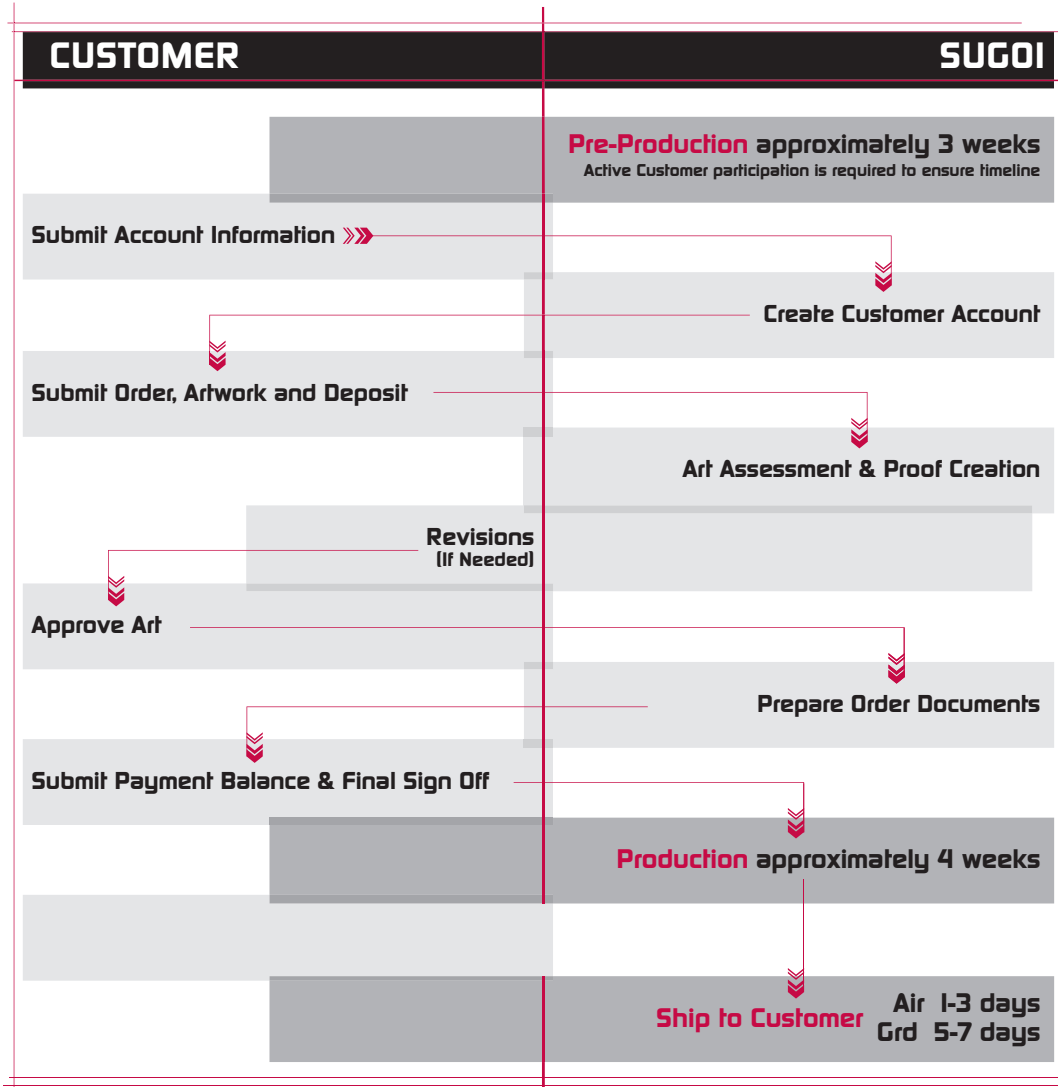


# Custom Process Overview





# Account Setup

In order to set up your account, your SUGOI Customer Service Representative will require the following information:

Team Name: \_\_\_\_\_  
Contacts: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Bill-to Address: \_\_\_\_\_  
Ship-to Address: \_\_\_\_\_  
Tax ID (if applicable – see Tax ID FAQ at the end of this document):  
\_\_\_\_\_

# Art Process

## Art Process

This is perhaps the most important part of the whole SUGOI Custom Process because it's where you work with us to design and implement your ideas! In order to get your gear out the door as soon as possible this process requires close collaboration between you and our in-house Artists, so it's important that you are familiar with the what we need from you, and what we can provide!

