

# Ordering Custom Designs

## Orders can be e-mailed, faxed or mailed

**E-mail:** Canada@StahlsCanada.com

**FAX:** 800-334-9692. Please include exact dimensions of final design. Faxing distorts sizes.

If artwork is only available on a garment, please call Stahls' Canada Custom Department for instructions.

**Mail to:** Stahls' Canada, 140 Snow Boulevard Unit 1, Concord, ON L4K 4C1

PC standard floppy discs and recorded CDs are accepted.

## Art Set-up Fee

Stahls' Canada will provide you with a quote that includes a set-up fee estimate. Sending electronic artwork to Stahls' Canada via e-mail or regular mail will not waive the set-up fee. Artwork must be modified for cutting purposes. **Art set-up fee: \$39.00 minimum.** If more than ½ hour is needed to prepare your artwork, additional charges will apply at \$39/half hour. Once you sign off on the quote, artwork set-up will be done, a paper proof will be provided and the set-up fee will be billed to your account. Art set-up fees will not be refunded if you cancel your order after artwork set-up has begun.

Reorders of Custom Product incur no art charges as long as they are exactly the same as the original order. Please provide the reorder number and date of original order. **Art will be kept on file 18 months from last order.**

## Include all pertinent information

**Please include your customer account number, company name, phone number, and contact name on all correspondence.** A Stahls' Canada Service Representative will contact you. We also need to know:

- Quantity
- Colour(s)
- Size – overall height and length of the design
- Desired material(s) – what type of garment/fabric is this being applied to. See handy reference chart on page 65.

If sending disks or CDs containing multiple files, be sure to include the file name(s) for review.

## Preparing Custom Artwork

1. Files can be accepted in the following formats:

**CorelDRAW®** – We can accept files in versions 5-X3.

**Adobe® Illustrator® or Freehand** - All versions with files saved 5.0 through CS. Files can be saved with either .ai or .eps extension.

**Bitmap** – Files with extensions .jpg, .tif, .gif, and .bmp are acceptable. We cannot accept .DAT files. Most bitmaps will be used as guides from which to redraw. If sending Grayscale or B/W bitmaps, please indicate colour placement.

**Embroidery Files** – .exp or .dst

2. All fonts used in design must be converted to curves/paths.

**To convert typefaces using CorelDRAW®:** With your art ungrouped, select all the type, convert it to curves by selecting “Arrange/Convert to Curves.” Note that script type styles will need to be welded in addition to being converted to curves.

**To convert typefaces using Adobe® Illustrator®:** With your art ungrouped, select all the type, convert it to outlines by selecting “Type/Create Outlines.”

3. Support your file with a printed copy of your artwork and indicate exact dimensions. We will check your artwork and dimensions against the transmitted file to ensure accuracy. Include a printout with any mailed disks or CDs.
4. Please check all files and disks for viruses. Do not send corrupt files.

## Raster Artwork Guidelines for Digital Output:

- Images should be created and saved at a resolution of at least 150dpi at actual size.
- Internet images are not recommended, they are usually only 72dpi which will result in poor print quality.
- Any colour changes or modifications to a bitmap require the bitmap to be vectorized which will include an art setup fee.

## Vector Artwork Guidelines for Digital Output:

- Vector artwork is encouraged because it allows for easier modifications and colour changes.
- We recommend selecting colours from the Stahls' Canada CAD-PRINTZ™ colour pallet. Specifying Pantone colours is also accepted, however not every Pantone colour can be simulated.

## Colour Guidelines for Digital Output:

- Our digital designs are printed using a four colour process (Cyan, Magenta, Yellow, and Black) to simulate colours. Due to the limitations of this process, colour matching is difficult and often times not possible, however, Stahls' Canada colour management system allows us to target and print colours with increased accuracy.
- True metallics and neons can not be printed with our digital process.

## Please Note:

**Custom orders are made especially for you. We cannot accept returns on custom product. Please review your paper proof thoroughly. Once your signature is received, indicating your proof is correct, the order will be non-refundable/non-returnable.**

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Stahls' Canada reserves the right to refuse to cut and/or design a customer's order or parts of an order which are determined to be offensive or which may allegedly be in violation of any legal statute.