

# Boardwalk Marketing

## SCREEN PRINTING PRICING

### **Confidential NET Pricing**

Prices shown here are your Net Cost



4726 Pittsburgh Avenue  
Erie, PA 16509  
(877) 726-9555

## Confidential NET Price List

Prices shown here are your Net Cost

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## Thank you for your interest in Boardwalk Marketing's Contract Decorating Services

Our price guide reflects our approach to all our work - honest, detailed and straightforward. When you first take a look at our price guide you may feel intimidated. Don't. While it is expansive it is actually easy to use. We have organized the following pages in a way that will help you to quickly find what you are looking for.

### GENERAL INFORMATION

We begin with the basics. Screen charges, setup charges and the like. There is also a short primer on our approach to, and reasons for including multiple tables for each decorating technique. Take a moment to familiarize yourself with this information. It will make the use of our price list much easier to understand.

### SPOT COLOR - SIMULATED PROCESS - 4-COLOR PROCESS

The first section begins with the bread-and-butter of everyone's screen printing work - Spot Color printing. The overwhelming majority of work that we produce is Spot Color. For many there will be no need to go beyond these few pages. Also included here is the pricing for Simulated and 4-color Process printing. Printing full color designs on white garments can be accomplished with 4-color Process. On colored garments we employ Simulated Process printing for a rich, bright, vibrant print on most any color shirt.

### SPECIAL EFFECTS PRINTING

What sets us at Boardwalk apart from most other decorators serving the Promotional Products Industry is our dedication to quality and our desire to be **Best!** To that end we have developed the most expansive portfolio of Special Effects decorating techniques available anywhere - 15+ techniques plus custom formulas and effects only available from Boardwalk. Special Effects Decorating sets us apart from our competition. When you show your clients these effects you too can stand above all of *your* competition. Be the **Benchmark** all your competitors are then judged by.

Our Special Effects pricing pages make up the majority of this document. Some techniques like Chino and Glow-in-the-Dark are a single page of pricing. Because in truth these techniques are quite simple to print and pricing them is simple as well. Other techniques like Metallics and Neon inks are multi-page to reflect the reality that you can print either one Metallic color or two Metallic colors along with additional spot colors. Same with Neon.

And then there are the more involved techniques - Blister, Glitters, Gels, High Density, Nubbies, etc. Some of these techniques can be printed in several ways. High Density, for example, can be printed using very thick 400 micron screens in one layer, or with a second layer. The standard approach to High Density is actually two 400 micron layers of ink. Preceding each of our techniques is an information page about each ink or printing technique. Because of this added information, our price list also serves as an educational resource and provides valuable information for you to use in your selling efforts.

### CUSTOM PRICING PAGES

Several pages toward the back of our price list are special formulations for a specific technique produced in a certain way. We do not offer multiple options for these techniques so they only show one table and one line of pricing. Each of these techniques is available to be seen on a Fabric Square that is included in our Fabric Square Sample Set.

### HEAT APPLIED GRAPHICS PRICING

We also offer Heat Applied Graphics services. We will source the names or numbers or we will apply the items you send to us. Either way, we can handle your heat applied graphics needs.

### Fabric Square Sample Set Images

In addition to the Quote Magician and the integrated Shipping Calculator, Boardwalk Tools also includes the Fabric Square Sample Set module which supports the sample set. The Fabric Square Sample Set is the only selling tool in the industry created specifically to sell more high quality decorated apparel.

A Fabric Square is a piece of high quality t-shirt material laminated to a stable backing. It allows us to print all of our decorating techniques on a variety of colored squares, and provide those to you in a stylish simulated leather carrying case that you can take and show to your clients.

There are more than 40 sample squares in the set. When you show your clients the amazing effects and the tremendous quality that can be achieved using high end screen printing processes, you have established in their minds that YOU are the only place to buy their Screen Printed apparel. All competitors will pale in comparison.

Be the **Benchmark** all your competitors are judged by.



### Fabric Square Sample Set

### IMAGES SHOWN IN THIS GUIDE

As you go through our Pricing Guide you will see examples of many (but not all) of the Fabric Squares included in our Sample Set. The reason for including these images is to give owners of the sample set a direct reference to the square related to the Special Effect Technique pricing.





