



THE FRESH PRINTS FILE INFO

PREFERRED FILE TYPES: VECTOR PDF, AI, EPS !!!!!

ACCEPTABLE FILE TYPE: RASTER (300DPI)

PRINT COLOURS: MAXIMUM OF 4 PRINT COLOURS FOR WHITE GARMENTS.
3 PRINTS COLOURS FOR DARK GARMENTS (AS A BASE IS NEEDED).

COLOURS ARE SELECTED FROM OUR LIBRARY OR MATCHED TO THE PANTONE COATED COLOURS.

MAXIMUM PRINT SIZE: WHITES OR LIGHT SHIRTS 420MM X 600MM.
DARKS SHIRTS 400MM X 600MM.

WE LOVE VECTOR ART!

VECTOR ART is art that is built (actually drawn) in a vector or object based program such as Adobe Illustrator. It creates objects or shapes, Each object in vector file can be selected and individually manipulated independently from the rest of the image. Vector Art is the BEST to send us! You can resize vector art without compromising detail/quality. Common files extensions for this type of file include .pdf, .ai, .eps. When providing such files, it is important to **CONVERT FONTS TO CURVES OR CREATE OUTLINES** for all text used as this will eliminate having to send us any font files.

RASTER ART is art that incorporates scanned imagery, or art that is built in a pixel based program such as Photoshop.

This includes any art built in a vector based program that also incorporates imported or placed photographic elements. In order to reproduce a quality image, we require a file with a resolution of 300 dots (pixels) per inch at the **actual size you want the design to be on the garment.** You will can not make the file larger than the original only smaller, if you try it will pixelate. Common file extensions for such files are .psd, .tif, .jpg, .gif and .png.

PLEASE DON'T SEND US IMAGES STRAIGHT FROM YOUR WEB PAGE!

JPG'S and **GIF'S** are the 2 main types of web page image formats. It is not possible for us to reproduce these web based images exactly. On a computer monitor these images appear crisp and clean, however, when they are enlarged for printing the end result is an inferior bumpy and pixelated image. Our art staff can use these images as reference for re-drawing. Art charges will apply for time spent re-drawing these images based on the complexity of the final artwork. If you supply us with artwork as raster art (.Jpeg, .Gif format) it will need to be a large file size in order to get a good clean image to print. Try and supply these formats at a minimum of 1Mb in size, preferably higher. Please make sure your file is scaled at 100% and 300dpi,

NOTE: DO NOT RE-SAVE ART AT A HIGHER RESOLUTION, AS THIS WILL NOT IMPROVE THE IMAGE.



THE FRESH PRINTS CHECK LIST



**ART WORK IS CREATED AND SAVED AS ONE OF OUR
PREFERRED FILE TYPES: VECTOR PDF, AI, EPS, PSD.**



**COLOUR SEPARATION:
THE COLOURS ARE SAVED ONTO SEPARATE LAYERS WITHIN FILE.
PREFERRED FILE TYPES: VECTOR PDF, AI, EPS, PSD.**



TEXT HAS BEEN CONVERTED IN TO **OUTLINES (ILLUSTRATOR)
OR **RASTERISE** (PHOTOSHOP).
THIS MAKES TEXT UNEDITABLE, AVOIDING THE NEED FOR FONTS
TO BE SENT. THIS MEANS THAT WE CAN PRINT THEM EVEN IF WE
DON'T HAVE THOSE PARTICULAR FONTS AND THEY WILL LOOK
EXACTLY THE WAY YOU WANT THEM TO. YOU MAY NEED A
LICENSE TO EMBED CERTAIN FONTS, SO PLEASE DON'T SEND
THE FONTS WITH YOUR DESIGN AS IT IS NOT LEGAL.**



**COLOUR MATCHING
DECIDE WHETHER YOU WOULD LIKE YOUR COLOURS MATCHED
BY EYE.
OR WILL SUPPLY A COATED PANTONE SWATCH FOR PANTONES
(THIS WILL INCUR A FEE).**



**SIGN OFF.
FINAL ART IS SENT AND PROOFS ARE SIGNED OFF AND GIVEN
THE FINAL GO AHEAD.**



**DEPOSIT PAID.
ONCE THE DEPOSIT IS PAID THE CLOCK STARTS AND WE CAN GIVE YOU
AN ACCURATE ETA.**



**SIZE BREAK DOWN
SEND US THE SIZE BREAK DOWN OF YOUR ORDER
IE 20x SMALL 50 x MEDIUM 30 x LARGE. THEN WE
CAN ORDER THE STOCK AND PRINT!!**



THE FRESH PRINTS F. A. Q

HOW CAN I GET MY SHIRTS CHEAPER?

