

GENERAL

What is a program?

A program is any continually fulfilled (providing the same or similar) product to meet a customer's need.

There are a variety of programs that can be set up, including the following:

- Company Store and Co-op Programs
- Incentive Programs
- Premium Programs
- Anniversary Programs
- Apparel Programs
- Uniform Programs
- Point of Purchase Programs
- Safety or Quality Programs

For more information on setting up a program with Image Innovators, please contact us at 920-592-9448.

What is a spec sample?

A speculative (spec) sample is when one item is imprinted or embroidered with your logo on it so you can see what it will look like prior to placing an order. The cost for spec samples vary by item, and a quote can be provided if you would like to see a spec sample of an item.

What is a pre-production sample?

A pre-production sample is when one piece of an order already placed is produced prior to running the full order so you can approve the item. Pre-production samples may also incur additional costs, and increase the production time. Calculated production time will not begin until after the sample has been approved.

What are random samples?

Random samples can be provided if you want to inspect an item prior to placing an order. The sample will have either a random logo on it or no logo (blank), but allows you to touch, feel and test the item quality.

How do I know that I am ordering the correct apparel sizes?

If you are unsure of what sizes to order for apparel, samples can be provided. If you need only one piece of an apparel item to try for sizing, one can be sent to you at no cost. If you would like a set of multiple sizes there will be a charge for the samples. Any samples ordered will be used toward your order.

Why is there a minimum quantity?

Minimum quantities are the lowest quantity of a particular item that can be ordered from that factory.

Minimum quantities are required by vendors to maintain profitability and vary by item. On some products less than minimum quantity orders can be done for an additional cost. If you would like to order less than the minimum quantity on an item, please contact us for a quote.

What if I don't see anything on the website that will work for my promotion?

If you need additional ideas for promotional products or apparel, please contact us. We can do research and provide you with new ideas that may be better suited for your promotion.

What is the average lead-time for an order?

Standard production time is 2-3 weeks once art approval is received. Shipping time is not included in production time.

What if I have a rush order?

Rush service is available from nearly all factories with an additional rush charge. Rush service is available from same day to 3-day production time, depending on the factory.

Can I backorder products?

Yes. If you place an order, and it is currently out of stock, we can keep it on backorder and fulfill your order once the product comes in. We may also be able to find similar products to substitute if you are not able to wait for the backorder.

What are over and under-runs?

Most factories have an over or under-run policy of 5%-10%. This means an order may have fewer items or more items than originally ordered, and you will be invoiced accordingly. Orders are generally run with more pieces than what is ordered. Once the order has finished running, the factory will go through all the pieces and package and ship only those with good quality. Any products that do not have good imprinting quality will not be sent, which results in the over or under runs.

A screen charge is the cost of creating a film from artwork supplied to be used for imprinting products. The film is then used to create a screen that is used for imprinting. A setup charge is the cost for the factory to create the screen and setup the machine to run an order.

What is done to ensure my order is done accurately and shipped on time?

We have a diligent customer service team that follows up on customer orders on a regular basis. They will see your order through from the time it is first placed until it is delivered.

Do you provide any fulfillment services?

Yes. We provide additional fulfillment services such as gift-wrapping; packaging items together and other special projects. If you have a need for additional fulfillment services, please contact us.

An art to size charge is incurred when Image Innovators needs to resize artwork to fit the imprint area on an item. Art creation charges are incurred when art cannot be supplied in a digital vector format, and Image Innovators must re-create your logo. Art creation charges are also incurred for creative development of new art or if changes and/or additions are being made to an existing logo. Also included in the art to size and art creation charges is a paper proof for you to approve prior to your order going to the factory.

DECORATION

What are my decoration options?

The decoration method used for your order will be dependent on the type of product you are ordering. Decoration methods include the following:

- Embroidery
- Screen Printing
- Pad Printing
- Debossing
- Embossing
- Engraving

What is digitizing?

Digitizing is the process of converting a logo to a format compatible with embroidery machines, providing a sewing pattern that an embroidery machine can read.

What is the difference between screen-printing and pad printing?

Screen-printing stencils a color design with enamel paint through a fabric mesh screen onto a products surface. Areas not being imprinted are blocked out. Logos can be screen printed in one to four colors, four-color process, and simulated process. Additional specialty inks are available, including faux beads, clear-coated gellusion, high-density ink, suede ink, and glow in the dark ink. Screen-printing is typically used on apparel.

Pad printing can be done in one to four colors and utilizes a silicone rubber pad to lift the color and design off a plate and transfer it to the products surface. Pad printing is typically used on specialty items.

What is the difference between debossing and embossing?

Debossing depresses your logo down into the surface of a product, leaving a depression of your logo on the material's surface. Embossing raises your logo from the materials surface. Debossing and embossing are ideal on leather, durahyde and vinyl products.

What is engraving?

Engraving is when your logo is etches into the surface of a product.

CHARGES/BILLING

What are up charges on apparel?

Because more material is needed, and fewer products are made in larger sizes, apparel sizes 2XL and up incur an additional cost. Apparel ordered in tall sizes will also incur additional charges.

What is an art to size or art creation charge?

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What is a screen charge or setup charge?

A screen charge is the cost of creating a film from artwork supplied to be used for imprinting products. The film is then used to create a screen that is used for imprinting. A setup charge is the cost for the factory to create the screen and setup the machine to run an order.

What is a die charge?

A die is a metal mold that is carved in the shape of your logo. The die charge covers the factories cost of having to create your specially designed mold.

How will shipping and handling be charged?

Not all manufacturers allow us to ship on our own or on our customer's UPS or FedEx number, so our policy is to bill shipping and handling as incurred. There may also be separate handling charges that will be billed by the factory in addition to the shipping charges.

Freight costs for glassware or ceramics are higher on average due to heavier product weight and more packaging needed to prevent as much breakage as possible during shipping.

What if I place an order and then need to cancel it?

Our order cancellation policy is \$50 plus any charges, such as art charges or factory cancellation charges, which have been incurred on the order up to the point of cancellation.

Why are their re-order setups?

For repeat orders, old films and artwork need to be pulled and setup on the machine so your order can be run. Re-order setups are generally less than setups for first time orders, since the artwork is already on file and new screens don't need to be created, but varies by factory.