THE COMPLETE GUIDE TO

GETTING YOUR ORDERS DONE SOONER

APPAREL REDEFINED

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This guide is meant to help you get your orders completed in the most efficient way possible.

The guidelines outlined here are standard operating procedure.

Refer to this guide first regarding any concerns you may have with your order.

Entering orders into the Sales Management System

When it comes to your orders, our “Portal” is the one source of truth. It is where your order lives. It is of utmost importance that your orders are entered with the highest level of detail.

Inputting false or incomplete data will result in a delay of your orders production or rejection of your order request.

MOST IMPORTANT DATA

All of the data about your order within the Portal is important but without the following fields properly filled your order will not be accepted.

- Screen Number
- Due Date
- Garment Styles
- Garment Colors
- Garment Quantities
- Personalization Details

The difference between a color change and a new set up.

When screen printing is the selected method for decoration each color is printed using a different screen.

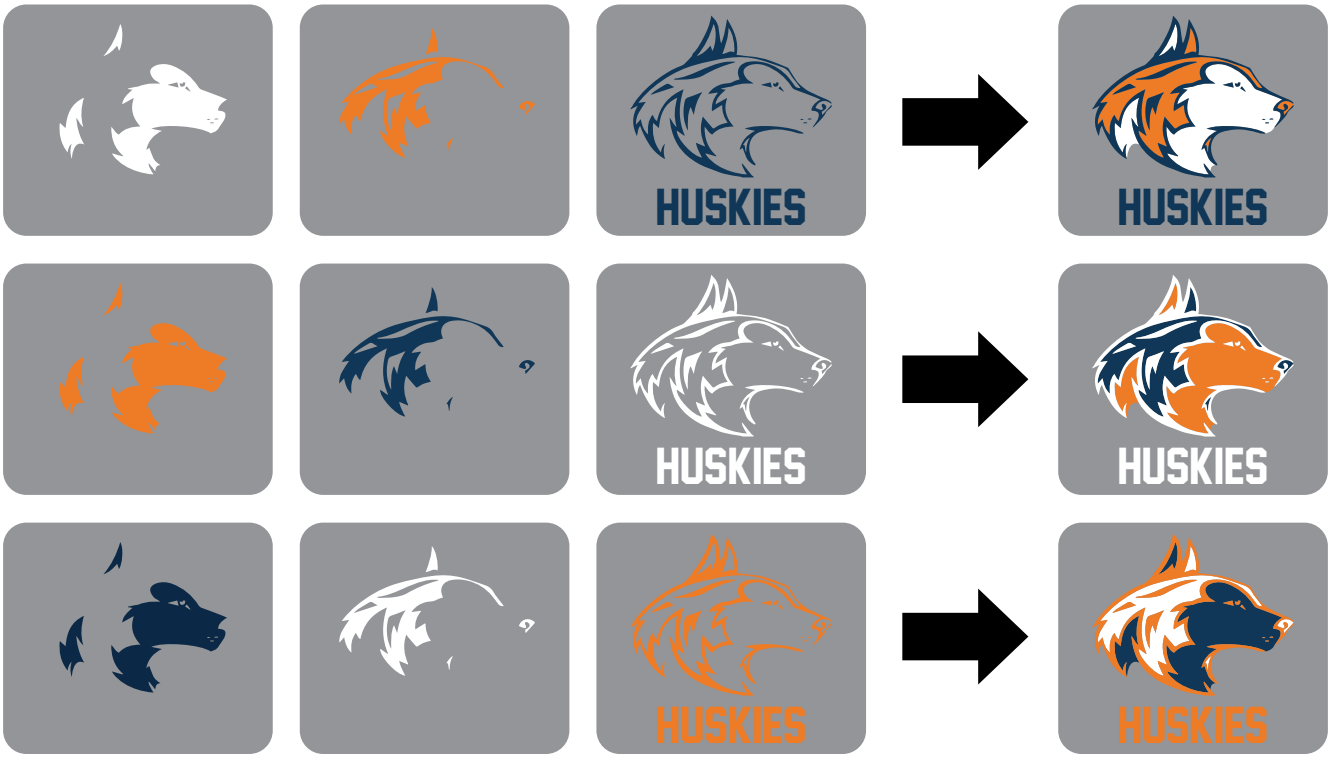
Color Change: When one or more of the colors is changed to a different one. This is sometimes necessary when changing the color of the garment being decorated.

New Screen/Set Up: Needed when changing the color only does not generate the desired image and/or color combination.

