

decorating information

artwork requirements

Artwork must be camera-ready (black and white artwork that needs no further touch-up or re-arranging before being processed) in vector-based format. **Please e-mail artwork to artwork@hylinepromo.com.**

For better printing result, fonts should not be less than 8pt, sans serif, regular weight. All fonts should be converted to outlines, or font file(s) to be provided with the artwork.

We do not accept artwork that is NOT camera-ready.

Halftones/gradients are acceptable for silk-screening ONLY.

We are unable to work with Corel DRAW (.cdr).

 The following file formats are acceptable

- AI (Illustrator - CS3 / lower version)
- EPS (Illustrator - CS3 / lower version)
- PDF (vector based)
- WORD document (text ONLY)

 The following file formats are NOT acceptable

- scans
- photographs
- photocopies
- faxed art
- PPS (PowerPoint)
- CDR (CorelDraw)
- JPEG / JPG
- GIF
- BMP
- TIFF
- PCX
- PNG
- PSD (Photoshop)
- Photoshop EPS
- Photoshop PDF

The order is subject to additional charges if the artwork is not camera-ready or modification is required. These charges are based on the amount of time required to convert or modify the artwork at the rate of **\$10.00 for every 10 minutes spent.**

hot stamping

All **HY** vinyl product prices include a one colour, one location foil stamped imprint (unless stated otherwise). The stamping die is extra.

ALL HOT-STAMPED ORDERS REQUIRE A DIE UNLESS PURCHASED IN PREVIOUS YEARS. Due to changes in technology we can no longer type set imprints.

Hot stamping is recommended for vinyl products with a one colour, simple artwork. See pg. 80 for the entire selection of foil colours. **Pantone (PMS) colour matching is not available for hot stamping.**

Stamping dies are stored for a maximum of two years from the date of the last order, where the die was last used. HYLINE DATEMINDER reserves the right to dispose of any die(s) prior to that period.

Hot stamping Die Charge: **\$58.00 (G)** (for an imprint up to 8 square inches)

Oversized Die Charge (per extra square inch): **\$3.50 (G)** (for up to a total of 14 square inches)

Copy change charge: **\$12.50 (G)**. A copy change can ONLY be requested if the order meets the minimum quantity for that product.

for additional colour or location

Imprint Category: A (small products)

Set-up Charge: **\$12.50 (G)**

Running Charge:

QTY	125	250	500	1000	2500+
\$ (6G)	\$ 0.38	\$ 0.25	\$ 0.20	\$ 0.15	\$ 0.13

Imprint Category: B (large products)

Set-up Charge: **\$17.50 (G)**

Running Charge:

QTY	25	50	125	250	500	1000+
\$ (6G)	\$ 1.06	\$ 0.75	\$ 0.50	\$ 0.35	\$ 0.28	\$ 0.23

No imprint price for vinyl products: Deduct **\$0.05 (G)** for category A items and **\$0.12 (G)** for category B items

debossing/embossing

Emboss/Deboss Die Charge: **\$58.00 (G)** (for up to 8 square inches)

Oversize Die Charge (per extra square inch): **\$3.50 (G)** (for up to a total of 14 square inches)

Debossing/Embossing Running Charges:

QTY	25	50	125	250	500	1000+
\$ (6G)	\$ 4.25	\$ 2.20	\$ 1.05	\$ 0.75	\$ 0.63	\$ 0.50

Foil colour fill charges (ADD to the emboss/deboss charges):

QTY	25	50	125	250	500	1000+
\$ (6G)	\$ 2.90	\$ 2.20	\$ 1.05	\$ 0.75	\$ 0.63	\$ 0.50

personalization

Personalization on portfolios, pad holders, and diaries adds a distinct look. Prices include one line of type.

QTY	5	10	25	50	100+
\$ (5G)	\$ 8.00	\$ 5.00	\$ 3.50	\$ 2.50	\$ 2.00

silk-screening

vinyl products

Silk screening offers many advantages over hot stamping. In addition to providing a sharper imprint, it can accurately produce intricate images. It is recommended for imprints with multiple colours and/or colour gradations, PMS matches, tight registration, and half tones. Prices are shown under each item in the price list.

SILK SCREENING PRICE FOR VINYL PRODUCTS ARE OVER AND ABOVE THE HOT STAMPED PRICE. NO EXTRA SET UP CHARGE APPLIES. Please refer to page 71 for standard screening colours. Non-standard screening colours will incur colour mixing charge as below:

Close as PMS colour match charge: **\$55.00 (G)**

Laboratory exact PMS match charge: **\$135.00 (G)**

Purple or taupe ink colours will incur an additional mixing charge of \$30.00 (C). Certain inks on dark colours require a white underlay (additional set-up and running charge will apply.)

bag products:

All prices include a one colour/location screened imprint (set-up included.) **For each additional colour or location ADD set up charge of \$52.00 (C) and running charge as below:**

QTY	25	50	125	250	500	1000+
\$ (6C)	\$ 1.50	\$ 1.42	\$ 1.33	\$ 1.25	\$ 1.08	\$ 1.00

umbrellas:

All prices include a one colour/location screened imprint (set-up included.) **For each additional colour or location ADD set up charge of \$72.00 (C) and running charge as below:**

QTY	25	50	125	250	500	1000+
\$ (6C)	\$ 3.00	\$ 2.83	\$ 2.67	\$ 2.50	\$ 2.17	\$ 2.00

embroidery

In addition to improving the look of an imprint, embroidery can create a lasting impression. Most of our vinyl products that are made with expanded vinyl can be embroidered. Bags that have an embroidery icon denote an embroidery-friendly product. A digitization fee will vary according to the size of embroidery. If a program is provided ONLY the running charge would apply. Running charges are dependent on stitch count. Contact our customer service to find out lead time, artwork requirements and pricing.

decorating methods

hot stamping vs. silk-screening

text too small for hot stamping

8 pt - abcdefghijklmnopqrstuvwxyz

7 pt - ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstu

vwxyz

* White foil fills into small/fine details easier than other foil colours. Silk-screening is recommended. Detailed artwork is NOT suggested for imprinting with white foil.

* Silk-screening is recommended for imprinting fine/detailed artwork on black taliano vinyl.

text too small for silk-screening

6 pt - abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstu

5 pt - ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ



hot stamp

- Ideal for one colour imprints with simple artwork
- Most economical imprinting method
- Standard foil colours
- PMS matching is not available
- Simple 1 colour imprint



silk-screen

- Excellent replication of intricate artwork
- PMS matching (at extra cost)
- Perfect for tight registration and multiple colours
- Multi-colour imprint



Debossing/Embossing

- Debossing is a depressed imprint
- Embossing is a raised imprint
- Best suited for expanded and Look of Luxury Expanded Supported Vinyl
- Creates a formal look
- **Additional running charge applies**

gradients & half-tones



Gradients can be replicated by silkscreening ONLY. The artwork will be imprinted as half-tones.

debossing vs. embossing

Debossing



Debossed imprints indent into the material, and may be filled with a foil colour (color fill deboss) at additional cost or left as is (blind deboss.)

Embossing



Embossed imprints press into the material creating raised imprints. A rectangular box will have to be created around the perimeter of the imprint. Colour fill option is also available for embossed imprints.



colour filled deboss

- Not applicable for PLAIN VINYL
- Creates a very Luxurious look
- **Additional running charge applies**



embroidery

- Perfect for bags and select vinyl products
- Digitization required
- Pricing is based on stitch count



metal plate decal

- Polished, metal plate with adhesive back
- Imprint is etched on to metal plate, creating a tone-on-tone effect
- Provide a pronounced effect to a variety of products