

General Information

Production-Ready Order

Please see order checklist on the inside back cover to help avoid delays.

Standard Production Times

Standard production times vary by product – see product for information. Seasonal fluctuations and size of order may affect production times. Production time begins the day after all clarifications have been made and your order is considered production ready.

Production-Ready Artwork

For fastest service and best imprint quality, we recommend providing production-ready and digitally produced art. Artwork should not need any additional touch-up, design, colour separation, or rearranging for use. Artwork will be sized to maximize the imprint area unless otherwise specified.

Specific typestyles can be requested or provided via e-mail. If unavailable, requested fonts will be matched as closely as possible. For a complete list of Norwood's standard fonts, please visit norwoodcanada.com.

The use of licensed artwork requires a written release. When submitted, artwork is assumed to be in full compliance with laws governing copyrights, trademarks, etc. We are not responsible for typographical errors incorporated in submitted artwork. Factory reserves the right to make slight alterations in copy and logos to adapt to imprinting processes.

Electronic Artwork

CD/Disk: Artwork will be accepted digitally from the following programs:

- Adobe® Illustrator® (any version, PC or Mac) – preferred format
- Photoshop® (black-and-white .tiff, .pict, .jpeg files) scanned or created at 1200 dpi (high resolution) and at approximately the actual size of the imprint area
- FreeHand (saved as an Illustrator “.ai” format, Mac or PC)
- Quark® or InDesign® files must be sent with the linked file. A linked file may include .eps, .pict, .tiff, or .jpeg file formats
- CorelDraw® (Using the “export” function, select “Adobe Illustrator .ai” format and the “Convert Type to Curves” option (placed/imported images do not convert; include as separate files and not embedded)
- For personalization (select items), submit a list of names with the following file extensions: Excel: .xls, or Comma Delimited Text: .csv

E-mail Artwork: Artwork should be submitted within 24 hours of sending the order. Please include purchase order number in the subject line of the e-mail. Multiple files should be compressed in either .zip or .sit format. File size limit when sent via e-mail is 10MB. Artwork can also be transferred directly to us via our online art transfer system.

Hard Copy Artwork

If electronic art is not available, please provide sharp, high-contrast, colour-separated or black-and-white artwork. Artwork will be returned upon request or it will be discarded.

Please Note: Norwood reserves the right to not print any logo or message that is deemed inappropriate.

SpectraColour™ Print

SpectraColour™ allows you to reproduce your full-colour design or logo by scanning a flat, full-colour image or printing your computer-generated art – available on select items in Drinkware & Housewares, and Bags, Meeting & Outdoor.

Spectra Artwork: Artwork must be submitted electronically and a hard copy colour output must be mailed for colour matching, or a colour match waiver must be signed. Do not send 4-colour separated art. Separations will be done in our art department. PMS match cannot be guaranteed on 4-colour process.

Please submit colour photographs and/or final, full-colour art (printed or on disk) only. We cannot accept the following: slides, transparencies, photo negatives, film, low-resolution (halftone) prints, black-and-white separations (with two or more colours), Polaroid photos, photos 3" x 5" or smaller. Original art size cannot exceed 11" x 17". We reserve the right to determine acceptability of submitted art. Additional art and/or alternate charges may apply. Please do not crease or mark on the photo(s) to be used. Submit a sketch of the required layout with your order. Submit art proportioned to size (with a 3/8" bleed) and design layout.

For Disks

- Submit a copy of the art layout with the order
- Submit files made with the following software: Adobe Illustrator and/or Photoshop
- Convert all type to path or outline, or include Mac fonts (screen fonts and printer fonts)
- Submit files via 3.5 floppy disk, zip, CD, e-mail or website
- Photoshop, Quark, .eps, .jpeg, .pict or .tiff placed images must be included as separate linked files, not embedded, saved to size at 200 dpi for colour files or 400 dpi for black-and-white art
- Resolution for digital photos must be 200 to 400 dpi

Proofs

E-mail/Fax Proof

If requested, a colour proof will be e-mailed or a black-and-white proof will be faxed free of charge. Please include fax number and e-mail address on P.O.

- Add 2 business days
- See pages 136–137 for calendar specific general information
- Standard service golf balls add 4–6 business days
- For orders totaling \$1,000–\$2,499, a mandatory paper proof will be provided FREE by our factory for approval prior to scheduling production time
- Not available for Awards

Product Proof

A product proof is an actual, printed product done prior to full production run of an order. Not available on some items – see specific product notes for more information.

- \$43.60(g), plus product cost; Writing Instruments \$21.80(g), plus product cost
- Standard production times apply
- Not available for Calendars

For orders totaling \$2,500+, a mandatory product proof will be provided FREE by our factory for approval prior to scheduling production time. Not available for Calendars, Awards, Writing Instruments or Promoclips.