CHANGE YOUR ORDER!! SO YOU WANT CHEAPER SHIRTS. HERE ARE YOUR CHOICES:

- 1. PRINT LESS COLOURS - THIS WILL GET RID OF SOME OF YOUR SETUP AND PRINTING COSTS. THE RESULT IS CHEAPER SHIRTS AND A CHEAPER OVERALL PRICE.**
- 2. USE MORE INEXPENSIVE SHIRTS - IF YOU'RE NOT USING THE CHEAPEST SHIRTS AVAILABLE, AND YOU WANT TO BRING YOUR PRICING DOWN, ASK US TO PRICE CHEAPER SHIRTS FOR YOU. THIS WILL GIVE YOU CHEAPER SHIRTS AND A CHEAPER OVERALL PRICE.**
- 3. PRINT MORE SHIRTS - IF YOU PRINT ENOUGH SHIRTS TO GET TO OUR NEXT PRICE BREAK, YOU WILL POTENTIALLY SAVE LOTS OF MONEY. THIS WILL GIVE YOU A LOWER PER-SHIRT PRICE.**
- 4. DO LESS DESIGNS- TO REDUCE SET UP FEES. CREATE DIFFERENCE BY PRINTING ONE DESIGN ON DIFFERING COLOUR TEES OR// CHANGING THE INK COLOUR FOR A LOW COST.**
- 5. RE-PRINT AN OLD DESIGN- RE PRINT AN OLD DESIGN IN NEW COLOURS OR ON A DIFFERENT GARMENT TO SAVE ON SET UP COSTS.**

HOW DOES PRICING WORK?

PRICING FOR SCREEN PRINTING IS BASED ON 4 VARIABLES.

THE SCALE OF THE PRINT I.E. A4 VS. FULL BODY A2

THE NUMBER OF COLOURS IN THE PRINT

THE NUMBER OF PRINTS ON THE TEE I.E. FRONT ONLY OR FRONT AND BACK ETC

THE NUMBER OF GARMENTS TO BE PRINTED

SO TO GIVE YOU A SOLID PRICE WE NEED TO KNOW THESE FOUR VARIABLES. WE WILL ALWAYS ADVISE YOU ON HOW YOU CAN REDUCE YOUR COSTS BY ADJUSTING THESE VARIABLES.

WHEN DOES THE CLOCK START FOR MY JOB'S TURNAROUND TIME?

AS SOON AS WE'VE GOT FINAL ARTWORK AND PAYMENT IN FULL. WE NEED 50% DEPOSIT AND ARTWORK BEFORE WE CAN START PROCESSING YOUR ORDER. SO IF YOU'RE IN A HURRY, MAKE SURE YOU'VE GOT THOSE TWO ITEMS READY TO GO SO YOUR SHIRT PRINTING ORDER ISN'T DELAYED.



THE FRESH PRINTS F. A. Q

WILL YOU DROPSHIP MY SHIRTS TO MULTIPLE LOCATIONS?

YES. WE WILL SEND YOUR SHIRTS WHEREVER YOU WANT. JUST KEEP IN MIND THAT SHIPPING THEM ALL TOGETHER WILL SAVE YOU SOME MONEY.

HOW DO I DECIDE WHAT SIZE TO PRINT THE DESIGN ON MY SHIRT?

MEASURE IT. WE RECOMMEND MEASURING OTHER SHIRTS YOU HAVE WITH SIMILAR DESIGNS. YOU CAN ALSO CUT OUT A PIECE OF PAPER TO THE SIZE YOU THINK YOU WANT PRINTED AND HOLD IT UP TO YOUR SHIRT. SEND US YOUR DESIGN ILLUSTRATED ON THE TEE WITH THE FINISHED MEASUREMENTS. KEEP IN MIND THE SCALE WILL LOOK DIFFERENT ON A SMALL TEE COMPARED TO A LARGE TEE.

HOW FAST CAN YOU PRINT MY JOB?

WE CAN SPEED UP THE PROCESS, SO IF YOU ARE DESPERATE-SEE IF WE CAN MEET YOUR DEADLINE. THIS ASSUMES THAT THE SHIRTS ARE AVAILABLE IN OUR WAREHOUSE. REMEMBER THOUGH, YOU MAY INCUR AN EXTRA COST FOR THE RUSH (AND EVEN MORE FOR RUSH SHIPPING IF YOU NEED THAT), SO TRY TO PREMEDITATE AND PLACE YOUR ORDER 2 OR 3 WEEKS BEFORE YOU ACTUALLY NEED THE SHIRTS.

CAN YOU HELP WITH MY ARTWORK?

OUR DESIGN DEPARTMENT IS HERE TO ASSIST IF YOU NEED HELP FINALISING YOUR GRAPHIC, OR REQUIRE A NEW VISUAL DIRECTION. THE ART DEPARTMENT USE ILLUSTRATOR AND PHOTOSHOP FOR IN-HOUSE SEPARATIONS. A PROOF OF YOUR DESIGN CAN BE EMAILED TO YOU FOR APPROVAL AND A PRINT CHECK CAN BE CONDUCTED IF NECESSARY.

WE HAVE A GREAT RELATIONSHIP WITH A FEW EXTERNAL DESIGNERS WHO CAN ALSO CONTRIBUTE DESIGNS. FEEL FREE TO ASK.