

Sublimation Packages

Package Design Development Use and Guidelines:

Every order that is put into the system MUST use the package system.

-The sales team will assign a package number in the line items for the art department, thus letting them know how much time should be spent on the job and the general level of the art work the customer is expecting.

-The sales team should look at the supplied questions that are provided for each package and make sure all questions have been answered. The sales team will need to list the applicable answers in the notes to art section on the order. Please list the answers in a manner that can be easily read, using proper punctuation, so there is no confusion as to what the art staff will be proofing to the customer.

-If the sales team needs to have the art charge removed, either because the minimum \ quantities have been met or the charge is included in the price of the shirt, the team member will need to send a focal point to Beth Hull asking for a line item deduction.

- If a custom price for art is needed the sales team MUST see Jeff at the time the order is being placed.

-If for some reason a customer declines the proof multiple times, due to revisions that are not our mistake, the art staff may need to contact the sales team in order to adjust the art price into a new package. Please be up front with how long the art should take and what the customer should expect to get. Normal orders should not take complete redoes or need to have more than one or two simple edits to the design. If the sales staff or the customer need to see multiple option to choice a single logo please make sure you are selecting the correct package for multiple options, (IE. 3 options of art that would normally fall into package 3, which should now be moved to package 4, due to the extra time it takes to set the multiple examples.) Please try to narrow down what the customer wants to one design, this will streamline the art process as well as save the customer from paying the extra in art charges.

-If for any reason the artist needs to be involved in the package discussion the sales team should make the artist aware of this and try to come to a mutual agreement for the customer meeting to be held. Both sales and art staff need to work on scheduling these meetings to keep the customer happy and work flowing in house.

-This process MUST be followed on every order entered. Communication between Art Staff, Sales Team and Customer is key in this process. The Process will *only* work if each order is completed thoroughly. Working together as a team we can make this design program work, and together we can make this company a leader in the industry.

Any order requiring color matching MUST include a \$25 surcharge.

(Example: Matching a jersey to a hat/pants.)

Color matching requires a physical sample of the item to be matched, 2 weeks before the order is due for completion.

Screenshots or photos of any kind are not acceptable.

Orders that do not have the item provided in a timely manner are subject to completion time frame changes or standard Pantone, non-custom color usage.

Items that are provided from another order or the showroom in replacement of items that have not arrived in time are subject to color differences. Each run of items from a supplier can vary dependent on fabric type, country of origin, and dye batch. Substituting items is not advised.

Package Design Development 1:

This will consist of a customer supplied or pre-existing screen print or sublimation logo on a solid color or a basic color block, heather pattern, etc.

Package 1 should take the artist 15 -30 minutes to produce an initial design.



- Existing screen print logos

- Color block

Package Design Development 2: \$75

This will consist of a customer supplied or pre-existing screen print or sublimation logo and a custom design element.

Package 2 should take the artist 30 -45 minutes to produce an initial design.



- Custom design element



Custom designed background -



- Custom design element

Package Design Development 3: \$150

This will consist of a customer supplied or pre-existing screen print or sublimation logo and a custom design element and background.

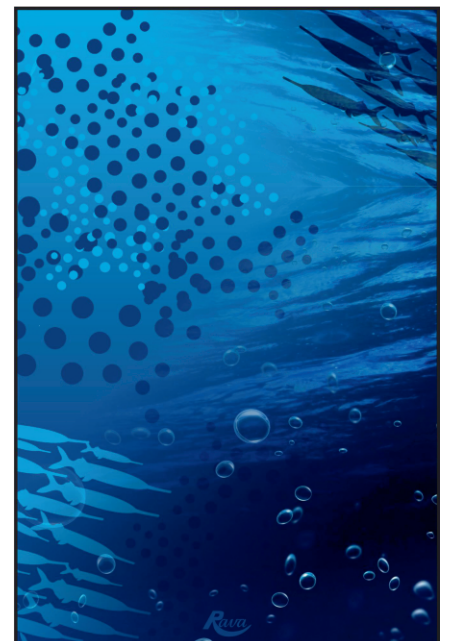
Package 4 should take the artist 1 -2 hours to produce an initial design.



- Custom background

- Custom vector design element

Custom background-
Custom vector design element -



Package Design Development 4: Custom Price

This will consist of entirely custom logos, design, and background elements.

Package 4 will take the artist a minimum of 2 hours to produce.



Custom vector logo -

- Custom background