Speculative Sample

A speculative sample is an actual, printed product (often done as a presentation piece prior to the placement of an order). Not available on some items – see specific product notes for more information.

- \$43.60(g), plus product cost; writing instruments \$27.25(g), plus product cost
- Standard production times apply
- Not available for Calendars

Virtual Spec Samples

A virtual spec sample is a low-resolution, 72 dpi (.jpg) graphic showing the standard imprint area, for use in PowerPoint presentations, e-mailing and websites. Log in to Norwood.com to create your own virtual spec samples instantly! If an order results from the virtual spec sample, please make sure to send the original vector art referencing your new purchase order and a copy of the virtual spec that was created for you.

Services

Copy Change

Copy changes are available; catalogue minimums apply per copy change. Logo, location and imprint colour must remain the same. \$32.70(g) per change, except Calendars, which show the charges on the product pages of their specific catalogues. Not available on some items – call customer service for more information.

Imprint Colour Change

Imprint colour changes are available, catalogue minimums apply per imprint colour change. Logo imprint and location must remain the same. \$21.80(g) per change, except Writing Instruments, for which imprint colour changes are free of charge, and Calendars, called a wash up charge, which is \$19.62(g).

Product Colour Variance

Due to the nature of the materials and the variance in manufactured products, we cannot guarantee exact matches within orders or on repeat orders. Like-named colours in different materials may not be an exact colour match. In our continuing effort to improve our products, we reserve the right to change specifications without notice.

PMS Colour Matching

The charge for PMS colour matching is \$32.70(g), except Calendars, which are \$26.16(g) plus an additional wash up charge of \$19.62(g). Specify Pantone colour (specify coated or uncoated), or if sending a colour swatch, we will match it as closely as possible. See calendar general information on page 137 for calendar PMS charges.

Cancellations

Factory-approved cancellations must be submitted in writing. You will be charged \$34.06(g), except Calendars, which are \$27.25(x), plus all costs incurred before cancellation request is received at the factory. No cancellations on orders in production.

Overruns/Underruns

Every effort will be made to ship the exact quantity ordered. For imprinted merchandise, we reserve the right to bill and ship up to 5% over or under the quantity ordered. For Calendars, we reserve the right to bill and ship up to 4% over or under the quantity ordered. Overruns/underruns does not apply to Awards.

Exact Quantity Order Charge

Factory reserves the right to bill and ship up to 5% overruns and underruns. If exact quantity is required, the purchase order must state "Exact Quantity." There is a \$34.06(g) charge for exact quantity requests, except Writing Instruments, which are free of charge. Exact quantity charge does not apply to Awards or Calendars.

Less-Than-Minimum Charge

No minimum quantity restrictions! A \$81.75(g) less-than-minimum charge applies, except Image 3 Crystal products, for which a \$207.10(g) charge applies, and Calendars, for which a \$32.70(g) charge applies.

- Not available on some products – call customer service for details

Exact Re-Orders

Artwork is kept on file for 24 months. Exact re-orders within 24 months have no set-up or art charge. Please include the original order number with your order.

Blank Merchandise

- No set-up, use end column price. Catalogue quantities only. Production time is 2 business days. Blank kits: standard production time applies
- Not available on some items, call customer service for more information.

Shipping

Shipments within Canada

F.O.B. – London, Ontario, Canada

- Ground and expedited services will ship via our designated carrier with no third-party billing or customer-specified carriers.
- Your freight cost will be based on shipping from Norwood's London, Ontario location.
- If you request a specific carrier or third-party billing, you will be responsible for the shipping cost from the production facility, customs clearance, duties, taxes and broker fees.
- Allow an estimated 3 additional days to Canada from our U.S. production facilities and 5 days for Bags, Meeting & Outdoor or Drinkware & Housewares products. Freight cost F.O.B. London, ON.

Rush Services

See page 6 for FREE 24-hour service items and ordering instructions. Orders requiring quicker than published lead times may be feasible. Factory authorization is required on all rush orders and a 20% surcharge applies to the product price.

Split Shipments

Up to four split shipments are allowed during a 12-month period, with the 4th (final) shipment occurring within 12 months after receipt of order, free of charge. Freight charges apply. Invoice will reflect the quantity shipped. Not available for Calendars.

Third-Party Freight Billing

Add \$10.90(x) per order, per ship to location when selecting an alternative ship method to our preferred carrier, UPS. Insurance must be handled by the consignee. If any selected third-party charge gets charged back to Norwood, these charges and any associated fees will be billed separately to your account.

