

# INFORMATION

## Sm@rt Code

Sm@rt Codes help you quickly find out the minimum artwork requirements at just a glance. Located right next to an item's price, photo and features, Sm@rt Codes immediately convey the artwork requirement for that particular product and imprint process. The Sm@rt Codes consist of a combination of one number and one letter.



The first character in the Sm@rt Code is a number that describes the format (vector vs. raster) necessary for artwork readiness. Due to the fact that vector images can easily be converted to raster images, but not the other way around, most properly prepared vector files can be used for artwork in categories 1-5.

Code		Minimum Resolution*	Description
1	Vector image	n/a	File contains only vector elements.
2	Raster image*	72DPI	File may also contain vector elements.
3	Raster image*	150DPI	File may also contain vector elements.
4	Raster image*	300DPI	File may also contain vector elements.
5	Raster image*	600DPI	File may also contain vector elements.

\* "Raster Image" means grayscale or color file. Bitmaps (1 bit raster files) must be 1200 dpi.

\*\* Minimum resolution is for raster image at finished imprint size.



The second character in the Sm@rt Code is a letter that describes the color space necessary for artwork readiness.

Code		Minimum requirements
S	Spot Color (only)	All colors in file must be specified using either a known library, e.g. Pantone®, or the supplier's standard colors. Colors printed on product may or may not match colors assigned in file, e.g., black-and-white art used for color imprint.
X	Colorless Decorating	File colors are used to convey image features only. Decoration does not show file color. Used for engraving, embossing, etching, etc.
C	CMYK Color (only)	File may also contain vector elements for spot colors.
R	RGB Color (only)	File may also contain vector elements for spot colors.

## Custom Die Costs & Pre-production Samples

Die charges for Magnets, Softee and Leather products begin at \$350(G). Prices for Custom Dies for Air Fresheners also begin at \$350(G) but vary dramatically due to the complexity of sizes and shapes, and must be quoted on an individual basis.

Pre-production samples plus setup charges and custom die charges (if applicable) are prohibitively expensive and must be quoted on an individual basis. All custom dies and molds become the property of Artmetal and will be held for approximately two years after the delivery of the order. After that time, they may be discarded if unused.

## Typesetting Charge

Any type setting that must be input on our end will be subject to a \$18.75(G) charge. Please specify your font preference and we will try to accommodate your request whenever possible. However, if the exact font request cannot be met, we will substitute it with the closest font we have available. If no style of font is requested, Arial will be chosen.

## Standard PMS Colors

Artmetal offers standard PMS colors at no extra charge for items that are screen printed. For specific color matching of Pantone colors that are not listed as standard, an additional charge of \$25.00(G) will apply.

### Artmetal Standard PMS Color Palette (for screen printing ONLY)



\* extra charges apply; not available on air fresheners

## Product Information

### Air Fresheners

Due to the nature of the scenting process, slight discoloration, staining, and bleeding may occur. All air freshener paper starts off as off-white and will be scented with yellow or light brown scent.

All air fresheners are scent tested before bagging; scent availability may vary once testing is complete. Scent testing does not guarantee that the aforementioned problems will not occur.

We assume no responsibility/ liability if products are used incorrectly. Artmetal will not entertain complaints about scent, as it is an individual preference. We use stock scents that comply with general fragrance industry standards.