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### Spot Color Printing

#### SPOT COLOR SCREEN CHARGES

Initial Order - \$20.00 per Screen  
Repeat Order - \$12.00 per Screen

#### ART PREPARATION CHARGES

\$40.00 per hour - 1/2 hour minimum

If any editing, or major resizing, or any other type of modification is performed, a minimum charge of \$20.00 will apply

#### EXCESSIVE HANDLING CHARGES

\$25.00 per hour

Orders that require us to provide extra services for handling, unwrapping, unbarring, removing labels, etc. will incur an excessive handling fee billed at \$25.00 per hour.

#### INK COLOR CHANGE CHARGES

\$12.00 per color

#### PRE-PRODUCTION PROOF

\$15.00 per color

Pre-production proofs for Standard Spot Color orders will be charged based on the number of colors in the print.  
Screen Charges will apply as though it were a standard order.

*Note - Pre-production Proofs are only for existing orders - not intended for speculative sample printing.*

### Simulated Process Printing

#### SIMULATED PROCESS SEPARATION CHARGES

|                                    |          |
|------------------------------------|----------|
| Standard 12" x 12" max Separations |          |
| 6 Spot Colors                      | \$350.00 |
| 7 Spot Colors                      | \$375.00 |
| 8 Spot Colors                      | \$400.00 |

Screen Charges - Included in Separation Charges

### 4-color Process Printing

#### 4-COLOR PROCESS SEPARATION CHARGES

|                                          |          |
|------------------------------------------|----------|
| Standard 12" x 12" max Separations       |          |
| 4-color Process                          | \$350.00 |
| (with or without additional Spot Colors) |          |

Screen Charges - Included in Separation Charges

#### PRE-PRODUCTION PROOF IS INCLUDED IN SEPARATION CHARGES

Our approach to customer service is unique in the industry.  
The pricing shown above automatically includes **one** pre-production proof.  
- Next-Day Air shipping charges for the proof will be added to the order shipping cost.

Any changes that need to be made to Simulated Process or 4-color Process separations will incur additional charges.

## Special Effects Printing

### SPECIAL EFFECTS SCREEN CHARGES

Initial AND Repeat Orders - \$40.00 per Screen

### SPOT COLOR SCREEN CHARGES

Initial Order - \$20.00 per Screen

Repeat Order - \$12.00 per Screen

### SUBMIT ARTWORK BEFORE PROVIDING A QUOTE

Special Effects printing can be complicated. BEFORE you provide a quote to your customer we recommend sending us the design that you want to use so that we can consult on the printability of the design and the usability of the SFX technique you want to employ.

The Special Effect pricing tables are provided as guide only. Be sure to consult before committing to a final price.

## Pricing Colored Garments

Always assume that a design printed on a colored garment will require an underprint. If we find that it isn't needed we will inform you. An underprint is priced as an additional color. We make a screen for the underprint so we charge just like it is an additional color, because in fact, it is simply one more color to print.

For example, a Red print on a Black shirt will require two screens - one for the white underprint and one for the Red overprint color.

White prints also require an underprint and two screens - one for the underprint white and one for the overprint white. The exception to this rule is for orders of 71 pieces or less with a white print. In this instance we use one screen. Call our office for more information.

## Understanding our Pricing Pages

### SPOT COLOR AND SPECIAL EFFECTS SCREEN CHARGES

Our pricing pages have two columns labeled **STD** and **SFX**. The numbers in these columns represent the number of Standard Spot Color Screens and the number of Special Effects Screens needed for each line in the pricing table. Some special effects require two SFX screens for the technique. This can be costly. Therefore, some effects do not lend themselves to small quantity orders. However, we have provided pricing all the way down to 6 pieces for your convenience.

### TABLES ENDING IN -1 -2 -3 WHAT IS THAT?

Rather than provide a list of add-on prices for a Flash or for Sweats or Pocket prints or Sleeve prints or Puff Ink, etc. we have created tables to accommodate all of those realities. Most pricing pages have three separate tables, each with the suffix of -1, -2, or -3. For example, SPOT-1, SPOT-2, SPOT-3.