Drop Shipments

Shipments to multiple locations, all occurring at the same time are free of charge for all products except Calendars. See Calendar section on page 46 for prices. Freight charges apply. A drop ship list must be provided on an Excel spreadsheet with separate columns for the distributor company name, purchase order number, ship to name, address 1, address 2, city, state, zip and quantity per drop. Drop ship addresses must be received prior to the start of production of the order for packaging accuracy.

International Shipping

For international shipments (shipments outside Canada), the customer is responsible for all taxes, duties, brokerage fees and miscellaneous charges related to the shipment. All shipments outside of Canada are F.O.B. the production facility.

For shipments with a declared value greater than \$2,500, a shipper's export declaration (or Electronic Export Information) will need to be submitted to customs. All shipments that qualify for this requirement will have an additional \$21.80 handling fee added to the shipping cost for both third-party and prepaid shipments.

The factory is not responsible for delays in customs, ocean freight shipment delays or air freight shipment delays beyond our immediate control.

Standard Carrier

Our primary shipper is UPS, for which we charge the common carrier rate.

Changes to Shipping Addresses/Shipping Methods

Any changes to shipping address or shipping method must be submitted in writing 24 hours prior to the scheduled ship date and before the order has been processed for shipment to be guaranteed.

Freight Claims

Title passes from the factory upon consignment of merchandise to a carrier. Although we can assist you, freight claims should be filed with the carrier.

Hazardous Material

Highway kits containing tire inflator/sealer will be subject to additional charges when shipping via air transport. When reshipping kits that contain these hazardous goods, please contact your local carrier for instructions. Hazmat charge: additional \$38.15(x) per box for UPS expedited methods.

Terms and Conditions

Return Policy

Returned merchandise must have a return authorization number, which must be obtained from the Problem Resolution Department. Unauthorized returns will not be accepted. Any complaint must be registered within 30 days of shipment. Unimprinted products will be subject to a 20% restocking charge.

Representations and Warranties

Norwood will honor its return policy for any product that it determines does not meet its standards for quality and workmanship. NORWOOD DISCLAIMS ALL EXPRESS AND IMPLIED REPRESENTATIONS AND WARRANTIES WITH RESPECT TO ITS PRODUCTS INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. THE ICONS USED IN THIS CATALOGUE WERE DESIGNED BY NORWOOD AND ARE NOT INTENDED TO IMPLY A THIRD-PARTY CERTIFICATION.

Catalogue Price Increases

As we finalized pricing for 2010, every effort was made to identify and project material cost increases from our suppliers. Where necessary, these increases are included in our current pricing. However, due to the volatility of crude oil prices, and the associated impact on raw material costs, we reserve the right to change catalogue prices, at any time, without notice if necessary. If this is required, we will do everything we can to announce the changes ahead of time. We understand and regret the inconvenience this may cause you and your customers.

Children's Items

Products in this catalogue, except those specifically designated "Children's Items," are not toys and not intended for children.

Intellectual Property

NORWOOD, the NORWOOD logo, NORWOOD.COM, ACTION LINE, AIR-TEX, AUTO CUP, ANCHOR DESIGN, BALM ARGENTA, BANDAGE DISPENSER DESIGN, BARLOW, BUDGET BEATER, BUDGET TRAVELER, COASTER WEIGHT, COLOURIFIC, CUBE PAD, ECON-O-LINE, EVOLUCENT, GOINGGREEN, GOOD VALUE CALENDARS, HEMISPHERE, INNOVATION & SERVICE, DELIVERED, JAFFA, KOOZIE, LOGO-DOME, MAXIMAD, MEASUREVIEW, MOOD METERS, MYNORWOOD, NORWOODEDGE PACESETTER, PILLOWLINE, RCC KOOZIE, SAFETY SEARCH, SALM, SENTRY SAFETY, SigN WAVE, SOUVENIR, SPECTRACOLOUR, STICKTASTICK, STICK-TO-NOTES, STYLE-RITE, SUPERIOR GIFT LINE, SYMPHONY, SYMPHONY DIARIES, TEE OFF, THE ACTION LINE, THE TRIUMPH LINE, TRI-AD PLUS, WASHBURN LABORATORIES, and all related trademarks, logos and trade dress are trademarks or registered trademarks of Norwood Promotional Products and/or its affiliates or

licensors in the United States and other countries and may not be used without written permission. All other trademarks are the property of their respective owners.

The designs embodied in the products depicted in this catalogue are the property of Norwood Promotional Products, and/or its affiliates and licensors, and are protected under federal and international patent, trademark and copyright laws. Any use of these designs without the express written consent of Norwood is prohibited. Purchase of products through this catalogue does not constitute a license of any intellectual property between Norwood and Customer.

