

# How to Order Custom-Printed Products

## LogoClip™

### Strap Clip w/ Plastic Logo Emblem

Step 1 — Choose a Round Logo Emblem Size

- 1 1/16" (17mm) diameter (6920-2201)
- 3/4" (19mm) diameter (6920-2202)
- 7/8" (22mm) diameter (6920-2203)
- 1 5/16" (23mm) diameter (6920-2204)
- 1" (25.4mm) diameter (6920-2205)

Step 2 — Choose a Strap Color (2105-205#)

**0-Clear, 1-Black, 2-Blue, 4-Green, 6-Red, 8-White, 9-Yellow**

*Note: All LogoClip™ Emblems are custom-printed with a 4-color process label with clear dome protective covering. Please include both item numbers when ordering this product.*

## Badge Reels

Step 1 — Choose a Style\*

- Round Plastic Clip-On Badge Reel
- Round Plastic Pin-On Badge Reel
- Round Plastic Spring-Clip Badge Reel
- Square Plastic Clip-On Badge Reel
- Smart Reel – Plastic Clip-On “Push-Button” Badge Reel
- Heavy-Duty Retractable Reel
- Plastic Ski-Sports Reel w/ Snap Closure
- Plastic Ski-Sports Reel w/ Reinforced Vinyl Strap

\*Badge Reels available in a variety of colors.

Step 2 — Choose Options

**Face Printing** – Up to four colors on face of Badge Reel

*Note: We reserve the right to apply preprinted labels rather than direct printing in order to ensure the quality of artwork image. An additional charge may apply.*

**Clear Varnish** – Seals imprint w/ clear finish overlay

**Clear Dome** – Protects, enhances, and preserves custom imprint

**Rim Printing** – Any Pantone (PMS) color ink can be used

## Lanyards

### OPTIMA™ Line

Step 1 — Choose a Style and Custom-Printing Method

Lanyards

- OptiBRAID** (Break-Away only, Diamond Slider Imprint only)
- OptiKORD** (Break-Away or Non Break-Away w/ Screen-Printed Imprint)
- 7/16" OptiFLEX** (Break-Away or Non Break-Away w/ Screen-Printed Imprint)
- 5/8" OptiKOLOR** (Break-Away or Non Break-Away w/ Dye-Sub Imprint)
- 5/8" OptiKOLOR** (Break-Away or Non Break-Away w/ Screen-Printed Imprint)
- 3/4" OptiKOLOR** (Break-Away or Non Break-Away w/ Dye-Sub Imprint)
- 3/4" OptiKOLOR** (Break-Away or Non Break-Away w/ Screen-Printed Imprint)
- 1" OptiKOLOR** (Break-Away or Non Break-Away w/ Dye-Sub Imprint)
- 1" OptiKOLOR** (Break-Away or Non Break-Away w/ Screen-Printed Imprint)

Wristwear

- OptiBRAID** (Break-Away w/ Un-Imprinted Diamond Slider and Split Ring)
- 5/8" OptiKOLOR** (Adjustable Bead and Split Ring w/ Dye Sub Imprint)
- 5/8" OptiKOLOR** (Adjustable Bead and Split Ring w/ Screen-Printed Imprint)

### Abbreviation Key

- NPS – Nickel-Plated Steel
- BOS – Black-Oxidized Steel

Step 2 — Choose an Add-On

- OptiBRAID Diamond Slider** (plain black)
- Imprinted OptiBRAID Diamond Slider**
- Imprinted OptiBRAID Diamond Slider w/ Clear Dome**
- Imprinted Detachable Buckle**
- Imprinted Detachable Buckle w/ Plain OptiBRAID Diamond Slider**
- Imprinted Detachable Buckle w/ Imprinted OptiBRAID Diamond Slider**
- Imprinted Detachable Buckle w/ Imprinted OptiBRAID Diamond Slider and Clear Dome**
- Black Wood Bead** (OptiKORD only)

Step 3 — Choose an OptDTACH Attachment

- Opti Flexible Plastic “O” Ring**
- Opti Plastic Snap Hook**
- Opti Black-Oxidized Steel 2-Hole Clip**
- Opti Black-Oxidized Steel Split Ring**
- Opti Black-Oxidized Steel Swivel Hook**
- Opti Loop** (plain)
- Opti Loop w/ Badge Reel**
- Opti Loop w/ Imprinted Badge Reel\***
- Opti Loop w/ Imprinted Badge Reel\* and Clear Dome**
- Opti Loop w/ Clear Vinyl Strap Clip**

\*Please refer to the Badge Reel Guidelines.