CHANGING COLORS

The image below is what a three color print looks like when the colors are separated into screens.

Below we can see what all of the color change combinations look like for this particular three color image.



ASH GARMENT

ORANGE GARMENT

NAVY GARMENT

Typically, for a logo like this we don't want to change the color combination but we might want to change the color of the garment it's being printed on.

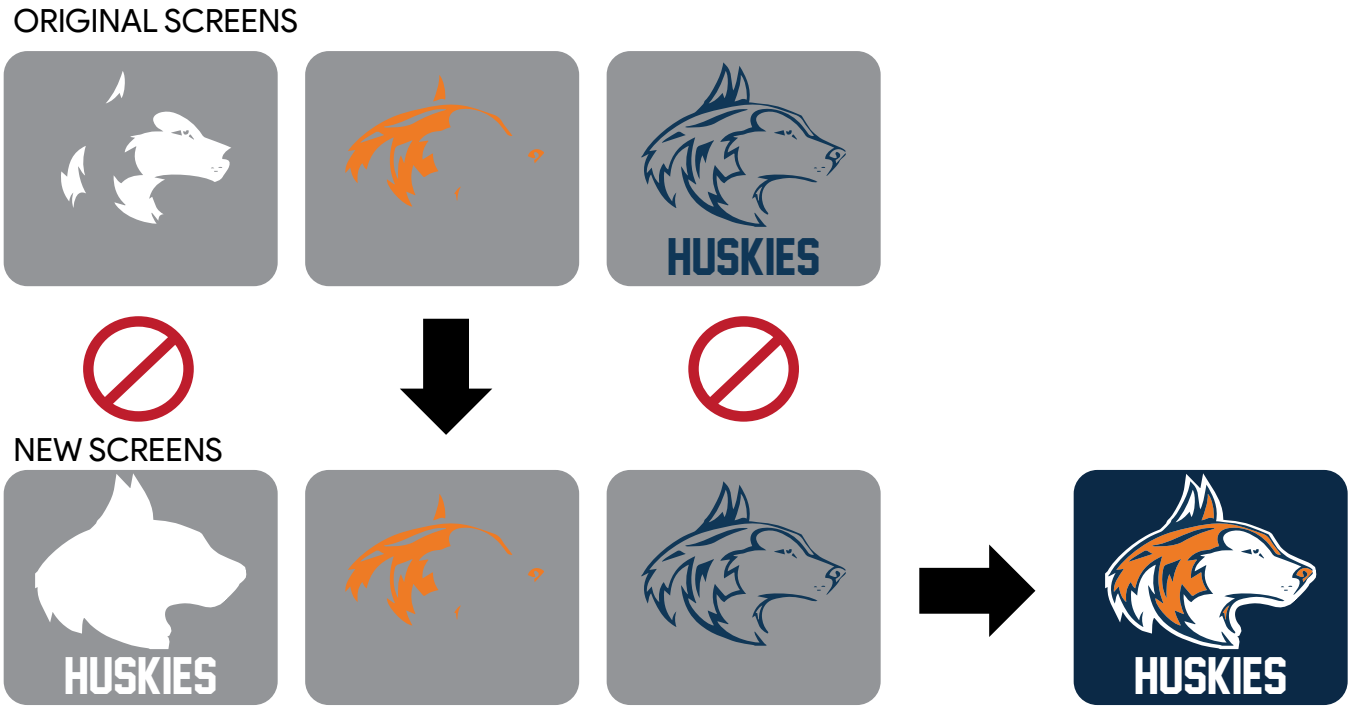
Changing the color of the garment sometimes creates an issue. Printing navy on navy means that we can't see the text very well. That's not what we want!

If we want to print this logo on a navy garment it won't look right with just a color change.

In order to get the best result the logo should look like this.

The problem is, none of the available color change combinations will create this image.

In this example we need to create new screens so we can print the color configuration we're looking for. Only the orange screen stays the same. We need new white AND navy screens to create the correct print. Even though the change may *seem* small, it requires an entirely new set up.



If color changes or new screens are not mentioned when an order placed it will delay production and alter the cost of the order.

HOW TO AVOID DELAYS AND EXTRA CHARGES

Our artists know if/when a color change will work or when a new set up is needed. The best way to insure there are no surprises is to *let them know all of the different garment styles and colors to be decorated* ***before*** *the order is placed.*

New set ups often occur when the garment color changes from light to dark or if the garment color is similar or the same as a color in the image being printed. Keep this in mind when taking and placing orders.