## Art Format

You can submit your logos and other visuals as either high resolution photos, or in Vector format. If you are familiar with Adobe Illustrator we would be happy to provide you with our templates as it would allow you to place your art in the right location and at actual size. We suggest that prior to using our templates you have a quick read through our art guidelines, which can be found here: [http://custom.sugoi.com/usa/eng/SugoiTemplates/pdfs/2012\\_Custom\\_Art\\_Guidelines.pdf](http://custom.sugoi.com/usa/eng/SugoiTemplates/pdfs/2012_Custom_Art_Guidelines.pdf)

For a detailed list of the resolution requirements and specifications please view our FAQ PDF. Where you can also find other useful information to answer any questions you may have such as:

- What is Vector format?
- How can I get my image into Vector format?
- How can SUGOI help?

## Art Assessment

In this step we review your submission to ensure that it meets the requirements for us to produce the best possible final product. This service is provided at no extra charge, and in most cases you will receive a response within twenty-four hours of submission to us.





## Proof

Proofing begins after Art Assessment. Once we have confirmed that we can successfully incorporate the images you have submitted, our Artists will start putting a polished draft together. Our goal is to have your first proof ready within five days of the initial request. To increase the chance of our first proof hitting the mark please ask your Customer Service Representative for our Creative Direction Form.

## Proof Revisions

We understand that you want to get your art exactly right before committing it to fabric, and as such all SUGOI custom orders include two proof revisions at no extra cost. Please inquire with your Customer Service Representative about further revision options beyond the first two.

## Screen Sharing

Sugoi offers an interactive art experience called Live Art Direct where you can see your vision come to life right before your eyes. Colour, Logos, Design all pulled together at your direction. For this service contact your Customer Service Rep and request a GoLive appointment to start your experience today.

## Colour Matching and Selection

It's important that your SUGOI product looks how you expect; the best way to make sure the colours meet your expectations is to provide us with Pantone reference colours. Pantone is a global standard that ensures we're all speaking the same language when we talk about colour, allowing us to do a better job of producing the colours that you ordered.

The best source for finding the Pantone reference colour you need is the Pantone Bridge book, which can be found in most art stores; this book provides a side-by-side comparison of original Pantone colours and their digitally printed equivalents. For a demonstration we recommend you visit an online guide to Pantone bridging such as <http://www.colorguides.net/pantone-spot-color.html>

The SUGOI Custom product line offers a wide variety of sublimated fabrics, each with its own levels of density and reflectivity that affect how a colour appears on it. To remove uncertainty, we have a number of pre-matched Pantone colours that are available on a selection of sublimated fabric samples at your request. These will allow you to determine exactly how your colours will print.

For a comprehensive overview of the SUGOI Custom Art Process and its requirements, please visit the following link: [http://custom.sugoi.com/usa/eng/SugoiTemplates/pdfs/2012\\_Custom\\_Art\\_Guidelines.pdf](http://custom.sugoi.com/usa/eng/SugoiTemplates/pdfs/2012_Custom_Art_Guidelines.pdf)





# Managing Your Order - SUGOICustomOrder.com

## What is SUGOICustomOrder.com?

SUGOICustomorder.com is fast, convenient way to communicate with your teammates, co-workers, friends and family. It collects orders, sizes and payment with a simple click of the mouse. You set up the site in a few easy steps and then wait as the orders come in and collect themselves.

## Who should use SUGOICustomOrder.com?

Anybody who has an order! Set-up is fast, easy and free. See below for set up information or contact your SUGOI Service Rep.

## How do I get started?

[www.sugoiCustomorder.com](http://www.sugoiCustomorder.com)

## Sizing

For detailed Sizing Charts please visit: <http://www.SUGOI.com/sizingguide>

If you are placing a large order and need to confirm sizing, Fit Kits can be requested (subject to availability). In order to receive a Fit Kit you must first set up an account with SUGOI using a valid Visa or Mastercard number. The SUGOI Fit Kit must be returned 30 days of receipt. Fit Kits not returned within this time period will be charged in full to the credit card number provided.





