

## SETUP FEES

Pricing for branding depends on the type of branding method chosen, and sometimes on the quantities of items branded, as some suppliers have a sliding scale based on quantity. One item however stays the same and is not linked to quantity but rather the branding method chosen...that is **Setup fees**. The question however comes up many times: Why do you charge a Setup fee? What is it for? Why do I need to pay for separate ones each time?

The details can get confusing, so let's break it down.

### What is a setup fee?

A setup is the cost associated with the creation of a die, plate, screen, or other fixture that is used in our machines to print your logo on your desired item.

Since each item has a unique imprint area, and imprint methods vary from item to item, it's necessary to create fixtures for imprints every time you order an item for the first time. Each new fixture requires another setup fee.

A setup fee is not an artwork fee. Designing your artwork is a completely different cost.

### What goes into a setup fee?

For **screen printed** items, the setup covers preparing a screen with the inverse of your logo on it, carefully cutting out the logo, and readying the ink.

For **laser engraved** items, it means calibrating your logo into the laser.

A **digital printing** setup charge comprises uploading your image into the printer.

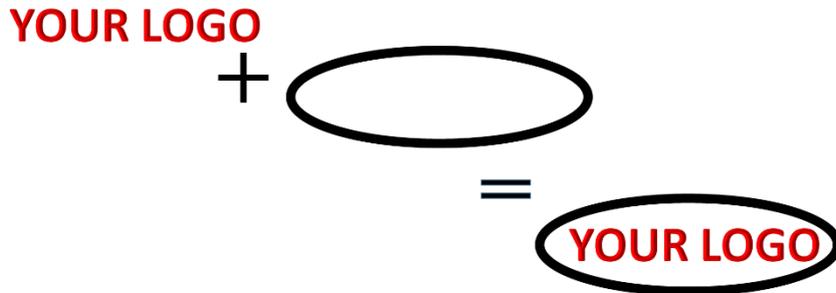
**Heat transfer** setups include printing your logo onto transfer material, and then transferring it onto your items. (Think a higher quality iron-on t-shirt transfer!)

### Why do some items not have a setup fee?

All items will have a setup charge, but we try to discount (or eliminate) them as much as we can. We want you to be able to maximize your advertising spend and get the most out of each purchase.

## Why do some items require multiple setup fees?

If your desired imprint has multiple colours and/or locations, this will require multiple setup fees. This is because when you have your items screen printed, a screen is created for each part of your imprint that's a different colour.



*To print the above logo on promotional items, we'd have to create two screens.*

The exception is a digitally printed item. Digitally printed items only have one setup fee because your art is being sent to a large printer instead of being broken up into different screens.

## I ordered multiple items; does the setup fee cover all of them?

It does not. Every single different item that you order has a unique setup fee.

To start, each item has a unique imprint area.

Stress balls have imprint areas around 5cm by 5cm but t-shirts imprints can go up to 40cm by 40cm

You wouldn't want to have the same imprint on a stress ball and a t-shirt, anyway.

Can you imagine how small a stress ball-sized logo would look on a t-shirt?



*That logo is tiny on a t-shirt, you won't get good brand impressions that way*

Think of it like a rubber stamp placing your logo. Once you carve out the rubber stamp, you cannot change its size.

Our promotional products are supplied by different suppliers. So even if you have two items with the same imprint method and area, you'll still have to pay separate charges because they are being made and shipped from different suppliers.

The only time you won't have to pay a different setup fee is if you get the exact same item but in a different colour. For example, if in one order you purchase 200 pairs of our Neon Sunglasses in green, and also 200 pairs in orange, you'll only have one setup fee. (Though please note that if you change the ink colour, that would incur a different fee.)



*One product. Two colours. One ink colour. One setup fee.*

### **In Summary:**

- Setup fee = creating screen, calibrating lasers, etc. Totally separate from an artwork fee
- Unless it's a digital imprint, multiple colours will require multiple setup fees
- Two completely different items require two setup fees
- In most cases, you will not have to pay a reorder setup fee