

# CUSTOM FACT SHEET

## 1. What are your timelines?

The time line for production after approval is 4 weeks.

1. First proof will be provided 1 week after order entry
2. Customers will have 48 hours to respond with revisions
3. SUGOI will provide revisions within 24-48 hours

## 2. What do you need to place an order?

1. Styles/Quantities (sizes)
2. Vector artwork
3. \$250 Deposit (Visa/MasterCard or wire transfer)

Without any one of the three requirements an order cannot be placed into the system.

## 3. How do I know what sizes to order?

1. A fit guide is available on the Sugoi website. However, fit kits can be sent out to ensure correct sizing.
2. Fit Kits will be sent via ground service at no charge. Expedited service will incur additional cost paid by customer.
3. A Credit Card (Visa or MasterCard) must be provided, but will only be charged if kits are not returned after a 2 weeks.

## 4. What are your payment terms?

\$250 deposit at order entry and balance at final sign-off. \*terms available OAC\*

## 5. What are your minimums?

24 units per style for the first two styles on an order, 12 units for all additional styles on the same order.

Single units are available - please call the Custom Sales team for details.

1. Style A = 24 unit minimums (Example: RS Jersey).
2. Style B = 24 unit minimums (Example: RS Pro Bib Short).
3. Style C = 12 unit minimums (Example: Evolution Vest).
4. Style D = 12 unit minimums (Example: Arm Warmer).

## 6. Can you combine styles?

Yes. Combining styles allow customers to hit minimums or better pricing based on volume. The minimum for combinations is 12 units per style.

## 7. How much does the clothing cost?

The prices for specific items are provided on our website and the price list. Depending on the total units you order you may qualify for a volume discount.

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## 8. What if I need to change my quantities after I put in my order?

Changes in quantities can be accommodated as long as the final proof has not yet been approved. Once final proofs and order confirmation are signed for approval and your order has gone into production changes can no longer be made to the order.

## 9. What is your reorder minimum policy?

Reorder Policy: You can reorder within 6 months of receiving original order with no changes to styles or artwork. Decreased minimums of 12 units per style apply.

## 10. What are your terms and conditions?

Product will be covered for one year from proof of purchase date for manufacturing defects. Please be aware of the following claims that are not subject to warranty: Damage caused by general wear against abrasive surfaces, such as Velcro, bag strapping, rough seams, or a rip on one's saddle Rips, burns, tears, and damages due to accident, improper care, mis-use or the natural breakdown of colors and materials over time.

### Colour Disclaimer:

The colour on-screen may vary from the finished product. To confirm the colour please refer to the Pantone number provided for reference. Due to the nature of the screen printing process, colours in final print may not necessarily match the Pantone reference.

### Liability Disclaimer:

Submission of graphics, logos or trademarks is considered full acknowledgement of usage rights granted. In case of doubt, Sugoi retains the right to reject these materials without recourse or further consideration.

## 11. How do you print artwork onto fabric?

The artwork is applied to the fabric through a specialized process called sublimation. During the sublimation process the design is transferred from printed paper to white fabric whereas a substance is converted from a solid state directly to vapor by heat, and allowed to solidify again. The ink is forced into the fibers while still making it permanent and permeable, allowing moisture to continue to move through the fabric, as opposed to printing on the surface of the fabric, such as a screen print, which blocks the fabrics pores.

## 12. What type of art do you require?

### Vector Art

Vector art is required in your artwork for logos, text and flat graphics in order to ensure smooth edges in print. Most sponsors can provide their logos in vector format. Art charges may apply depending on the complexity of your logo or design that is not provided in Vector. Please contact your Custom Sales team representative for more information.

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## Raster/Bitmap Art

Raster art, also referred to as bitmap, should only be used to achieve texture or photographic effects. In order to ensure quality reproduction, your raster/bitmap images must be in CMYK, with a minimum resolution of 150 pixels per inch at actual client template size. PSD (Photoshop document), TIFF and EPS formats are preferred. Web-based file formats such as GIF and JPG are generally low in quality, rendering them unusable for print.

## Tips on Resizing a Raster Image in Photoshop

Resizing an image within Illustrator will compromise its resolution and final print quality, as well as overtax the output device that processes the file for printing. Resize a raster image in Photoshop before importing it into Illustrator in order to maintain a scale of 1/1.

## Importing a Raster Image (The Source File) Into Illustrator

Importing a raster image into Illustrator (without embedding it) makes it easy to edit its source file which allows the SUGOI art team to have more control over the quality of the image.

Embedding a raster image in Illustrator should be avoided because it can drastically increase the file size as well as make it more difficult to control color.

## What is a Source File?

A source file is the original raster image which is first prepared in Photoshop and then imported into Illustrator using the Place command from the File menu. The source file is automatically linked to Illustrator whereas it is only previewed by Illustrator, but not embedded (made permanent). The imported image in the Illustrator file cannot be printed without its source file.

Be sure to send the source files along with the completed client art template when submitting your artwork.

## **13. How can I tell whether a file is Vector or Bitmap?**

### What is Vector Art?

Vector art, usually created in a drawing program such as Adobe Illustrator or Corel Draw, is a framework of paths comprised of floating anchor points set at specific coordinates on a page, connected by segments. Vector paths can easily be repositioned as well as their color changed with a click of the mouse.

*Note: Placing a raster/bitmap image file into Illustrator does not make it vector art*

### What is Raster/Bitmap Art?

Bitmap, termed for a “map of bits”, is a rectangular grid made up of little squares called pixels or samples. A raster image, typically created or scanned and edited in Adobe Photoshop, is resolution-dependant whereas the quality is affected by the size and quantity of the pixels.

The resolution is calculated according to the number of pixels within a square inch. The higher the resolution, the better the quality of the image and the more detail it will contain.

*Note: The quality of an image cannot be improved upon by increasing its resolution because the bits of information required to fill in the finer details are missing.*

## **14. Do you have templates?**

Yes templates are available upon request. For detailed instructions on how to use these templates please be sure to visit our section titled “Art information Pack” if this does not answer all of your questions please don’t hesitate to contact us directly for further information.

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## **15. Are there instructions on how to use your templates?**

Yes there are detailed instructions on how to use these templates in the section marked “Art information Pack”. This pack also provides numerous visual aids. If this does not clearly answer all of your questions contact us directly and one of our Custom Sales Reps would be happy to answer all of your questions.

## **16. What colors should I use to paint my artwork?**

Paint your artwork using the color swatches provided in the client template document’s swatches palette. These color swatches are specifically calibrated to match our digital print standards. Applying them to your artwork will speed up the production process.

Note: Color on screen may vary from the finished product. Due to the physical differences between monitor display, offset (on paper) and digital sublimation (on fabric), colors in the final print may not necessarily match. However, a fabric color chart is available upon request. Please note that a 5-10% shift in color is normal from year to year.

## **17. Do you charge art fees?**

We don’t charge you extra for the first proof and two revisions. However, charges may apply depending on the complexity of the design process. Charges may also apply for additional services, e.g. logo tracing. Please contact your Custom Sales team representative for more information.