Next to each table you will see a reminder about which items to price using that table. Basically it works like this:

- |           |                               |                                                                                                                                                                                      |
|-----------|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>-1</b> | T-Shirts                      | This is always the least expensive table and is to be used for those items like T-Shirts which take us the least amount of time to print.                                            |
| <b>-2</b> | Sweatshirts,<br>Short Sleeves | Sweats and Short Sleeves take a bit more time, therefore we charge a little more.                                                                                                    |
| <b>-3</b> | Pockets,<br>Long Sleeves      | This is the table to use for those items that take the most time, therefore we charge the most. For an item in this category, please check with us for confirmation of printability. |

## Disclaimers and Warnings

### FIRST AND FOREMOST - THIS IS A PRICING "GUIDE"

This document, while incredibly comprehensive, should not be used without consultation with us regarding any possible problems that may arise. In other words - Confirm Everything!! If you want to use our pricing to give your client a "ballpark" price you are free to do so. But please do not commit until we can confirm all details.

### ALL DESIGNS MUST BE REVIEWED

This cannot be stressed enough. Before giving to a final price to your client we recommend sending us the ACTUAL artwork that will be printed along with all the order details - garments, ink colors, due date, etc. We will confirm the printability of the garments chosen and the design to be used so you can finalize your pricing.

### SPOT COLOR PRICING GENERAL WARNINGS

The general sense behind our standard spot color price list is that an order of any quantity will all be for all the same garment style, the same garment color, and the same fabric composition. It may be possible to include more than one type of garment to achieve a volume price break. But in many cases it is not possible and it is better to find out before you quote a price to your client.

- For example, it is not "for sure" possible to print 100% cotton T-shirts and 100% polyester T-shirts as part of the same order. 100% cotton T-shirts require one kind of ink. Many 100% polyester inks require a different kind of ink. And switching ink types is not as simple as switching ink colors.
- It is not "automatically" possible to print T-shirts and Sweatshirts as part of the same order. We do it often, but some designs will not print properly on a sweatshirt unless modified.
- It is not "automatically" possible to print an order that has Youth X Small through Adult 3XL. Two different art sizes, with two different sets of screens may be required to make a client happy. This is especially true if we are printing an order of hooded sweatshirts.

- It is not automatically possible to print White T-shirts with Red ink, and then print Red T-shirts or Red Sweatshirts with White ink. To get an effective print with WHITE ink a different screen is normally used from the screen appropriately used for printing on T-shirts.
- Clients who want a very soft, very light deposit of ink present a special challenge. While likely possible on lightweight T-shirts it may be much more difficult, or impossible, or coarse, heavyweight sweatshirts.
- Art that is totally acceptable for printing multiple colors on light color shirts may need to be substantially modified to achieve a proper result on dark color shirts.
- Many seemingly simple, innocent designs can be far more difficult to print properly than the art would initially indicate. We tell everyone that many designs need to be "engineered" to work properly and provide the client the look they would like. Therefore, it is imperative that whenever possible, before any pricing is provided to a client, that our art department review the intended art in combination with the intended garments, to insure the desired result can be achieved.

### SPECIAL EFFECTS PRICING GENERAL WARNINGS

We have created the most comprehensive Pricing Guides in the entire industry for estimating pricing for more than 15 special effect processes. **We must be emphatic, however, in our caution to you that this guide is intended only as a guide.**

There are many factors that influence the final price for a special effect print. Art, garment type, garment color, volume of ink that will be used, screens to be used, and complexity of the printing process to create the desired final effect. Every order is different. We ourselves use the pricing only as a guide subject to three primary forms of review:

- First, we need to review the art to determine whether the desired effect is possible or not.
- Second, we need to review the amount of ink that will be used.
- Third, we need to evaluate the complexity of the order based on the art that is desired and the effect we are trying to create.



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## CPSIA Label

The Consumer Product Safety Commission has enacted regulations regarding the labeling of Children's products that are designed or intended primarily for use by children 12 years of age or younger. These products must have distinguishing permanent marks (generally referred to as "tracking labels") that are affixed to the product and/or its packaging that provide certain identifying information.