# Order Minimums

## New Orders

24 units per style for the first two styles, followed by 12+ units for any additional styles. You can combine men's and women's of the same style to meet the minimums.

## Re-Orders

12 units per style within six months of the original order, providing there are no changes to the art or product selection. Otherwise regular minimums will apply.

## Semi Custom

We currently offer a minimum of 12 units, however only one style is available in this line, our Evolution Bike Jersey with short sleeves.

For more information on minimums and combinable styles, please contact [customgear@SUGOI.com](mailto:customgear@SUGOI.com)

# Price Breaks

Please note the pricing listed in our online PDF is based on minimum order quantities. To find out more about our volume pricing discounts please be sure to contact your SUGOI Customer Service rep or simply email [customgear@SUGOI.com](mailto:customgear@SUGOI.com).

# Final Signoff

Final Signoff is critical to the SUGOI Custom Order process, as it constitutes your authorization to begin production. As such, further changes to a custom order cannot be made once the Final Signoff has been completed; this includes size and quantity changes. Please review the signoff document carefully before signing it.

Please note that production of your order after Final Signoff will begin only after full payment has been received. Production requires a minimum of 4 weeks, not including shipping to your final destination. Please ensure your final sign-off occurs in adequate production and shipping time to allow for any deadlines driven by events.





# Shipping

## Flat Rate Shipping

Value of Final Sales Order	\$0 - 5000		\$5000 - 10000		\$10000 - 20000		\$20000+	
	GRD	AIR	GRD	AIR	GRD	AIR	GRD	AIR
Canada	\$20.00	\$50.00	\$40.00	\$100.00	\$75.00	\$165.00	Contact Customer Service	
USA	\$20.00	\$50.00	\$40.00	\$100.00	\$75.00	\$165.00	Contact Customer Service	

# Payment Information

## Methods

Visa  
Mastercard  
Wire Transfer

## Terms

Teams/Individual: \$250 order deposit upon placement of order; full balance due at Order Sign-Off

Retailers w/o an existing supplier relationship with Sugoi: \$250 order deposit upon placement of order; full balance due at Order Sign-Off

Retailers with existing Sugoi supplier relationship: \$250 order deposit upon placement of order; please inquire with one of our Customer Service Representatives about options for Payment Terms on Custom Orders

# Returns

One year Warranty on construction and materials





# Terms and Disclaimers

By signing off on their SUGOI Custom Order the client absolves SUGOI Performance Apparel and all the individual employees or associates of any liability or expense (including legal fees and costs) resulting from any trademark copyright infringement, implied or actual. Submission of graphics, logos, or trademark is considered full acknowledgment of usage rights granted. SUGOI retains at all times the right to reject these materials without recourse or further consideration. Dates and timelines are valid only if specified pre-production deadlines are met.

The on-screen colours of the approved proof may vary from the finished product. To confirm the colour please refer to the Pantone number provided for reference. Due to technical factors the final print may not match the Pantone reference exactly.

A non-refundable fee of \$250 will be retained from the order deposit for any art services rendered, including those provided for subsequently cancelled orders.

SUGOI reserves the right to ship goods up to two weeks in advance of the Promised Ship Date.

## Tax ID FAQ

### Who needs to provide a Tax ID?

Sugoi requires a valid tax ID on all orders shipping to the United States. For retailers, we need a copy of your State resale certificate; teams organized under the IRS rules for non-profit status should submit the Federal Tax ID for the non-profit. All others need only provide the Social Security number from one team participant.

### Why does SUGOI require a Tax ID?

SUGOI is obligated by United States Federal and State governments to collect this information.

### What documents are required for proof of Tax ID?

Retailers: - Copy of the State issued Resale Certificate for the name of business submitting the order; a resale certificate should be on file for existing retail customers.

Business or Club name - a federal tax form or copy of IRS correspondence (except W9) displaying the business name and the Federal Tax ID number (FTIN), Employer Identification number (EIN), or State Tax Identification number, with all the other values blacked out may be submitted as proof. Teams not specifically organized for tax purposes, or individuals may submit a Social Security Number.

### How do I submit my Tax ID?

Your Tax ID should be supplied along with other account setup information.

