

# promogator



## Pad Printing Overview v1.0





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Breakdown of pricing explained in detail

Pad Printing is a unique process in which a 2D image logo or text gets transferred on to a 3D part with the help of a silicone pad. The process is great when you have to mark an item or put your logo on a part that is not a flat surface. You probably don't know it but almost everywhere you go you can see pad printing in real life.



## Molding & Setup

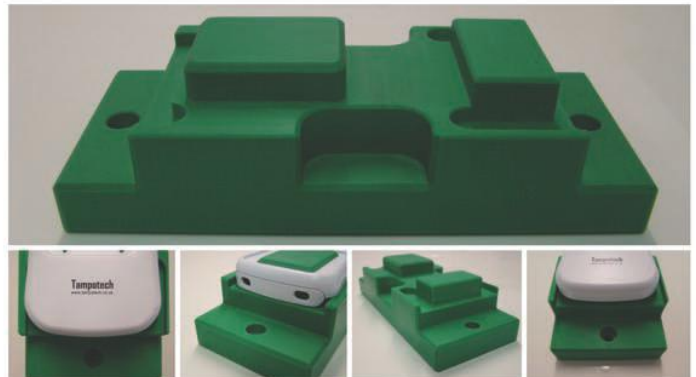
Since every part has an different shape, setting up a job to print requires a 3 part process.

1. Creating Mold / Fixture: This price can vary from as little as \$25 - \$200 depending on the part. The Pad print fixture/mold is charged on a per case basis depending on the job this allows us to print the logo on the exact spot every single time.

Creating a quality fixture for locking in a part upon printing can be difference from printing a high quality job to low quality job.

Fixtures can be created with plastics, resins or metal alloys depdning on the job.

Our experts will determine what material is best for your printing fixture.





**2. Plate Setup / Film Prep:** Every job starts off with proper artwork. Acceptable file formats include Adobe .Ai Files Adobe .Eps or High quality Photoshop .psd or .pdf files



Once we receive the artwork we print transparencies with special coating to create plate for printing setup. A "Setup Fee" for pad printing includes

- A. Film for Artwork
- B. Plate for Artwork
- C. Custom PMS Color for print.

Once we have a film created we etch a special plate with the correct dept to get the ink on the silicone pad and printed onto the part.



3. PMS Color Matching: In order to achieve the best quality imprint color we ask you that you call out all PMS color matches. Keep in mind RGB & CMYK are no acceptable PMS COLORS. If you need help choosing a PMS color please contact us for help.



## Pricing Structure

Pricing can be hard to calculate over the phone or through an email without knowing some more information about a part. Before providing quotes for projects these are important pieces of information needed for quoting.

1. **Qty of parts printed** (how many parts will you print on run?)
2. **Number of colors** for imprinting (how many colors does your artwork have?)
3. **Turn around time** (when do you need the parts by?)
4. **Material of your product** (what is your product made out of?)  
Notes: Some items require special handling / pre-treatments for printing
5. **How they come packaged** (packaging is key to creating price structure)
6. **How they need to be re-packaged** if any (do we need to repackage them a certain way?)

Once we can determine a property of a part, we can better assist you through the printing process.