We have a document that we can provide to you with the procedures that Boardwalk has adopted and the methods by which we will label imprinted sportswear and the steps that must be taken by you and/or us to facilitate and comply with the rules as we understand them.

In short, every garment that will likely be used by children 12 or younger must include information which will allow the end user to determine who manufactured the product. Garment manufacturers already label their items so the garments themselves are already in compliance. For items that are decorated by someone other than the garment manufacturer, a separate label is required that will allow the end user to determine who decorated the product.

We have done our very best to keep the cost to print these labels as low as possible. We do so by printing the label information in the most efficient manner possible. If our typical print location (the inside back hem) is not available, or if you require a different location, please consult with us for a price quote. The pricing below is for a typical inconspicuous location on most standard garments.

Pricing includes all art, screen and print charges. The pricing is based on the total number of shirts printed with the tracking label. For example, if your order is for 144 shirts, but only 24 shirts are youth sizes, we will only print the 24 shirts with the tracking label. The other 120 shirts will not have the second location print. You will be billed at the 24 piece quantity for the 24 shirts printed with the tracking label.

| <b>CPSIA Label</b>                           | <b>6</b> | <b>12</b> | <b>24</b> | <b>36</b> | <b>48</b> | <b>72</b> | <b>96</b> | <b>144</b> | <b>288</b> | <b>576</b> | <b>1000+</b> |
|----------------------------------------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|--------------|
| Price includes Art, Screen and Print Charges | 1.25     | 1.00      | 0.90      | 0.80      | 0.70      | 0.60      | 0.50      | 0.45       | 0.4        | 0.35       | Call         |

# CONTRACT SCREEN PRINTING PRICING

## Standard Plastisol Printing

## Spot Color Printing

The overwhelming majority of work that we produce is Spot Color. Also included here is the pricing for Simulated and 4-color Process printing. The Fabric Square Sample Set includes several examples to help salespeople effectively work with clients.

### ERIE OTTERS ON WHITE AND BLACK WITH SPLIT UNDERPRINT

The Otters design is an example of the challenges we all face when asked to print a logo printed on a white and black garment. On a white garment, all colors can be printed directly on the fabric - with no need for an underprint. Everything changes rapidly when trying to print the same logo on a black shirt - or on any dark colored shirt.

One key reality is that white ink and metallic ink both need to be "the last color printed" on the press. The good news here is that we do not have to print white because we can allow the white of the shirt to show through which allows metallic gold to be the last color printed. As you will see with Square #102, the circumstances on a dark color fabric are very different.

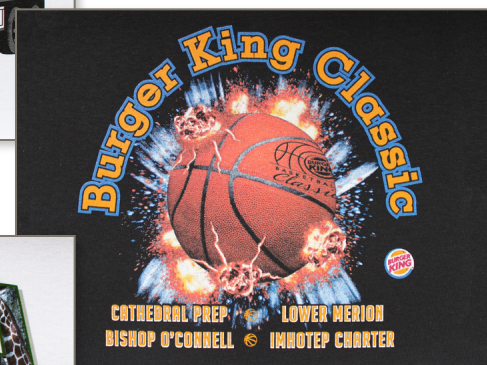
### BURGER KING CLASSIC - SIMULATED PROCESS

Simulated Process is a method of color separating art using the RGB scale instead of CMYK. Simulated Process is printed using spot color inks which means a simulated process design can be printed on any color garment.

Simulated process requires a minimum of 6 printed colors and in almost every circumstance will look best when produced using 8 print colors.

### WILD AFRICA - 4-COLOR PROCESS

This design illustrates why 4 color process designs are almost always printed on white shirts and are rarely only 4 colors. In the case of this design, 3 spot colors were required to complete the printed image.