Turn Around Times and Rush Orders

STANDARD TURN AROUND

Our standard turn around time is 7-10 business days **from when artwork is approved and all garments have been received.**

RUSH ORDERS

Rush orders must be requested via phone or email AND approved by us BEFORE placing it into the system.

The size of the order is immaterial. Whether the order is 10 pieces or 100 pieces, if the order is requested in less than 5 days a rush charge will be added to the invoice.

EXAMPLE

An order has been in our system for three weeks. However, the garments don't arrive until 2 days before the requested due date, and that due date can't be pushed back to accommodate a normal turnaround time (7-10 days).

A rush fee will be charged because the order is completed in the 2-day time-frame.

PRO TIPS

Give yourself ample time when ordering from vendors known for back ordered garments and slow processing.

Adjust pricing to accommodate for a possible rush charge.

Communicate to your customers about adding rush fees. This has a tendency to speed their decision up!

COST OF RUSH ORDERS

NEXT DAY add 75% to total cost of order.
Less than 5 business days add 35% to total cost of order.

Understanding Underbases

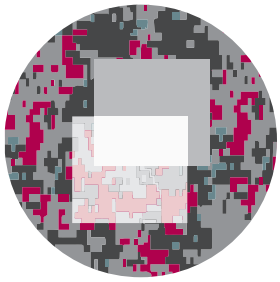
An underbase is a layer of white or dye migration blocker ‘dyno’ ink printed under another ink to enhance the brightness of less opaque inks or to prevent dye migration of sublimated polyester materials.

LIGHT ON DARK & OPACITY

Underbases are used with less opaque inks which include but are not limited to; yellow, orange, white, glitter, sparkle, neon inks, and metallic inks especially on dark colored garments. If an under base is NOT used, the color of the garment will negatively affect the color of ink. Desired vibrancy cannot be achieved without the use of an under base. Some exceptions apply.

DYE MIGRATION

Dye migration occurs during the ink drying process. Plastisol inks are heated to 320 degrees in order to cure and fuse to the garments.

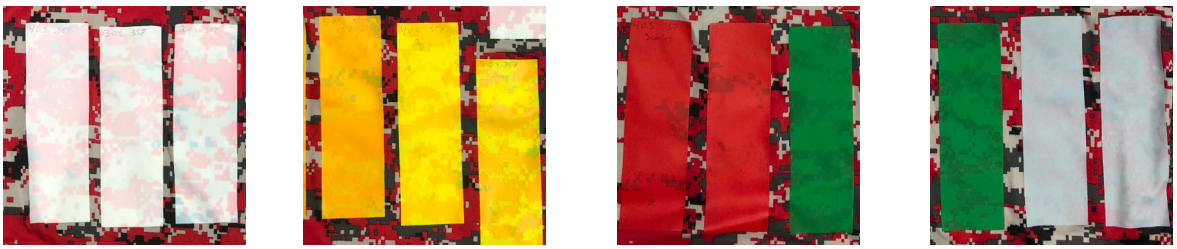


The heat used in the drying process sometimes causes the dye in polyester materials to return to a gaseous state. The released gases move up into the ink which causes bleeding and color changes in the printed design.

Dye migration most commonly occurs in materials with complex patterns and value brands including but not limited to; red family colors (cardinal, maroon, scarlet, etc.), digital camo, heathered effects, stripe tech, High 5, and A4. It can also occur in high quality brands such as Under Armour or Nike, although, less frequently. Where the garment is made and how it is dyed plays a major role.

This a common issue. There are inks available to stop the dye from tainting the design. The ink is used as a barrier between the garment and the printed design.

In other words, an extra color is need to print on garments prone to having dye migration issues.



Combining Orders

When placing orders, combining different deco options will result in a quantity break reset.

Quantity breaks are as follows:

A. 12-23
B. 24-47
C. 48-95
D. 96-143
E. 144-287
F. 288-499
G. 500+

Deco options that will reset quantity break:

Print Location change
Print Size Change
Garment Change*
Embroidery Thread Color Change
Embroidery Design Size Change

*Changing a garment does not reset the quantity break only if the print location does not change. e.g. left chest on tee shirt and left chest on polo OR if changing from a garment with a vertical reference (buttons or zipper) to pants or shorts and vice versa.

