process**

A system where a color image is separated into 4 different color values by the use of filters and screens (usually done digitally). The result is a color separation of 4 images, that when transferred to printing plates and printed on a printing press with the colored inks cyan (blue), magenta (red), yellow and black, reproduces the original color image. These four colors can be combined to create thousands of colors just as your computer printer does.

## **Laser (Engraving)**

Imprinting method by which art or lettering is cut into a material by a laser beam that vaporizes the portion exposed through openings in a template.

## **Sublimation**

Dye transfer process where the image consists of a colored dye permanently embedded into the material surface of pores. Used to imprint messages, graphics and photographs on a variety of items, primarily mouse pads, mugs, T-shirts, caps, and trophy medals.

## **Decal**

Artwork is produced on a transparent decal, then applied to product.

## **Offset Printing**

A process of transferring ink from a metal printing plate to a rubber-covered cylinder. Used on more complex artwork and for higher quantity runs.