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# Spot Color

| SPOT-1          | T-Shirts                      | STD | SFX | 6     | 12    | 24   | 36   | 48   | 72   | 96   | 144  | 288  | 576  | 1000 | 2500 |
|-----------------|-------------------------------|-----|-----|-------|-------|------|------|------|------|------|------|------|------|------|------|
| 1-color Imprint |                               | 1   |     | 4.80  | 2.40  | 1.85 | 1.55 | 1.20 | 1.05 | 0.95 | 0.76 | 0.63 | 0.58 | 0.52 | 0.47 |
| 2-color Imprint |                               | 2   |     | 6.90  | 3.45  | 2.45 | 2.05 | 1.64 | 1.43 | 1.25 | 0.97 | 0.81 | 0.72 | 0.61 | 0.54 |
| 3-color Imprint |                               | 3   |     | 9.00  | 4.50  | 3.05 | 2.55 | 2.08 | 1.81 | 1.55 | 1.18 | 0.99 | 0.86 | 0.70 | 0.61 |
| 4-color Imprint |                               | 4   |     | 11.10 | 5.55  | 3.65 | 3.05 | 2.52 | 2.19 | 1.85 | 1.39 | 1.17 | 1.00 | 0.79 | 0.68 |
| 5-color Imprint |                               | 5   |     | 13.20 | 6.60  | 4.25 | 3.55 | 2.96 | 2.57 | 2.15 | 1.60 | 1.35 | 1.14 | 0.88 | 0.75 |
| 6-color Imprint |                               | 6   |     | 15.30 | 7.65  | 4.85 | 4.05 | 3.40 | 2.95 | 2.45 | 1.81 | 1.53 | 1.28 | 0.97 | 0.82 |
| 7-color Imprint |                               | 7   |     | 17.40 | 8.70  | 5.45 | 4.55 | 3.84 | 3.33 | 2.75 | 2.02 | 1.71 | 1.42 | 1.06 | 0.89 |
| 8-color Imprint |                               | 8   |     | 19.50 | 9.75  | 6.05 | 5.05 | 4.28 | 3.71 | 3.05 | 2.23 | 1.89 | 1.56 | 1.15 | 0.96 |
| SPOT-2          | Sweatshirts,<br>Short Sleeves | STD | SFX | 6     | 12    | 24   | 36   | 48   | 72   | 96   | 144  | 288  | 576  | 1000 | 2500 |
| 1-color Imprint |                               | 1   |     | 5.30  | 2.80  | 2.15 | 1.83 | 1.46 | 1.29 | 1.18 | 0.98 | 0.83 | 0.77 | 0.69 | 0.62 |
| 2-color Imprint |                               | 2   |     | 7.40  | 3.85  | 2.75 | 2.33 | 1.90 | 1.67 | 1.48 | 1.19 | 1.01 | 0.91 | 0.78 | 0.69 |
| 3-color Imprint |                               | 3   |     | 9.50  | 4.90  | 3.35 | 2.83 | 2.34 | 2.05 | 1.78 | 1.40 | 1.19 | 1.05 | 0.87 | 0.76 |
| 4-color Imprint |                               | 4   |     | 11.60 | 5.95  | 3.95 | 3.33 | 2.78 | 2.43 | 2.08 | 1.61 | 1.37 | 1.19 | 0.96 | 0.83 |
| 5-color Imprint |                               | 5   |     | 13.70 | 7.00  | 4.55 | 3.83 | 3.22 | 2.81 | 2.38 | 1.82 | 1.55 | 1.33 | 1.05 | 0.90 |
| 6-color Imprint |                               | 6   |     | 15.80 | 8.05  | 5.15 | 4.33 | 3.66 | 3.19 | 2.68 | 2.03 | 1.73 | 1.47 | 1.14 | 0.97 |
| 7-color Imprint |                               | 7   |     | 17.90 | 9.10  | 5.75 | 4.83 | 4.10 | 3.57 | 2.98 | 2.24 | 1.91 | 1.61 | 1.23 | 1.04 |
| 8-color Imprint |                               | 8   |     | 20.00 | 10.15 | 6.35 | 5.33 | 4.54 | 3.95 | 3.28 | 2.45 | 2.09 | 1.75 | 1.32 | 1.11 |
| SPOT-3          | Pockets,<br>Long Sleeves      | STD | SFX | 6     | 12    | 24   | 36   | 48   | 72   | 96   | 144  | 288  | 576  | 1000 | 2500 |
| 1-color Imprint |                               | 1   |     | 6.10  | 3.52  | 2.81 | 2.43 | 2.04 | 1.85 | 1.72 | 1.50 | 1.33 | 1.25 | 1.15 | 1.07 |
| 2-color Imprint |                               | 2   |     | 8.20  | 4.57  | 3.41 | 2.93 | 2.48 | 2.23 | 2.02 | 1.71 | 1.51 | 1.39 | 1.24 | 1.14 |
| 3-color Imprint |                               | 3   |     | 10.30 | 5.62  | 4.01 | 3.43 | 2.92 | 2.61 | 2.32 | 1.92 | 1.69 | 1.53 | 1.33 | 1.21 |
| 4-color Imprint |                               | 4   |     | 12.40 | 6.67  | 4.61 | 3.93 | 3.36 | 2.99 | 2.62 | 2.13 | 1.87 | 1.67 | 1.42 | 1.28 |
| 5-color Imprint |                               | 5   |     | 14.50 | 7.72  | 5.21 | 4.43 | 3.80 | 3.37 | 2.92 | 2.34 | 2.05 | 1.81 | 1.51 | 1.35 |
| 6-color Imprint |                               | 6   |     | 16.60 | 8.77  | 5.81 | 4.93 | 4.24 | 3.75 | 3.22 | 2.55 | 2.23 | 1.95 | 1.60 | 1.42 |
| 7-color Imprint |                               | 7   |     | 18.70 | 9.82  | 6.41 | 5.43 | 4.68 | 4.13 | 3.52 | 2.76 | 2.41 | 2.09 | 1.69 | 1.49 |
| 8-color Imprint |                               | 8   |     | 20.80 | 10.87 | 7.01 | 5.93 | 5.12 | 4.51 | 3.82 | 2.97 | 2.59 | 2.23 | 1.78 | 1.56 |