The use of third-party logos, trademarks and trade names on products in this catalogue are for illustrative purposes to represent Norwood's expertise in factory printing and design capabilities. Such use does not imply an endorsement or association between Norwood and any third party, nor does it indicate that the product has been used or purchased by any third party. Products featuring these designs are not for sale to anyone other than authorized representatives of the owners of the logos, trademarks and trade names.

Norwood assumes no responsibility for determining the proper ownership or proper use of trademarks, logos and trade names. All liabilities of this nature rest with the Customer. Customers placing orders with Norwood represent and warrant that they have the authority to order, purchase and distribute the product with the trademarks, trade names and logos specified on the order, and that the use or display of the artwork will not violate any laws or client restrictions. Customers also consent to indemnify, defend and absolve Norwood, its affiliates and licensors from and against any and all claims, liabilities and expenses, including attorneys' fees, arising out of or related to any actual or alleged infringement or misappropriation of any copyright, trademark or other proprietary rights or merchandise. This directive will remain in effect after delivery of Customer's merchandise.

Norwood reserves the right to photograph or show as samples the items produced by Norwood without liability as to trademark, copyright or other proprietary rights, and Customers placing orders with Norwood consent to such use.

Environmental Mission Statement

Norwood is committed to working with our vendors and employees to incorporate environmentally friendly business practices into our daily operations. These measures benefit our local community, the state of Minnesota and society at large. Norwood will continue to identify and act on opportunities to minimize our impact on the environment.

California Proposition 65

Norwood is proud of its distinguished record with respect to product safety and testing. Norwood will apply a Prop 65 warning sticker at no charge on all orders of lead crystal with a ship to address in California. Norwood will also apply a Prop 65 warning for orders of other products with a ship to address in California if the customer requests it on the purchase order. There will be a \$0.16(g) surcharge, per unit, for these special requests and it may add additional production days to your order. The warning, when used, will read:

California Law Requires this Warning.

This product contains a chemical that is known to the State of California to cause cancer, birth defects or other reproductive harm.

CPSIA Compliance

Certain products in this catalogue may have a note stating that they are CPSIA compliant. Only products with this note are Children's Products under the CPSIA. All other products are for adult or general purpose use. Please go to www.norwoodcanada.com/CPSIA for Certificates of Compliance and General Conformity Certificates.

Awards, Recognition & Gifts

Additional general information is applicable to the products featured on pages 18–25.

Random Sample

A random sample is a product sample with a random imprint.

- Memo billed for samples over \$13.85(x) at the end quantity price
- Samples must be returned within 30 days
- Invoice will be credited less freight when samples are returned

Combined Pricing

Orders with multiple items are eligible for combination pricing, up to a maximum or end quantity pricing.

Base Gluing

Many products are shipped unattached from their bases. We strongly recommend the products ship as designed since the packaging was developed to protect the products as two separate pieces. Although not recommended, we will glue pieces, if required, at a cost of \$6.00(g) per item. Please note that the packaging will vary from what is stated in the catalogue. This service is not available for products on wood and select glass bases.

DEEP ETCH

Personalization fee: \$8.18(g) up to 2 lines per piece. 25% discount if sent electronically.

Run charge: \$8.72(g) per piece when a second area or base requires deep etch.

LASER ETCH

Personalization fee: \$3.27(g) per line, per piece

Run charge: \$3.27(g) per line, per piece when a second area, base or plate requires laser etch

SCREEN PRINT

Personalization fee: \$3.27(g) per colour, per line.

Run charge: \$1.64(g) per colour, per piece when a second area or plate requires screen print.

COLOURFILL

Run charge: \$7.63(g) per area, per piece

ADDITIONAL COLOURS

Run charge: \$1.64(g) per colour, per piece

PLATES

Custom cut plates are available in black, brass, silver and copper finishes; please specify.

Custom Cut Plate Charges:

Plates up to 7 sq. inches: \$9.81(g) each

Plates 7–12 sq. inches: \$13.08(g) each

Personalization Fee: \$3.27(g) per line, per piece

Laser Engrave Run Charge: \$3.27(g) per line, per piece

Screen Print Run Charge: \$1.64(g) per colour, per piece

Stock Plate Charges:



BPL (Large Brass Plate)



BPLZ (Large Silver Plate)



BPS (Small Brass Plate)



BPSZ (Small Silver Plate)

Size: 3-1/2"w x 1-3/16"h
Laser Engrave or Screen Print: 3-1/4"w x 1"h
Plate Charge: \$4.36(g) each
Personalization Fee: \$3.27(g) per line, per piece
Laser Engrave Run Charge: \$3.27(g) per line, per piece
Screen Print Run Charge: \$1.64(g) per colour, per piece

Size: 2-1/4"w x 5/8"h
Laser Engrave or Screen Print: 2"w x 7/16"h
Plate Charge: \$4.09(g) each
Personalization Fee: \$3.27(g) per line, per piece
Laser Engrave Run Charge: \$3.27(g) per line, per piece
Screen Print Run Charge: \$1.64(g) per colour, per piece

CUSTOM CRAFTED, SCREEN PRINT & LASER-ENGRAVED MEDALLIONS



QC Medallion

Actual Size: 1-7/16" dia.

