



## CUSTOM SCREEN PRINT SERVICE

Norbert's is happy to screen-print your logo, symbol or insignia onto your mats or other products. We offer this service at no charge, however there is a one-time set-up fee to cover our cost of processing your artwork and having your screen made. From that point forward, we can print your custom image on all future orders as long as you specifically instruct us to do so when you place an order. It's a great way to promote your organization and give potential customers your contact information.

The artwork set-up process and fees are as follows:

### 1. FILE:

Customer to provide **VECTOR BASED** single color digital artwork without any screens or gradients. Examples of acceptable file formats are Adobe Illustrator .ai, .eps or PDF with vector graphics in tact, or similar illustration based vector files. Unlike JPEGs, GIFs and BMP images, vector graphics are NOT made up of a grid of pixels. Instead, vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves and angles. If you do not have a vector file available, we can convert your pixel based artwork for an additional fee. Additional fee depends on the complexity of your artwork and is usually between \$30 to \$60. For exact cost please provide an example of your artwork.

### 2. FEES:

If you provide the required digital artwork, your cost is **\$225.00**. Email your digital file to your salesperson or to [info@norberts.com](mailto:info@norberts.com)

### 3. ADDITIONAL PARAMETERS & HELPFUL HINTS:

- Ideal image size is 8.5" x 11". If yours is scaled to fit on a standard sheet of paper (horizontally or vertically), it will be easily visible, easy to place on most items and not overly large or distracting.
- We use a single-color screen process and are unable to print images requiring grey scale, shading or multiple colors.
- Small characters and intricate details do NOT screen well nor are they easy to see at a distance. We recommend having your name and contact information in large bold block letters.
- Thin lines or rules also do NOT screen well, we recommend a minimum line or stroke thickness of 4 points.
- We use black ink on products covered with lighter colored vinyl and white ink on dark colored vinyl.

### 4. ORDERING CUSTOM PRINTING:

- We have hundreds of client screens in our shop. You must instruct us to "use our silk-screen logo" in writing on your purchase order or in the text of your email order.
- Norbert's will **NOT** be responsible for any errors resulting from your failure to comply with (a.) above.

### IMPORTANT SCREEN PRINTING DISCLAIMER

Silk screen printing is an imperfect process. Norbert's has done extensive research to determine the best screen types and ink formulation for the materials we apply screen printing to. Only trained staff are allowed to apply the screens and products are inspected for quality before they ship. Inconsistencies can occur during the screening process such as large solid areas or fine lines that **do not fill in consistently**. These slight imperfections are considered acceptable. If you require greater print detail for your order we offer full color vinyl printing, but be advised this is a more expensive option. Ask your sales representative for details.

After carefully reviewing the above information, please sign, date and fax or mail this sheet to our office.  
***I have read, fully understand, accept and agree to all terms of Norbert's Custom Screen Print Service.***

Your Name \_\_\_\_\_ Business Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_