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## Simulated Process

| <b>SIM-PROCESS-1</b>      | T-Shirts | <b>SETUP</b> | <b>6</b> | <b>12</b> | <b>24</b> | <b>36</b> | <b>48</b> | <b>72</b> | <b>96</b> | <b>144</b> | <b>288</b> | <b>576</b> | <b>1000</b> | <b>2500</b> |
|---------------------------|----------|--------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-------------|-------------|
| 6-color Simulated Process |          | \$300.00     | 18.00    | 9.00      | 7.75      | 6.60      | 5.00      | 3.40      | 2.75      | 2.20       | 1.85       | 1.25       | 1.05        | 0.95        |
| 7-color Simulated Process |          | \$325.00     | 21.30    | 10.65     | 8.85      | 7.45      | 5.60      | 3.85      | 3.10      | 2.45       | 2.05       | 1.42       | 1.17        | 1.05        |
| 8-color Simulated Process |          | \$350.00     | 24.60    | 12.30     | 9.95      | 8.30      | 6.20      | 4.30      | 3.45      | 2.70       | 2.25       | 1.59       | 1.29        | 1.15        |

| <b>SIM-PROCESS-2</b>      | Sweatshirts,<br>Short Sleeves | <b>SETUP</b> | <b>6</b> | <b>12</b> | <b>24</b> | <b>36</b> | <b>48</b> | <b>72</b> | <b>96</b> | <b>144</b> | <b>288</b> | <b>576</b> | <b>1000</b> | <b>2500</b> |
|---------------------------|-------------------------------|--------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-------------|-------------|
| 6-color Simulated Process |                               | \$300.00     | 18.50    | 9.40      | 8.05      | 6.88      | 5.26      | 3.64      | 2.98      | 2.42       | 2.05       | 1.44       | 1.22        | 1.10        |
| 7-color Simulated Process |                               | \$325.00     | 21.80    | 11.05     | 9.15      | 7.73      | 5.86      | 4.09      | 3.33      | 2.67       | 2.25       | 1.61       | 1.34        | 1.20        |
| 8-color Simulated Process |                               | \$350.00     | 25.10    | 12.70     | 10.25     | 8.58      | 6.46      | 4.54      | 3.68      | 2.92       | 2.45       | 1.78       | 1.46        | 1.30        |