Custom-Crafted Imprint Size: 1-1/4" dia.

Screen Print and Laser-Engraved Imprint Size: 1-1/16" dia.



SQC Medallion

Actual Size: 1-7/16"w x 1-7/16"h

Custom-Crafted Imprint Size: 1-1/4"w x 1-1/4"h

Screen Print and Laser-Engraved Imprint Size: 1-1/8"w x 1-1/8"h



DQC Medallion

Actual Size: 3/4" dia.

Custom-Crafted Imprint Size: 5/8" dia.

Screen Print and Laser-Engraved Imprint Size: 1/2" dia.



ERDQC Medallion

Actual Size: 1-15/16"w x 5/8"h

Custom-Crafted Imprint Size: 1-3/4"w x 7/16"h

Screen Print and Laser-Engraved Imprint Size: 1-5/8"w x 3/8"h



RQC Medallion

Actual Size: 1-11/16"w x 1-1/4"h

Custom-Crafted Imprint Size: 1-1/2"w x 1-1/16"h

Screen Print and Laser-Engraved Imprint Size: 1-3/8"w x 1" h



Screen Printed Medallion Only

Actual Size: 1-7/16" dia.

Imprint Size: 1-1/16" dia.



Laser-Engraved Medallion Only

Actual Size: 1-7/16" dia.

Imprint Size: 1-1/16" dia.

LEATHER IMPRINT

Run Charge: \$0.50(g) per piece when required as a second imprint



Leather Deboss and Foil Stamp Imprint On Coasters

Imprint Area: Round coasters 3" dia.

Square Coasters: 3-1/8"w x 3-1/8"h

Packaging

We have selected five elegant, protective packaging methods for our products. The method we've determined to be the most complementary and appropriate for each product is listed with the product information and is included at no extra charge. Please note that some of our products are packaged in our vendor packaging when we deem it appropriate.

(Packaging continued)



Bags, Meeting & Outdoor

General information is applicable to the products featured on pages 26–45.

Registration of Multicolour Designs

In multicoloured designs where it becomes necessary to register one colour next to another, there is the possibility of misregistration amounting from approximately 1/64"–1/16", depending on the size and shape of the item being imprinted. This tolerance meets industry standards and is considered acceptable.

Multiple Location Imprints

- For screen print and heat transfer, add \$0.55(g) per item, per location
- For deboss and foil stamp, add \$0.87(c) per item, per location
- For additional location imprint with different logo, add \$54.50(g)

Mailers and Gift Boxes

Cardboard boxes suitable for mailing are available on chairs. Chairs are packed in 1-pack mailers and are \$3.00(g). Items will be inserted unless otherwise specified. Additional lead time may be required.

Frigid Ice™ Packs

Frigid Ice™ packs are available in case lot quantities only for \$0.82(g) each. They are packed in cases of 36 weighing approximately 18 lbs. Dimensions: 6"w x 4"h, 8 oz.

Embroidery Quick Tips

- All lettering will be digitized with closest point connections
- Spacing between bottom of all logos and visor of cap (all styles) is a minimum of 3/4"
- Unless otherwise instructed, all back logos will follow the curvature of cap selected
- Customer-supplied disks will be accepted. Minimum letter height is 1/4". If the customer tape is used without any edits, the customer will not be charged. If edits are performed to the tape, a \$16.35(x) edit fee will be charged to the customer. If the tape is unusable, we will advise the customer for further guidance. Minimum line width is 2mm
- If a customer-supplied tape is received and it does not meet our embroidery specifications or requirements, we will make necessary edits to the tape (see required edit fee) and e-mail a free proof for final approval before proceeding. This may add additional production time to your order
- 3mm left-right tolerance is our standard

Embroidery

- Designs with excessive stitches (over 10,000 stitches) require a \$21.80(g) tape charge per 1,000 stitches, plus a \$0.44(g) run charge per 1,000 stitches
- Additional location tape charge different logo: For headwear: add \$43.60(g), limit 5,000 stitches; all other embroidery items add \$98.10(g), limit 10,000 stitches
- Nine (9) thread colours maximum per order
- Thread colour change charge: \$32.70(g) applies. Minimum quantity is 72 per change
- Gold or silver metallic thread charge: Add \$0.55(g) per item
- Additional location: for headwear up to 5,000 stitches add a run charge of \$1.91(g) per item, per location. For other embroidery items up to 5,000 stitches add a run charge of \$2.45(g) per item, per location
- 3-D Embroidery on selected headwear items: add \$2.18(c) per item
- Copies: RCC Norwood-produced embroidery tapes are available for \$27.25(x) per copy
- Laundering headwear: We recommend you do not wash or launder headwear. We will not accept responsibility for damages due to washing of caps

