

GENERAL INFORMATION:

ARTWORK:

Guidelines & Templates -

We have an all digital workflow and work with all MAC and MAC compatible files. We do not accept films or traditional black & white art. Create artwork using the following accepted programs: current versions of InDesign, QuarkXPress, Illustrator and Photoshop. We cannot accept files created with: Microsoft Word, Publisher and PowerPoint. Artwork for catalog and custom items **MUST** be created using our **FREE** item templates. Send all files being used - include printer & screen fonts and embedded graphics. When sending digital files via FTP or e-mail, **all files MUST include your dealer information, purchase order number and job name**. Incorrect files and files created without our item template may delay production and can incur prep charges. Charges for corrections, alterations and set-up will be billed at \$180.00 list (P) per hour.

Copy Errors -

All submitted copy is reviewed before production. We pride ourselves on making every effort to ensure accuracy and that your expectations are met. **However, we are not liable for errors in customer submitted files.**

Artwork / Die Storage -

To assist our customers with reorders, we store all archived art files and dies (die cutting, foil, emboss, etc.) for **24 months**. At that point, if we have not received a written request for return, materials are recycled without notice. NOTE: When working with a graphic designer, always ask them to provide you with a final file copy of your artwork.

CHANGES OR CANCELLATIONS:

Changes to orders in progress may require additional cost and/or time. Cancellation after work has begun requires payment for work performed (preflight, materials ordered or generated and re-stocking fees). A minimum cancellation fee of \$50.00 list (P), is applied once an order has been entered into our system.

COATINGS:

Aqueous -

Water-based coating that seals the ink against smearing. Adds no durability to the product. If necessary, an overall aqueous coating (gloss, satin or matte) is applied **FREE** on print orders. **If a coating finish is not specified, gloss will be used.** Matte coating can alter the appearance of print color. Our aqueous coatings are recyclable.

Aqueous Soft-Touch -

A special effect matte aqueous coating that gives the product a soft or suede like feel. Adds no durability to the product. It needs to be applied to a coated sheet and requires an additional 24 hrs. production dry time. When used on overall solid black (or dark PMS color), it has a tendency to show imperfections. Like any matte coating, it can alter the appearance of print color. Soft-Touch coating can be recycled.

Lamination -

Bonds a strong, protective film of plastic to the sheet. Most durable of the available coatings. Available in gloss or matte or Soft-Touch finish. Matte or Soft-Touch lamination can alter the appearance of print color. Plastic lamination is not recyclable. Biodegradable lam film is available. Call for pricing.

Spot Coatings -

We have a wide range of spot coating options and applications to achieve a gloss/matte combination effect. Costs vary depending on material and if coating is applied in-line or off-line. Call for information and assistance. MAILERS: Let us know your mailing requirements prior to production. A spot coating may be necessary if using inkjet.

UV Coating -

A high gloss finish that seals the ink against smearing. Adds no durability to the product. Exposure to ultra-violet light cures the finish to a brilliant shine. Needs to be applied to an enamel or clay coated paper, such as our Semi-gloss White. Tends to fingerprint on large solid areas of dark ink (wipes away easily). You cannot write or inkjet on UV coating. Our UV coating is 50% renewable with 30% soy content and can be recycled with other mixed waste.

DAMAGED GOODS/CLAIMS:

In the case of lost or damage in transit, the liability is that of the carrier and not Admore®. Please mark the shipper "received damaged". It is important to inspect all materials upon arrival. Cartons may be opened for inspection, but do not dispose of damaged merchandise or containers. A claim must be filed with the carrier within **10 days** after receipt of merchandise. A digital photo is helpful in filing a claim with the carrier. Please contact us immediately if you have received damaged merchandise. **All other claims must be made within 30 days of delivery.**

EMBOSSING:

Includes one area, single-level raised, blind (no ink/foil) emboss. Copy is raised to the maximum lift allowed by the stock and your copy design. Copy needs to be 1/8" away from all sides. Please call for an estimate when combining embossing with foil stamping or printing. Multi-level or sculptured effects are available.

Emboss Artwork Note: Thicker, larger copy is better. Avoid type smaller than 10 pt, screens, very fine lines (no thinner than 2 pt.) and copy with tight intricate detail. Submit one color art in the size you want to appear on folder (consider maximizing the allowable square inches found in the price table). Convert type to outlines and send vector (EPS) art. No RGB, JPG, GIF or web images. Embossing has no impact on a sheet's ability to be recycled.

FOIL STAMPING:

See our standard **foil colors**. We can order custom and special effect foil colors. Non-metallic and pearlized foils will look different when used on dark stocks. Please call for an estimate when combining foil stamping with embossing or printing.

Foil Stamp Artwork Note: Avoid type smaller than 8 pt., screens, halftones, very fine lines and copy with tight intricate detail (spaces no closer than 1 pt.) which can cause foil to plug. Submit one color art in the size you want to appear on folder. Convert type to outlines and send vector (EPS) art. No RGB, JPG, GIF or web images. Paper products selectively decorated with foil are recyclable (more information at fsea.com).

ORDER ACKNOWLEDGMENTS:

A confirmation will be sent to you when we enter your order. Contact your order processor immediately if there are any discrepancies.

OVERRUNS OR UNDERRUNS:

Due to the number of production processes in the manufacture of your folder, it is not possible to determine the exact quantity we will complete. Please indicate your desired quantity using one of the following methods.

Standard Trade Practice - Billed for the exact quantity shipped, not to exceed 10% over or under the quantity ordered.

No Overs - Must be indicated on order. Order could run short by more than 10%. Billed for the exact quantity shipped.

Exact Quantity - Add 10% to the price for the special handling involved.

