

IMPORTANT INFORMATION

ORDERING

Send via; **PHONE, E-MAIL, FAX and/or by MAIL**

We will not be held responsible for fax transmissions and/or e-mailed orders not received.

When faxing or e-mailing your order, please mail a duplicate copy of your order to us or call for assurance of your orders arrival.

CANCELLATIONS

Cancellations are not accepted after the order is scheduled for production, unless arrangements are made to pay for work already done. Changes on in-house orders require written/faxed confirmation.

MINIMUMS

Blank Products: 12 pieces

Blank Panel Program: 24 pieces

Imprinted Stock Products: 36 pieces

Custom Design: 50 pieces

Less than minimum charge: \$50(T)

OVERRUNS/UNDERRUNS

We reserve the right to ship and invoice with a 3% over/underruns.

RETURNED GOODS

We do not accept returns without prior approval. Claims must be made within 15 days of the invoice. Merchandise will be refused if any shipment is returned without an RA number obtained from customer service.

CUSTOM PRODUCTS

Minimums: 50 pieces. You must submit a written description or an exact product sample.

Please allow 48 hours to receive a custom quote. All custom work requires prepayment.

SPEC PRODUCT SAMPLES, PROOFS AND RANDOM SAMPLES

We reserve the right to require an approved spec product sample before scheduling production.

A printed sample of a prospective order will be charged \$35(T) plus any applicable setup/screen charges.

Orders received from these proofs will not be charged additional set-up charges.

- We reserve the right to require a paper proof before scheduling production.

- Random imprint samples: Stock products with random imprints will be billed at their end-quantity price plus any shipping costs.

IMPORTANT FABRIC INFORMATION

We cannot guarantee against variances in color, shade, texture, size and construction of finished goods.

Identically named colors of different materials may not match, particularly poly web handle colors and fabric colors.

Reordered products may not match past orders, due to dye lot variances.

Fabric is not guaranteed colorfast. No adjustments or claims will be processed regarding these variances.

We recommend the use of contrasting materials for the best look.

Swatch colors shown in the catalog are approximate.

Products are for promotional use and not intended for industrial use.

Use cold water when washing and line dry. We do not recommend washing the Natural Cotton Duck.

SIZES ARE APPROXIMATE: Most products are handmade and may vary up to 2%.

PRODUCT PROMOTIONAL RIGHTS: We reserve the right to use custom design products for our promotional purposes unless otherwise specifically requested in writing.

PANEL PROGRAM

A panel program is available on most products. We send you only the panel, you decorate it, then return it to us for assembly. The panel charge is credited toward the finished product. A decoration placement guide will be provided. 24 piece minimum panel program order.

OTHER SERVICES

Private Labeling: Call for information

Special Packaging Needs:

....Poly Bagging: **\$.29(T)**

....Inserting hooks into towels: **\$.21(T)**

SHIPPING

Your shipping charges include handling fees in addition to carrier fees.

Payment Terms: COD Money Order/Certified Check. Visa/Mastercard accepted.

Normal Packaging: Bulk

Method of Shipment: UPS Commercial Ground unless otherwise requested.

Other methods of shipment available: US Parcel Post, Express Services, Federal Express and Common Carrier Freight. International Inquiries welcome.

We reserve the right to change, correct, or improve products without notice.

We will not be held responsible for delays of shipper.

Third Party/Collect: Box charges and handling will be charged separately on your invoice.

DISCLAIMER: All prices and specifications subject to change without notice.



IMPRINTING INFORMATION & CHARGES

DIGITAL ARTWORK

Send to: artdept@betterline.com, if you experience technical problems with this address please contact us for an alternate address. The BetterLine accepts digital files for artwork done on PC or Macintosh. The preferred software format is Macromedia Freehand 8. This program allows us to read/edit **most** .EPS files generated in Adobe Illustrator and Corel Draw. All text must be converted to outlines or curves/paths. For single color jobs we also accept .TIFF files as long as they are black and white, non grayscale, non-photographic images saved at close to actual size at 300dpi or greater. **We do not accept .bmp's, .jpg's, .gif's.** Please feel free to call us for clarity before sending your art. Failure to send usable art may incur extra art charges and loss in production time.

E-MAILING ART

If you are e-mailing art it is your responsibility to fax a copy of your art for proofing purposes.

Non received e-mailed art is not our responsibility. Due to the large number of emailed art files we receive on a daily basis, we can not confirm with you whether your order has been received by our customer service department. It is your responsibility to make sure that your order has been received.

WHITE INK ON DARK FABRIC

Commonly, dye from the fabric, Red and Cardinal fabric colors, will migrate into the imprint slightly discoloring the white imprint. We require a release form signed by you approving to continue production. This form will be faxed to you prior to production for your written approval. We cannot continue your order until we receive approval.

IMPRINTING

The first color of a single standard location imprint is included in basic price of all products. For most products, the standard location and layout of a single colored image is centered on the product's front. Other possible layouts are described under the product description in this catalog.

ART CHARGES:

No charge for camera ready art.
Non-Camera ready art is billed at **\$38.50(T)** per hour, a minimum of \$38.50(T) is charged.
No charge for typesetting 10 words or less.
Typesetting more than 10 words is billed at **\$38.50(t)** per hour, a minimum of \$38.50(T) is charged.
Change of copy charge of **\$.22(T)**.

SETUP/SCREEN CHARGES:

All orders & reorders are billed at **\$10(T)** per color, per logo.

CAMERA READY ART

Is defined as clean black and white artwork, traditional media or digital media, requiring no modification except sizing. Camera ready multi-color artwork must be "butt-to-butt" registration.

CHANGE OF INK: \$7(t) per color. Change of ink charges are billed when a single color order is printed in one color and changed to another color in the middle of the run.

ADDITIONAL COLORS: \$.50(t) per piece, per color, per location ink charge plus applicable setup/screen charge.

ADDITIONAL LOCATION: \$.50(t) per piece, per color, per location running charge plus additional setup/screen charge(s). Running charges appear as "INK CHARGES" on invoice.

OVERSIZED ART IMAGE: (images beyond 11" x 17") A screen charge of \$55.50(T) per color.
Note: Charges are for new and exact repeat orders. 100 piece minimum required for oversized art.

UNDERPRINT/PRINT-CURE-PRINT: "FLASH" If the order requires an underprint or a print-cure-print "flash" there will be an additional \$.50(T) per color, per piece, per location. Red or cardinal fabric dyes will bleed through single coats of white or light colored inks. To reduce bleed-through, an underprint is required, and you must sign a release form.

IMAGE COPYRIGHTS: We reserve the right to use all images for our promotional purposes unless otherwise specifically requested in writing.

DISCLAIMER: All prices and specifications subject to change without notice.

PUFF INKS: \$.24(P) per color, per piece, per location in addition to other ink charges.

METALLIC INKS: \$.30(P) per color, per piece, per location in addition to other ink charges.

PMS Color Match: \$40(P) You will be billed for a special ink match. You must specify desired coated PMS color. See our listing of our standard PMS ink colors that have no additional charge.

STANDARD INK COLORS

| COLOR | PMS# | COLOR | PMS# | COLOR | PMS# |
|--------------|---------|----------------|------|--------------|------|
| YELLOW | 109 | CARDINAL | 216 | FOREST | 343 |
| GOLD | 123 | PURPLE | 266 | KELLY | 355 |
| SAND | 156 | NAVY | 282 | GREY | 429 |
| ORANGE | 165 | ROYAL | 286 | KHAKI | 467 |
| PINK | 182 | COLUMBIA | 298 | BROWN | 476 |
| RED | 185/186 | TEAL | 321 | BLACK | |