## Classic™ Line

Step 1 — Choose a Style

- 3/8" Standard**
- 3/8" Break-Away**
- 5/8" Standard**
- 5/8" Break-Away**
- 3/4" Standard**
- 3/4" Break-Away**
- 1" Standard**
- 1" Break-Away**

Step 2 — Choose an Attachment

- Plastic Slide Hook** (Break-Away only)
- NPS Swivel Hook**
- BOS Swivel Hook**
- NPS Split Ring**
- BOS Split Ring**
- NPS Bull-Dog Clip**
- NPS Pull-Apart Key Ring**
- Colored “O” Ring**
- Plastic Whistle**
- Eye Glass Holder**
- Plastic Clip-Eze™ Multi-Card Holder**

Step 3 — Choose An Accessory (Optional)

- American Flag Logo Slider**
- Smiley-Face Logo Slider**
- Imprintable Round Logo Slider**
- Imprintable Square Logo Slider**
- White Cord Lock**
- Black Cord Lock**

Step 4 — Choose a Custom-Printing Method

- Dye-Sublimation** – Up to Five Colors on Color Material or Six Colors on White Material
- Screen-Printing** – Any One PMS Color on Standard Material
- Hot Stamping** – One Color or Two Colors (side-by-side printing) on Standard Material

# Lanyard and Wristwear Guidelines

## Dye-Sublimation

(OptiKOLOR™, Classic™ Line)

### Up to Five Colors on Color Material or Six Colors on White Material

- Premium quality... durable and long lasting
- Perfect for intricate logos and detailed artwork
- Any Pantone (PMS) color ink available on 3/8", 5/8", 3/4", and 1" lanyards
- Standard two-sided printing

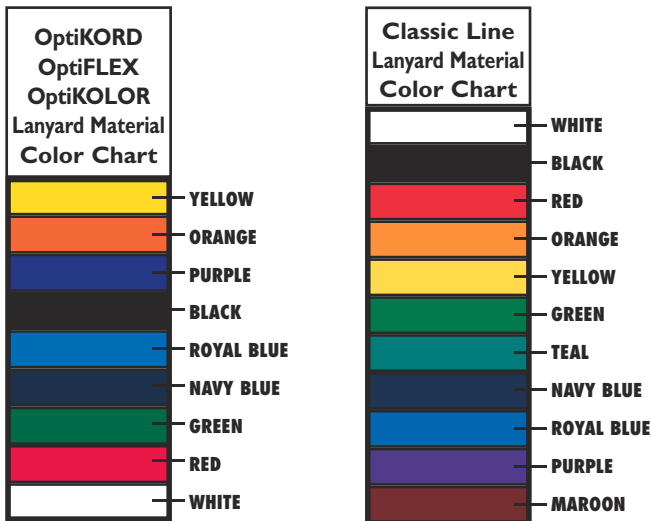
Notes: The appearance of the Pantone (PMS) color inks may vary when custom-printed.

## Screen-Printing

(OptiKORD™, OptiFLEX™, OptiKOLOR™, Classic™ Line)

### Any One PMS Color on Standard Material

- Superior quality... quick turn-around for small and large orders
- Any one Pantone (PMS) color ink on 3/8", 5/8", 3/4", 7/16", and 1" lanyards - each side can be a different color
- One or two-sided printing available - consider using different imprints on each side
- Best suited for straight text and simple logos



Notes: The appearance of the Pantone (PMS) color inks may vary based on the actual color of the lanyard material.

Due to the nature of this printing process, there are limitations with certain color combinations and image resolution. Your account executive can assist you with any questions.

## Hot Stamping

### One Color or Two Colors (Side-by-Side Printing) on Standard Material

- Good quality... perfect choice for limited budgets
- Best suited for straight text
- Great for give-aways and promotions
- Available in color combinations shown below – multi-color imprints available as well
- One or two-sided printing available on 3/8", 5/8", 3/4", and 1" lanyards – consider different images or imprint colors on each side

### Imprint Colors (on Standard Lanyard Material)



## Maximum Print Areas

**Dye-Sublimation** - (3/8") 15 x 3/16", (5/8") 15 x 7/16", (3/4) 15 x 5/8", (1") 15 x 7/8"

**Screen-Printing** - (3/8") 15 x 3/16", (7/16" - OptiFLEX only) 13 x 3/8", (5/8") 15 x 7/16", (3/4") 15 x 5/8", (1") 15 x 7/8"

**Hot Stamping** - (3/8") 6 x 3/16", (5/8") 6 x 7/16", (3/4") 6 x 5/8", (1") 6 x 7/8"

• Minimum Stroke Thickness - .055"

• Suggested Fonts – Sans Serifs (i.e. Arial, Tahoma)