# Stock Pad Printing Color Chart

<b>01</b>	schwarz black noir negro		<b>11</b>	bordeaux rot bordeaux red bordeaux burdeos		<b>21</b>	brillant grün green brillant vert brillant verde brillante	
<b>02</b>	weiß white blanc blanco		<b>12</b>	rosa pink rose rosa		<b>22</b>	braun hell brown light brun clair marrón claro	
<b>03</b>	zitronengelb citron yellow jaune citron amarillo limón		<b>13</b>	blau hell blue light bleu clair azul claro		<b>23</b>	braun dunkel brown dark brun foncé marrón oscuro	
<b>04</b>	gelb mittel yellow medium jaune moyen amarillo medio		<b>14</b>	blau mittel blue medium bleu moyen azul medio				
<b>05</b>	gelb dunkel yellow dark jaune foncé amarillo oscuro		<b>15</b>	blau ultra blue ultra bleu ultra azul ultra		<b>51</b>	silber silver argent plata	
<b>06</b>	orange orange orange naranja		<b>16</b>	blau dunkel blue dark bleu foncé azul oscuro		<b>52</b>	gold gold or oro	
<b>07</b>	gelb ocker ochre yellow jaune ocre amarillo ocre		<b>17</b>	türkis turquoise turquoise turquesa				
<b>08</b>	rot hell red light rouge clair rojo claro		<b>18</b>	violett violet violet violeta				
<b>09</b>	signalrot red bright rouge vif rojo vivo		<b>19</b>	grün hell green light vert clair verde claro				
<b>10</b>	karmisrot carmine rouge carmin rojo carmin		<b>20</b>	tannengrün green fir vert sapin verde pino				

Free PMS Color Matching  
If you don't have a PMS  
Color please choose a  
color from the list shown  
above for your orders.

## European Ink shades

CMYK inks for the photo-realistic presentation



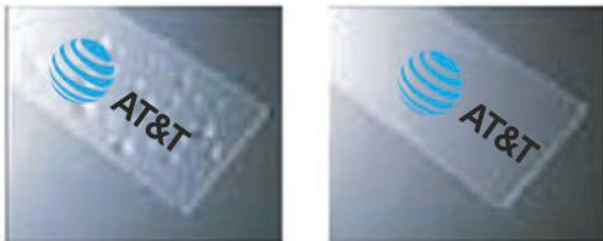
# Marabu

Inks and Coatings  
Screen · Digital · Pad

## Additional Printing Charges

The goal of any company you choose for printing a part is the number one rule in pad printing, **Make sure that the ink sticks!** Some metals or ceramics don't like pad printing inks all too much an additional process is needed "Pre Treatment" for ink to adhere to the part. If your parts need any pre or post treatment there is an added cost associated with the part. Flaming a unit or pre treating / post treatment is a great way to make a logo stick to a part.

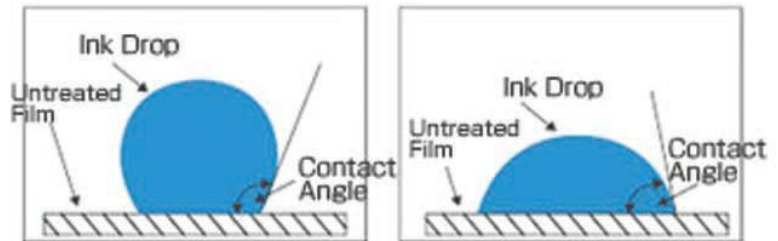
### Surface Tension



Before

After

### Contact Angle



Before

After

Pre-treatment or post treatment price ranges typically from **.07 - .15** for each part to insure print adhesion.





## Pricing Structure & Example

Now that we have learned a bit about the process we can begin with a general pricing example from one of our existing clients. Once you become a client of Promogator we will give you a price structure for your program and also load your item on our app marketplace for faster ordering.

Following the structure we can determine pricing

Part pictured below Glass Perfume Bottle: MOLD CHARGE \$40 for fixture tool

1. QTY or parts being printed **Customer needs 500 Pieces**
2. Number of colors for job **Customer needs 5 color job White, Red, Yellow, Green, Blue**
3. Turn around time for job **Customer is in no hurry. Rush order have 25% rush fee to order**
4. Material of product **Product is made out of glass will require special treatment +.07**
5. How do they come packaged? **Parts come packaed bulk packed not invididual boxes**
6. How do they need to be repackaged? **Custom boxes plus paper insert +.18 each item**