| <b>SIM-PROCESS-3</b>      | Pockets,<br>Long Sleeves | <b>SETUP</b> | <b>6</b> | <b>12</b> | <b>24</b> | <b>36</b> | <b>48</b> | <b>72</b> | <b>96</b> | <b>144</b> | <b>288</b> | <b>576</b> | <b>1000</b> | <b>2500</b> |
|---------------------------|--------------------------|--------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-------------|-------------|
| 6-color Simulated Process |                          | \$300.00     | 19.30    | 10.12     | 8.71      | 7.48      | 5.84      | 4.20      | 3.52      | 2.94       | 2.55       | 1.92       | 1.68        | 1.55        |
| 7-color Simulated Process |                          | \$325.00     | 22.60    | 11.77     | 9.81      | 8.33      | 6.44      | 4.65      | 3.87      | 3.19       | 2.75       | 2.09       | 1.80        | 1.65        |
| 8-color Simulated Process |                          | \$350.00     | 25.90    | 13.42     | 10.91     | 9.18      | 7.04      | 5.10      | 4.22      | 3.44       | 2.95       | 2.26       | 1.92        | 1.75        |



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# 4-color Process

| <b>4C-PROCESS-1</b>                | T-Shirts | <b>SETUP</b> | <b>6</b> | <b>12</b> | <b>24</b> | <b>36</b> | <b>48</b> | <b>72</b> | <b>96</b> | <b>144</b> | <b>288</b> | <b>576</b> | <b>1000</b> | <b>2500</b> |
|------------------------------------|----------|--------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-------------|-------------|
| 4-color Process Only               |          | \$350.00     | 12.00    | 6.00      | 5.55      | 5.00      | 3.90      | 2.70      | 2.20      | 1.85       | 1.50       | 1.00       | 0.85        | 0.80        |
| 4-color Process plus 1 Spot Color  |          | \$350.00     | 15.50    | 7.75      | 6.80      | 5.95      | 4.55      | 3.20      | 2.60      | 2.13       | 1.72       | 1.18       | 0.99        | 0.91        |
| 4-color Process plus 2 Spot Colors |          | \$350.00     | 19.00    | 9.50      | 8.05      | 6.90      | 5.20      | 3.70      | 3.00      | 2.41       | 1.94       | 1.36       | 1.13        | 1.02        |
| 4-color Process plus 3 Spot Colors |          | \$350.00     | 22.50    | 11.25     | 9.30      | 7.85      | 5.85      | 4.20      | 3.40      | 2.69       | 2.16       | 1.54       | 1.27        | 1.13        |
| 4-color Process plus 4 Spot Colors |          | \$350.00     | 26.00    | 13.00     | 10.55     | 8.80      | 6.50      | 4.70      | 3.80      | 2.97       | 2.38       | 1.72       | 1.41        | 1.24        |

| <b>4C-PROCESS-2</b>                | Sweatshirts,<br>Short Sleeves | <b>SETUP</b> | <b>6</b> | <b>12</b> | <b>24</b> | <b>36</b> | <b>48</b> | <b>72</b> | <b>96</b> | <b>144</b> | <b>288</b> | <b>576</b> | <b>1000</b> | <b>2500</b> |
|------------------------------------|-------------------------------|--------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-------------|-------------|
| 4-color Process Only               |                               | \$350.00     | 12.50    | 6.40      | 5.85      | 5.28      | 4.16      | 2.94      | 2.43      | 2.07       | 1.70       | 1.19       | 1.02        | 0.95        |
| 4-color Process plus 1 Spot Color  |                               | \$350.00     | 16.00    | 8.15      | 7.10      | 6.23      | 4.81      | 3.44      | 2.83      | 2.35       | 1.92       | 1.37       | 1.16        | 1.06        |
| 4-color Process plus 2 Spot Colors |                               | \$350.00     | 19.50    | 9.90      | 8.35      | 7.18      | 5.46      | 3.94      | 3.23      | 2.63       | 2.14       | 1.55       | 1.30        | 1.17        |
| 4-color Process plus 3 Spot Colors |                               | \$350.00     | 23.00    | 11.65     | 9.60      | 8.13      | 6.11      | 4.44      | 3.63      | 2.91       | 2.36       | 1.73       | 1.44        | 1.28        |
| 4-color Process plus 4 Spot Colors |                               | \$350.00     | 26.50    | 13.40     | 10.85     | 9.08      | 6.76      | 4.94      | 4.03      | 3.19       | 2.58       | 1.91       | 1.58        | 1.39        |