Personalization

Embroidery:

- Charge: \$5.45(g) per name, per item
- Initials only: \$2.73(g) per item (limit 2 letters)
- Submit list of names with .doc (Word) file extension
- Production time: 10 business days

Sublimation:

- Charge \$2.73(g) per name, per item
- Initials only: \$2.73(g) per item (limit 2 letters)
- Submit list of names with .xls (Excel) and .csv (Comma delimited) file extension
- Production time: 15 business days

Calendars

General information is applicable to the products featured on pages 46–59.

Early Pricing

In order to qualify for early pricing, the order must be factory ready by July 1, 2009. To determine if early pricing is available, see product price bar.

Invoices

Invoices are sent after the order is produced, regardless of the shipping date.

Sizes

All sizes given in the calendar section of the catalogue are approximations. For the convenience of our customers, actual dimensions have been rounded to the nearest 1" for the product and the nearest 1/4" for the ad.

Shipping Information

Unless an order specifically states that we should not ship before a certain date, we reserve the right to ship as early as our production permits. A shipping notice is sent when orders are removed from storage and shipped. Unless indicated otherwise, all truck shipments will go prepaid. If it is necessary to remove an item from storage prior to ship date for any change, a \$54.50(x) charge will apply. Please specify one of these storage release/shipping dates:

May 1	August 1	October 1	November 15
June 1	September 1	October 15	December 1
July 1	September 15	November 1	

Customer-Supplied Disks

We accept the following disk formats for sending ad files: 100 or 250MB zip disk, CD-ROM and DVD. If you need more information, please contact the factory. Software or hardware updates may have occurred since this list was compiled; contact factory for any update information.

Production Requirements

To produce your ad, the following needs to be contained on a disk or in e-mail:

- All necessary fonts, if not converted to outlines or curves
- All artwork
- Colour breaks
- Hard copy of ALL files

All jobs sent on disk or e-mailed must include a hard copy of all files and directories. Your order will be put on hold until a hard copy or approval to do a proof is received.

Preferred File Formats

- Adobe InDesign®, Adobe Illustrator®, Adobe Photoshop®

Acceptable File Formats

- QuarkXPress®
- Macromedia® Freehand – saved as EPS
- CorelDraw® – exported as EPS with fonts converted to curves and embedded images included.
- Press Quality PDF – PDFx compliant PDFs are acceptable. PDF must be created at the correct size. We cannot alter your PDF. Contact factory for more detailed instructions if needed.
- Photos – saved as tiff format, CMYK, scanned at 300 ppi at actual size. We prefer photos supplied in CMYK colour. If you are working with CMYK images, please contact factory for our press colour profile to achieve the best quality colour reproduction. We can also accept RGB images, but please note that they will be changed to our CMYK colour profile.
- Line Art – should be created in a vector art program such as Illustrator® or CorelDraw. However, if this is not possible, submit bitmaps scanned at a minimum of 800 ppi.
- Any variations outside the specified file formats will incur additional charges.
- We are a Mac-based prepress facility with capabilities to also work with PC-based files
- Black-and-White Photo Reproduction (Halftones): \$23.99(g) charge for each halftone reproduced in the ad. There may be additional charges to touch up photos. No charge for repeat halftones.

Calendar Standard Imprint Colour

See catalogue product for standard imprint colour. The standard colour is included in the price of the calendar. Other colours must be specified. If the colour is shown below, an \$19.62(g) wash up or foil change charge is incurred. If the colour is not shown below, a \$26.16(g) PMS ink match charge, plus an \$19.62(g) wash up charge, is incurred. Multicolour ads: For 3 or more colours, contact the factory.

Optional Offset Colours

Reflex Blue	Process Blue	For Red Use PANTONE® 032	For Lt. Red Use PANTONE® 185	For U.S. Flag Red Use PANTONE® 193	For Grey Use PANTONE® 431	For Maroon Use PANTONE® 208
For U.S. Flag Blue Use PANTONE® 281	For Lt Green Use PANTONE® 354	For Dk Green Use PANTONE® 349	For Lt Brown Use PANTONE® 145	For Brown Use PANTONE® 469	For Lt Yellow Use PANTONE® 109	Process Yellow

Optional Imprint Colours (Extra Charge)—Swatches are process colours, not exact PANTONE® colours.