EXAMPLE

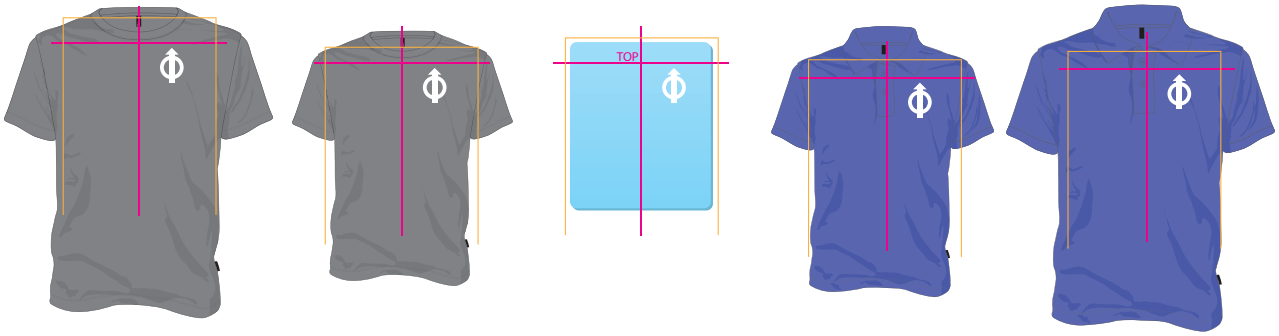
The total number of pieces ordered is 120. There are 45 tee shirts with a full front print, 55 polos with a left chest print, and 20 sweat pants with a left thigh print.

All three options require different set ups, therefore, they all fall under three different quantity breaks. The tees are in break B, hoodies in break C, and the pants in break A.

Compatable Placement Set-Ups

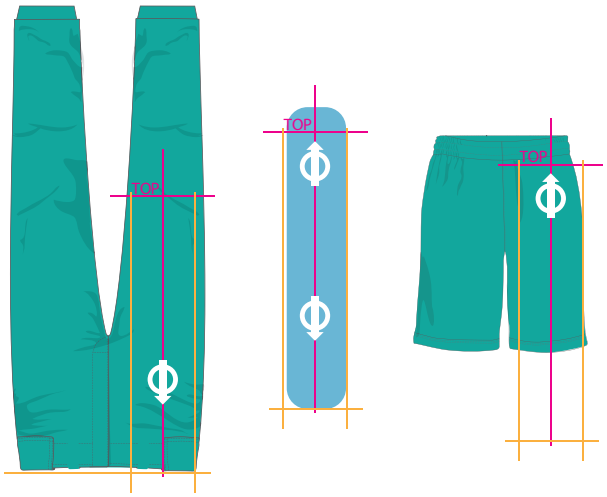
Screenprinting is a complex process. A very strict set-up process is required to ensure each print is placed in the proper location on each garment.

Tops are printed on a surface about as wide as it is long. The top of the “board”, the width of the board, and the position of the collar provide enough reference points for the printer to place the design in the correct location and make sure it’s level every time. These types of placements are compatable and can be used in the same order without reseting the quantity break.



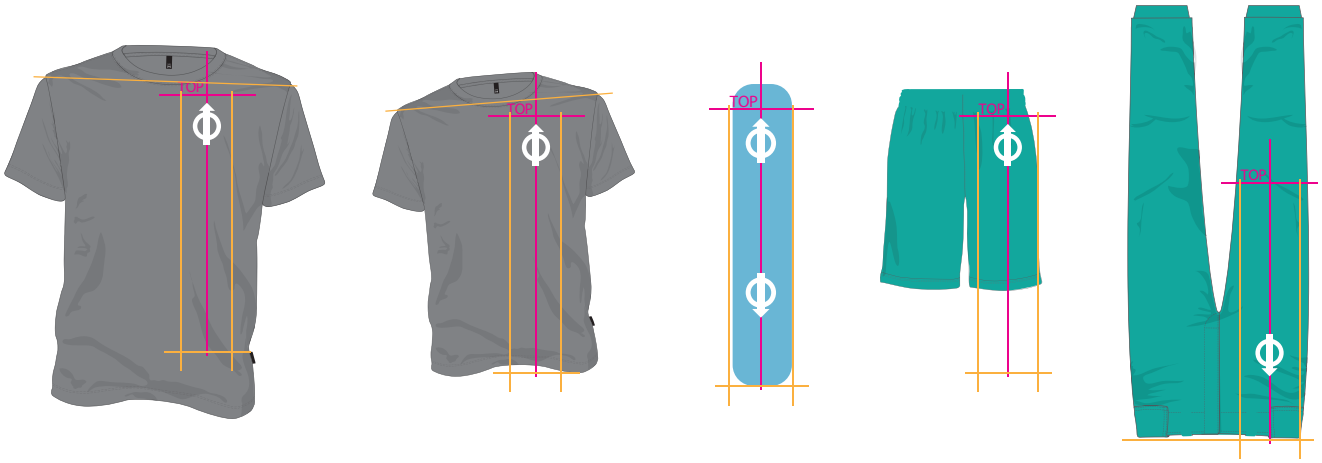
Pants and shorts are printed on a different board shape for obvious reasons.