**OptiBRAID Diamond Slider** - 3/4 x 3/4"

**Detachable Buckle (OPTIMA™ Line only)** - 1/2 x 1/4"

**Logo Sliders (Classic™ Line only)** - 3/4" diameter

## Minimum Production Run

**Short-Run Dye-Sublimation** - 100-piece minimum

**Dye-Sublimation** - 1000-piece minimum

**Screen-Printing** - 250-piece minimum

**Hot Stamping (Classic™ Line only)** - 100-piece minimum

## Lead Time

**Short-Run Dye-Sublimation** - 1-2 weeks

**Dye-Sublimation** - 3-5 weeks

**Screen-Printing** - 1-3 weeks

**Hot Stamping** - 1-2 weeks

Note: The schedules outlined above, indicate the estimated lead time following receipt of approval of artwork proofs.

## Packaging

Lanyards are bundled in polybags of 100. Additional charges may apply for other quantities or special requests. Call for quote.

# LogoClip™ Guidelines

## Maximum Print Areas

1 1/16" (17mm) diameter      3/4" (19mm) diameter  
7/8" (22mm) diameter      15/16" (23mm) diameter  
1" (25.4mm) diameter

## Minimum Production Run

100 pieces

Note: On all custom-printed LogoClip™ orders, we reserve the right to ship +/- 10%. If you require an exact quantity, a fee may apply.

All LogoClip™ Emblems are custom-printed with a 4-color process label with clear dome protective covering.

## Lead Time

**2-4 weeks** (This may vary depending upon the number of colors and artwork.)

Note: The schedule above indicates the estimated lead time following receipt of approval of artwork proofs.

## Packaging

LogoClip™ Strap Clips are bundled in polybags of 100. Additional charges may apply for other quantities or special requests. Call for quote.

# Badge Reel Guidelines

## Maximum Print Areas

**Round** – 3/4" diameter  
**Square** – 3/4" square (square corners)  
**Smart Reel® (Push Button)** – 3/4" diameter  
**Ski/Sports** – 1 3/16" diameter  
**Heavy-Duty** – 1 1/2" diameter

## Standard PMS Colors

Below are our standard PMS colors for custom-printed badge reels.

(PMS colors may not always be 100% accurate once printed).

Black – PMS Black C	Yellow – PMS 115C
Purple – PMS 268C	Orange – PMS 151C
Royal Blue – PMS 294C	Red – PMS 185C
Navy Blue – PMS 289C	Maroon – PMS 195C
Teal – PMS 316C	Metallic Gold – PMS 872C
Green – PMS 348C	

Note: If you require a color that is not included in our standard selection, a Pantone color match charge may apply.

## Minimum Production Run

100 pieces

Note: On all custom-printed Badge Reel orders, we reserve the right to ship +/- 10%. If you require an exact quantity, a fee may apply.

## Lead Time

**2-4 weeks** (This may vary depending upon the number of colors and artwork.)

Note: The schedule above indicates the estimated lead time following receipt of approval of artwork proofs.

## Packaging

Badge Reels are bundled in polybags of 25. Additional charges may apply for other quantities or special requests. Call for quote.

# Custom-Printing Specifications

## Artwork

Submitted artwork must be camera-ready, black & white photo-quality with fine edges. Modifications to your artwork, should they be required, will be quoted on a per order basis. A minimum charge applies. (No photocopies or faxes will be accepted.)

• The following computer files are also acceptable:

**Adobe Illustrator 8** – all fonts converted to outlines and saved as an .ai or .eps file  
**Adobe Photoshop 5** – files saved as .tif, .bmp, .jpg, .psd, or .gif  
**Pagemaker 6.5**  
**Quark XPress 4.0**

• Please submit files in one of the following formats:

**E-Mail**  
**IBM formatted 3.5" disk**  
**Imomega Zip Disk**  
**CD-Rom**

Notes: Please specify the name and type of the files being sent. All files should have a resolution of 150 dpi or higher. Multiple color jobs should be created using spot-color rather than process-color mode. Please do not embed files in a Microsoft Word® file. It is preferred that artwork be provided in the above formats. However, if that is not an option, please send a black & white hard copy of your camera-ready artwork (laser-print quality), including written instructions and a list of fonts used. Also include a color copy for color breakdown only.

## Set-Up Charges

A set-up charge may apply to all orders. Call for details.

## Rush Charges

We will do everything possible to meet your required delivery dates. Under certain conditions items may be moved up in the production schedule. Additional charges may apply. Please call for details.

## Cancellation

Orders may be subject to a cancellation charge to compensate for any costs incurred prior to cancellation. (i.e. artwork charges, printing plates, etc.)

## Returns

No returns on custom-printed products are accepted unless resulting from manufacturing error and must be authorized in writing. Product samples to verify your claim must be submitted within 30 days.