



Is there a limit to the types of labels you can print?

We can print any size and almost any shape label. We can only apply a full wrap around on paint cans, but not the clear paint cans. We can print a full wrap around for any container but you will have to apply it yourself.

What file types do you accept for layouts?

If you are supplying your own art, a customer prepared PDF/X-1a file is preferred. A PDF/X-1a is basically a high resolution PDF optimized for printing. If you are unsure of how to create this, feel free to contact us. Otherwise a simple Press Quality or High Quality PDF will do.

If you anticipate us working with the file in any way or want us to set up the file for printing then we prefer native InDesign files, Illustrator EPSs, or Illustrator IA files. We will accept layouts as native PhotoShop files but there are certain guidelines to follow. See below.

Please remember to send along all linked images or there is very little we can do with the file. For the same reason please also remember to send the fonts used. If you don't anticipate us working with or editing the copy then you can outline your fonts but this greatly reduces our ability to interact with the file.

Why do you prefer PDF files?

Basically because what the customer created is what the customer gets. It greatly reduces our involvement and liability. The drawback is that the file must be set up correctly by the customer as we have little control and limited access to edit the file.

Why do you not prefer PhotoShop files for layouts?

We love PhotoShop! But it is not a page layout program. Without going into too much detail or theory, PhotoShop is a "raster" based program where the other applications are "vector" based with raster support and, in some cases, raster capabilities. In simple terms, your type and line art will remain crisp and print at the printers highest resolution in vector programs where as they are limited to the resolution set by the user in raster programs.

Yes, PhotoShop does have vector capabilities... until you flatten it. Which brings me to the guidelines. We will gladly accept a PhotoShop layout as a LAYERED PSD file. This solves several problems. Mainly it allows us to get in and make edits as necessary. But it also keeps any vector based capabilities resolution independent. If you must submit your layout in PhotoShop please anticipate and allow for bleed.

****Note: These restrictions are only for layout documents. You can, of course, use PhotoShop or any other image formats in your layout as long as they follow our image guidelines below.**

What are your image guidelines?

- Files must be CMYK
- Files must be imported at 100%
- Files must be at least 300dpi at actual size

I have an existing label but I no longer have the digital files that created it. What can you do?

Well, what we CAN'T do is scan, copy or photograph the existing label. But, relax... we can probably closely recreate it by eye. Really! We have real artists here who can replicate existing art pretty convincingly. Or better yet... let us design you a new label.

I also need a logo created as well as a label. Can you do this and is this extra?

We are constantly designing logos for our customers, among other things. Our creative time is billed out at \$75 an hour no matter what the project is. To ensure we keep to the time line and that the quote is accurate, things like a logo or other special needs should be discussed in the Project Consultation stage of the process.

What is the turn-around time for design and printing?

The turn-around for design varies based on the scope of the project and is estimated after the Project Consultation. Unless unusually complicated, the design time is usually around 1-2 weeks.

We are constantly working to improve our print times but we usually estimate 2-3 weeks. Add another week if we are doing the label application.

I have several versions of the same size label. Should I print them all at once?

You should always print the most labels you think you will need at once. A majority of the printing cost is paper and set-up. Once the press is running, the additional run costs are negligible. Your cost per piece drops dramatically the more you print.

One version of several is called a "lot". For instance, a collection of business cards with 10 different names running 500 each would be 10 lots of 500. Keep in mind, 10 lots of 500 is 5,000 cards. 1 lot of 5,000 is also 5,000 cards. The 10 lots will cost more because they have different art and thus need different material for each card. If you ask for 1000 labels we will assume you mean 1000 of the same labels and will quote it that way. If you really have 4 lots of 250 then expect the printing price to go up.

What is "tooling" and why do I have to pay for it?

You may come across a "tooling" charge if you are requesting screen printing on a product. Although our screen printer is set up for most common products, if you are requesting screen printing on a product we've never screened before you may be subject to a one time tooling charge. This is to cover the cost of creating the unique hardware needed to screen the product. This is a one time charge. Once the tool is made it can always be used for reprints or new prints with no further charge.

What if I don't like the design? Do I get my deposit back?

We will always try to work with you until we come up with successful design. In the unfortunate circumstance that we never hit the mark you do not get your deposit back.

Can I rush my order?

Unfortunately we try not to rush any orders. There are always exceptions and we will always do our best to get you your job by the time you need it without incurring any rush fees.

What are my stock and finish options?

Both white and clear labels are the same price. Rounded corners are also standard. There are options for laminate, coatings and waterproofing.

Can I get several quotes at once?

You can request as many quotes as you need but we encourage you to put in all your quote quantities at once.

Do you provide design services other than labeling and printing on products?

We have an entire design and marketing department at your service. We are prepared to take on any creative mission from design and marketing to videography and photography. We promise to treat your brand as if it were our own.