Because they have similar reference points and use the same type of printing surface they can be comined in an order without reseting the quantity break.



In some instances you may want to print the same design on both shorts and tees. **This combination cannot be done.** There are not enough reference points on a tee or similar garment to effectively place the print in the correct location and make sure it's level every time using the pants/shorts board.

Even if the design stays the same different screens and boards will need to be used. **These types of garments cannot be combined. A new set-up is required for each type and the quantity breaks will be reset.**



There are special exceptions to this rule. Tops with clear center reference points such as buttons or zippers can be printed using a pants/shorts board.

SPECIALTY PLACEMENTS

Specialty placement prints are those which require anything other than the standard printing surfaces and set-up. Placements include but are not limited to; pockets, across or near seams, and across or near zippers.

There will be an additional $0.45 per print for specialty placements.

Digitized Files

Garments decorated with an embroidered design require a **digitized** file. Digitized files are specific to embroidrery machines. They provide all of the information the machine needs to create the sew outs.

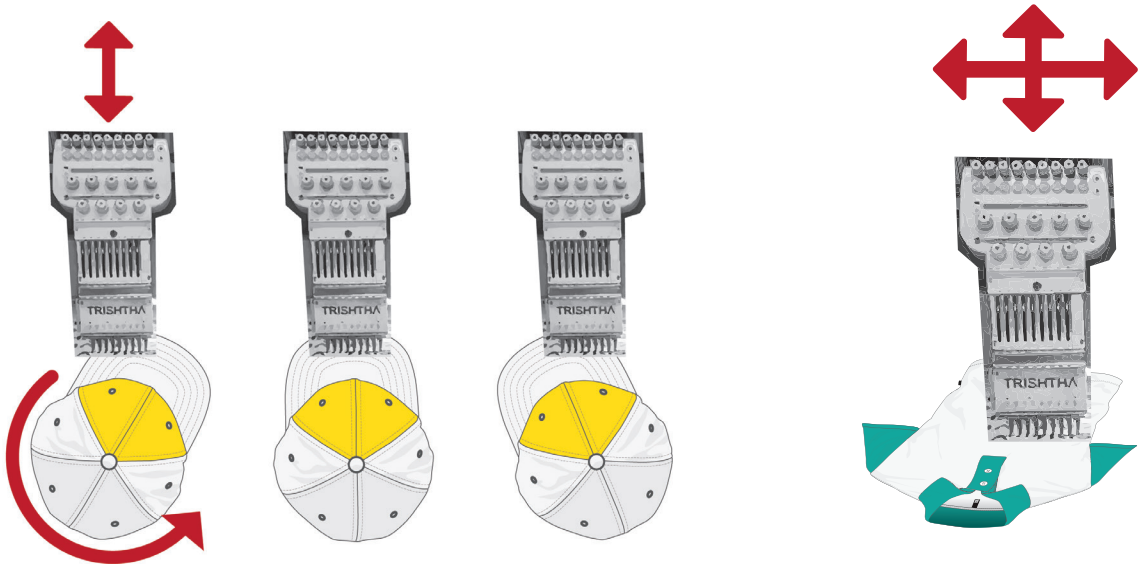
REUSING DIGITIZED FILES

It's possible to reuse digitized files for multiple orders. There are some circumstances where digitized CANNOT be reused and a new file is required.

CAN BE REUSED
Thread Color Change
Similar Garment Used
Similar Fabric Weight Used

CANNOT BE REUSED
Thread Color Added
Different Garment Used Especially HATS
Different Fabric Weight Used
Size Change

WHY HATS ARE DIFFERENT

Hats require a separate digitized file than most other garments becasue they are not flat. Their 3-D nature and their tendancy to bunch if they are not sewn correctly require a specific digitized file.

As hats are sewn they need to rotate while moving forward and back to be sewn properly. Other garments lay flat and are moved to the left, right, forward, and back to be sewn. THESE TWO TYPES OF MOVEMENTS REQUIRE TWO DIFFERENT DIGITIZED FILES.