| <b>4C-PROCESS-3</b>                | Pockets,<br>Long Sleeves | <b>SETUP</b> | <b>6</b> | <b>12</b> | <b>24</b> | <b>36</b> | <b>48</b> | <b>72</b> | <b>96</b> | <b>144</b> | <b>288</b> | <b>576</b> | <b>1000</b> | <b>2500</b> |
|------------------------------------|--------------------------|--------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-------------|-------------|
| 4-color Process Only               |                          | \$350.00     | 13.30    | 7.12      | 6.51      | 5.88      | 4.74      | 3.50      | 2.97      | 2.59       | 2.20       | 1.67       | 1.48        | 1.40        |
| 4-color Process plus 1 Spot Color  |                          | \$350.00     | 16.80    | 8.87      | 7.76      | 6.83      | 5.39      | 4.00      | 3.37      | 2.87       | 2.42       | 1.85       | 1.62        | 1.51        |
| 4-color Process plus 2 Spot Colors |                          | \$350.00     | 20.30    | 10.62     | 9.01      | 7.78      | 6.04      | 4.50      | 3.77      | 3.15       | 2.64       | 2.03       | 1.76        | 1.62        |
| 4-color Process plus 3 Spot Colors |                          | \$350.00     | 23.80    | 12.37     | 10.26     | 8.73      | 6.69      | 5.00      | 4.17      | 3.43       | 2.86       | 2.21       | 1.90        | 1.73        |
| 4-color Process plus 4 Spot Colors |                          | \$350.00     | 27.30    | 14.12     | 11.51     | 9.68      | 7.34      | 5.50      | 4.57      | 3.71       | 3.08       | 2.39       | 2.04        | 1.84        |

# HEAT APPLIED GRAPHICS PRICING

## Names and Numbers



4726 Pittsburgh Avenue  
Erie, PA 16509  
(877) 726-9555

## Confidential NET Price List

Prices shown here are your Net Cost

### Heat Applied Graphics

Due to the wide variety of variables involved in applying heat applied graphics, anything “out of the ordinary” must be custom quoted. The pricing shown here is intended for applying names or numbers on typical items like T-Shirts, Sweatshirts and some Uniforms.

The typical size for names is 2” tall. Above that the pricing can increase and the number of letters per name can decrease significantly. Font styles also affect names in a significant way. The typical size for numbers is 6” or 8”, depending on the size of the item being decorated.

We have provided pricing for both Full Service orders (where we order in the names and/or numbers) and for Contract Services (where we apply the names sent to us by you).

We purchase our heat applied graphics from Stahls’. If you would more info on the various font styles, colors, etc. that are available visit [www.stahls.com](http://www.stahls.com).

### Contract Application Fees

#### Standard T-Shirts or Sweatshirts or Basic Uniforms

| Qty  | 1-2  | 3-5  | 6-8  | 9-11 | 12-23 | 24+  |
|------|------|------|------|------|-------|------|
| Cost | 9.00 | 6.00 | 4.00 | 3.50 | 2.50  | 2.00 |

### Full Service Names and Numbers

#### Names Only - 2” High

| Qty      | 1-3     | 4-6    | 7-11   | 12+    |
|----------|---------|--------|--------|--------|
| Cost     | 6.00    | 5.50   | 4.50   | 4.00   |
| Shipping | \$10.00 | \$7.50 | \$5.00 | \$5.00 |

#### Numbers Only - 6” or 8” High

| Qty      | 1-3     | 4-6    | 7-11   | 12+    |
|----------|---------|--------|--------|--------|
| Cost     | 6.00    | 5.50   | 4.50   | 4.00   |
| Shipping | \$10.00 | \$7.50 | \$5.00 | \$5.00 |

#### Names and Numbers Together - 2” / 6” or 2” / 8”

Names are ABOVE Numbers

| Qty      | 1-3     | 4-6    | 7-11   | 12+    |
|----------|---------|--------|--------|--------|
| Cost     | 9.00    | 8.50   | 8.00   | 7.50   |
| Shipping | \$10.00 | \$7.50 | \$5.00 | \$5.00 |