No Unders - Your order may run over by more than 10%. Billed for the exact quantity shipped.

Digital Folders - Order are "Exact Quantity" with No additional handling fee.

PAYMENT/ORDERING TERMS:

Dealer can apply for an open account by completing our credit application. Upon approval of open account terms, payment (in U.S. Funds) must be received in 30 days from the date of invoice. We accept checks, VISA, MasterCard, American Express and Discover. A purchase order or order form must be submitted before we can process your order. If your account becomes delinquent all orders will be placed on hold until payment in full is received.

PRINTING - DIGITAL:

Four Color Process Only - In general, digital printing is more cost effective on smaller quantities and has shorter turn-around times. It also gives you the opportunity to print variable text or images (additional charge). As quantities go up, offset printing is usually the better choice, because the unit costs go down. If you're planning to print using the Pantone® Matching System, offset printing will give you the best match since it uses Pantone inks. Digital printing simulates PMS colors using four color process toner type inks, so accurate color matching is less accurate. Large solid areas and screen tints produce better on an offset press. Digital printing will not match offset printing.

Artwork Note: Graphics MUST be in CMYK; not RGB or PMS.

PRINTING - OFFSET:**Four Color Process -**

The four color process print base price includes process printing in any location on the front and back covers, plus pockets (one side of the sheet). If necessary, an overall aqueous coating (gloss, satin or matte) is applied FREE. We print to industry standard ink densities on press. **If your project requires an exception to this, or needs to match other pieces, it must be clarified prior to production.**

Artwork Note: Process graphics MUST be in CMYK and not RGB. We are not responsible for color shifts that may occur when PMS or RGB files are converted to CMYK. Do not rely on color monitors for accurate color representation.

PMS Colors -

Unless specified otherwise, the print base price includes one or two PMS ink color(s) in any location on the front and back cover, plus pockets (one side of the sheet). No heavy ink coverage. (up to 35% coverage allowed). If necessary, an overall aqueous coating (gloss, satin or matte) is applied FREE. Orders MUST specify a PMS number or a color match charge of \$50.00 list (P) per color will be applied. We print to industry standard ink densities on press. If your project requires an exception to this, or needs to match other pieces, it must be clarified prior to production. Choose ink colors that are darker than the stock you select. Inks will appear different on uncoated or non-white stocks. Please call for an estimate when combining printing with embossing or foil stamping.

Artwork Note: Define colors as spot and not RGB or CMYK. Send vector (EPS) art with all type converted to outlines or 1200 dpi TIF file. No JPG, GIF or web images. Limited ink coverage of non-metallic inks is preferred for recycling.

Heavy Ink Coverage -

Refers to the increased amounts of ink necessary for a solid block of color or ink coverage exceeding 35% or more. We will notify you of the additional charge prior to production. An overall aqueous coating (gloss, satin or matte) is applied FREE. Heavy ink coverage is difficult to de-ink and is not suitable for recycling.

PRODUCTION TIME:

Average production time is noted for each item. Multiple processes require the most production time. Items requiring special estimates vary in production time. Production days are Monday through Friday, excluding Holidays. Production time does not begin until credit is approved, all correct artwork components and order information is received.

Normal production time is required after return of proof.

Rush Schedules - Schedules can often be adjusted based on the specifics of your order. **Be sure to tell us when you need it.** We frequently ship jobs early, however, if you need us to guarantee an early ship date, extra charges may apply. Expedited methods of shipping are available for an additional charge.

PROOFS:

Available upon request. Your first PDF proof is FREE. Four Color Process orders (excludes Digital Folders) have the option of receiving a FREE color digital proof instead. Allow 2-3 working days to send proof. Changes to proofs, additional proofs and actual press proofs, incur additional charges. Color digital proofs need to be returned prior to production. Approval or changes need to be indicated in writing. We cannot guarantee color matching to customer supplied proofs. **Normal production time is required after proof approval. A PDF proof is the eco-friendly choice.**

RIGHTS TO PROMOTE:

The plant reserves the right to use all products produced by the plant in the plant's advertising, promotional literature, displays and sample programs unless instructed otherwise in writing by the dealer at the time the order is placed. In addition, the purchaser agrees to assume any liability resulting from actions or demands brought against the manufacturer for patent or copyright infringements. Logos and other imprints shown in this catalog are for illustrative purposes only. They do not imply endorsement, nor are any items with these logos for sale to anyone other than parties authorized by the owners of such designs.

SAMPLES:

We carry a large assortment of sample products, available by graphics and industry. Let us know your requirements and we will be happy to send them via ground shipping FREE of charge. Additional charges apply for overnight shipping. NOTE: Not all combinations of options (stock color, foil color, ink color, emboss technique, coating finish, etc.) are available on every sample item.

SHIPPING INFORMATION:

Freight F.O.B. factory in Michigan. We normally ship U.P.S. Ground delivery inside the contiguous U.S.A. For larger shipments, we use more economical motor freight. If you desire air shipment, please advise us and specify your carrier. If none is specified, we'll choose an efficient carrier. **Inside deliveries must be indicated on order. We cannot be held responsible for arrival date of shipment.**

SPLIT SHIPPING:

We will split shipments to two destinations FREE of charge. There is a \$25.00 (R) charge for each additional destination.

STOCKS:

Custom stocks available upon request. Stock selection or manufacturers may change without notice. All stocks are subject to occasional mill variations in texture, weight or color. Not all stocks can be printed on (ColorCoats, MarbleCoats, etc.) See or stocks. Paper is a renewable product that is biodegradable (no lamination). Lighter colored stocks with limited ink coverage and aqueous coatings are preferred for recycling.

UNION LABEL:

Our union label can be added to any imprint upon request for no additional charge. Products are manufactured in the U.S.A.