The colours shown on this page and throughout this catalog are not intended to match the PANTONE® Colour Standards.

For accurate PANTONE® Colour Standards, refer to the current edition of the PANTONE Colour Formula Guide.

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Optional Hotstamped Foil Colours

Metallic Red	Metallic Green	Metallic Gold	Metallic Silver	Metallic Blue	White	Black
Laser Gold	Laser Silver	Copper				

Note: Colours shown represent hue only. All those with a metallic finish are noted. Laser foil colours have a special prismatic effect that can't be replicated with offset printing. Samples are available in the sample kit or upon request.

Less Than Minimum

\$30(g). On multiple ad orders, a less-than-minimum charge will be applied to each ad if quantity of imprint is less than minimum. Absolute minimum is half of the minimum catalogue quantity shown.

Ad Copy Proofs

- E-mailed or faxed proof, free of charge
- Mailed paper proof: \$13.05(g)
- Full-colour mailed proofs: \$38.15(g) each
- Virtual calendar and ad proof: \$27.25(g) each

Drop Shipments

Shipments to multiple locations and/or attention lines on a single order:

- Domestic locations \$13.85(g)
- International locations \$21.80(g)

Shipping/Mailing Services

Call factory for more information.

Drinkware & Housewares

General information is applicable to the products featured on pages 60–77.

Multiple Location Imprints

For an additional location imprint with different logo, add a \$54.50(g) set-up charge.

Registration of Multicolour Designs

In multicoloured designs where it becomes necessary to register one colour next to another, there is the possibility of misregistration amounting from approximately 1/64"–1/16", depending on the size and shape of the item being imprinted. This tolerance meets industry standards and is considered acceptable.

Personalization

Decal:

- Charge: \$2.73(g) per name, per item
- Initials Only: \$2.73(g) per item (limit 2 letters)
- For precious metal personalization, add \$0.16(g)
- 72-piece minimum
- Submit list of names with .txt or .xls (Excel) file extension
- Production time: 20 business days

Laser Engraved:

- Charge: \$2.73(g) per name, per item
- Initials Only: \$2.73(g) per item (limit 2 letters)
- Submit names with .txt or .xls (Excel) file extension
- Production time: 10 business days

Sublimation:

- Charge: \$2.73(g) per name, per item
- Initials Only: \$2.73(g) per item (limit 2 letters)
- Submit names with .xls (Excel) or .csv (Comma delimited) file extension
- Production time: 15 business days

Embroidery:

- Charge: \$5.45(g) per name, per item
- Initials Only: \$2.73(g) per item (limit 2 letters)
- Submit names with .doc (Word) file extension
- Production time: 10 business days

Imprint Locations

Please indicate placement of your artwork on your P.O. See below for visual examples of various imprint options.

Koozie® Can & Bottle Coolers with Direct Screen:



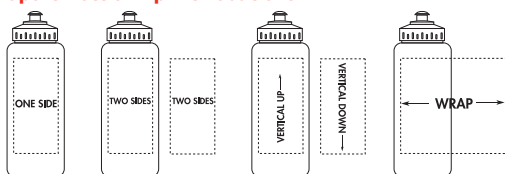
2-sided imprint wraparound step-n-repeat wraparound

Koozie® Can & Bottle Coolers with Multicolour Transfer or Pad Print:



1-sided imprint standard 2-sided imprint same logo 2-sided imprint different logo

Sport Bottle Imprint Locations:



Ceramics, Glassware, Plastics, Acrylics and Metal Drinkware:



2-sided imprint back location 2 wraparound* front location 1 step-n-repeat opposite handle*

* Total wraparound imprint not achievable; expect a variable blank area dependent on style.

** Wraparound imprints on mugs may distort near the parting line. Some geometric shapes and logos may distort due to product shape.

Halftones

When using halftones (dot patterns), a 38-line screen can be used for screen printed products with a range of 20% to 80% tints. Available on The Original Koozie® Can Cooler and Ceramics. An 85-line screen will be used for Ceramics with decals. A 45-line screen will be used for Sport Bottles, Plastics, Acrylics and Metals.

Care Instructions

We recommend that Plastics, Acrylics, Metals, Ceramics and Glassware are hand washed only. Dishwashers may damage or greatly reduce the life span of the product and imprint. Do not use chlorine bleach or detergents containing bleach to clean. For products made of stainless steel, do not microwave. Use of a microwave may result in fire damage to the product and microwave.

22 kt. Gold, Microwaveable Gold, & Platinum Imprints

- Available on ceramics and glassware only
- 1-sided imprint: \$0.65(g)
- 2-sided imprint or wraparound: \$1.42(g)

Bands, crowns and halos are only available with precious metal inks and are not available with ceramic or vibrant inks. Precious metal inks are not recommended for use in microwave or dishwasher.