Setup Fees are charged per color per location and from documentaiton include

- A. Film Charge
- B. Plate Charge
- C. PMS color match

Artwork Shown here has 5 colors

Setups are as follows

White underbase: PMS WHITE

Red Stripe: PMS 485C

Navy Contrast: PMS 289C

Yellow Crown: PMS 109C

Green Accents: PMS 354C

Each Setup is \$50.00

5 x \$50 = \$250.00 Molding \$40.00

Total cost for job setup / molding = **\$290**



Inflatables LLC  
 13851 A Better Way, Unit 11A  
 Garden Grove, CA 92843  
 949 340 0104  
 sales@inflateco.com

# Invoice



BILL TO
British Stinker Perfume

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
051655	09/18/2018	\$890.00	10/01/2018	Due on receipt	

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
09/18/2018	<b>Set up fee</b>	Mold Charge 1 Mold Pad printing Glass Bottle	1	40.00	40.00
09/18/2018	<b>Set up fee</b>	5 color pad printing, 5 films, 5 pms color matches	5	50.00	250.00
09/18/2018	<b>Pad Printing Service</b>	500 pieces pad printing 1.18 each piece pad printing parts	500	0.95	475.00
09/18/2018	<b>Pad Printing Service</b>	pretreatment / post treatment charge	500	0.07	35.00
09/18/2018	<b>Pad Printing Service</b>	packaging charge	500	0.18	90.00

BALANCE DUE

**\$890.00**



For our clients who require multiple repeat orders we can load product for printing on our web platform / ios android app for easy ordering / reordering.

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NO setup fee  
24h product time  
Free shipping  
American made  
Eco friendly  
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DIY & Crafts  
Workspace  
Car & Vehicles  
Apparel

**Custom Perfume Bottle Print Client BRITISH STINKER Invoice #2849934 REPEAT**

FREE 24 eco Under .99

**.95 USD**

Product color:  
Glass

Quantity: 500 Price Each: **.95**

Please enter your desired quantity, or click and drag slider to adjust price and quantity that's right for you.  
\* Minimum value 100

**Production Time**  
Your order is estimated to complete on **09/19/2018**.  
Need it sooner? Enter a requested due date

Requested Due Date

**Add to Cart**

**Product Description** Reviews Q & A Artwork Templates

**Description**  
The Only All Purpose Bag You're Ever Need" — Inc. Magazine F...  
[Show more >](#)

**Production Time:**  
1 Working Day

**Product Size:**  
25"H x 100"W

**Product Weight:**  
25lbs

**Made in:**  
Mekong...

Custom pricing can be set for qty and multi qty discounts can be added for each item program pricing is available on a per case basis.

# FAQ's

Can you print multiple colors for pad printing?

Yes, you can print multiple color artworks in most cases up to 4-6 colors

Are there minimums for pad printing can we print 1 piece?

All orders have a \$100 min charge for single color multiple colors price goes up depending on complexity of artwork 2 color min is \$125 3 color \$150 4 color \$175

Are you able to print all the way around a part like a bottle?

Pad printing allows you to print round parts only as far as pad stretches, although screen printing is preferred method for cylindrical parts pad printing will give you tighter registration and a cleaner print than screen printing.

How long does pad printing last once it sticks to a part, is it permanent?

Our goal is to print the highest quality parts at the best price possible for our clients, doing so we perform quality control before and after we print job. Tape test and scratch test is standard qc for ink adherence. Any item can scratch off if you go at it hard enough, our quality is OEM printing quality.

If we pay for setup/mold charge and sample fee do we get any discount on production?

Mold and setup fees are required to do any order before we can sample and get ink to stick to a part. Once you are ready to go into production after you samples have been completed we charge you \$25 for any resetup fees and per piece price for production.

If we accidentally print the wrong logo or wording can I get a refund?

To avoid any confusion with printing parts, whether you order online, on the phone, email or through our ios/android app we always send out a proof prior to ordering. Proof will show logo how its placed and mockup for order once its signed its final.

I don't have vector artwork can you still print my image from a jpeg or png file?

It is recommended to use a high quality vector image eps or ai file for any print job. If you do not have vector print ready artwork we charge \$50.00 an hour for any artwork cleanups.



# **promogator**



**Thank You!**

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