Band: \$0.71(g)

Crown: \$1.47(g)

Halo: \$0.65(g)



band crown halo

Mailers & Gift Boxes

Cardboard boxes suitable for mailing are available on most drinkware products. Items will be inserted unless otherwise specified. Additional lead time may be required.

	1-pack mailers	2-pack mailers	4-pack mailers	6-pack mailers	12-pack mailers	
Ceramic Mugs	\$1.36	\$2.29	\$3.00	\$3.82	\$5.01	5g
Glassware	\$1.36	—	—	—	—	1g
Tumblers	\$1.36	—	—	—	—	1g

White gift boxes (not suitable for mailing) are also available for some drinkware items. Cost is \$0.87(g) per gift box. Gift boxes are shipped flat; items cannot be inserted. Please contact your customer service representative for additional options and pricing.

Golf, Sports & Fun

General information is applicable to the products featured on pages 78–87.

Standard Service Golf Ball Charges

- Second pole charge: Per dozen (24 dozen minimum)
24: \$3.41(g), 120: \$1.36(g), 240: \$1.02(g), 500: \$0.69(g)

Health, Wellness & Safety

General information is applicable to the products featured on pages 88–101.

Label Imprints

If standard label colours are not selected, label will be printed as 4-colour process; PMS colour matches are not possible.

Office, Magnets & Badge Holders

General information is applicable to the products featured on pages 102–113.

Screen Percentages

Screen percentages shown below are standard and guaranteed on sheet imprints. If not specified, a 10% screen will be printed (recommended if intended to be written over). Your ad will be positioned at the bottom. All other percentages will not be guaranteed.



5% screen 10% screen 40% screen 100% screen

Writing Instruments

General information is applicable to the products featured on pages 114–131.

Recommended Artwork Minimums

Lines: Minimum line weight is 0.75 at final imprint size.
Fonts: Minimum point size for copy is 6 point.

Layout Standards

Unless otherwise stated on order, Norwood reserves the right to size and arrange layouts at their discretion.

Colourific™ Process

The “Colourific™ Process” produces multicolour imprints of the same quality as single-colour imprints. Contact customer service for specific requirements. Add 1 day for each additional imprint colour and/or each additional location.

Standard Colour List

The colours shown here may not match PANTONE-identified colour standards. Refer to PANTONE Publications for accurate PANTONE Colour standards. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc.

In order to ensure colour accuracy, we only print using current editions of the PANTONE publications. Please ensure you are also using the current editions by going to www.pantone.com or calling 201-935-5500. Pantone, Inc. is not responsible for inaccuracies in colour reproduction.

Bags, Caps, Business Accessories & Coolers

Screen and Transfer Inks Eco Inks Available on 45747, 45748, 45754 and 15474

Additional Inks Available for Transfer Method Only

Bags – Colour Charts

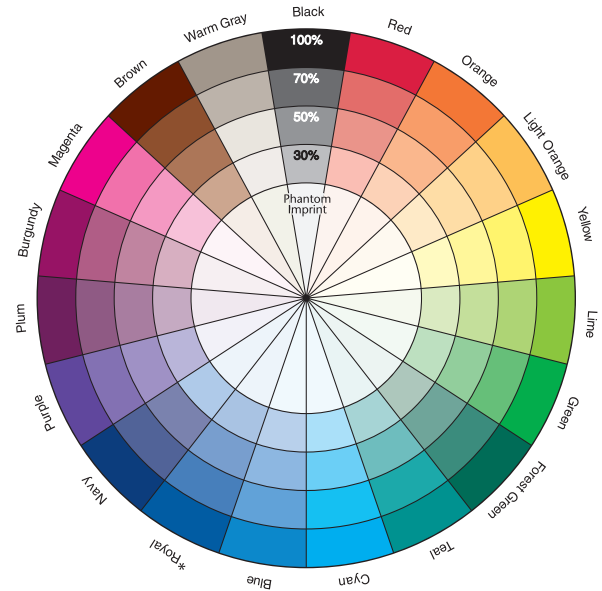
Stock Embroidery Thread (Approx. PMS colour)

Bags – Stock Embroidery Thread (Approx. PMS colour)

**Bags – Stock Embroidery Thread
(Approx. PMS colour) Continued**

Forest Green Pantone® 357 Madeira Polyneon #1970	Dark Green Pantone® 3435 Madeira Polyneon #1902	Teal Blue Pantone® 326 Madeira Polyneon #1846	Green Teal Pantone® 3298 Madeira Polyneon #1849	Medium Teal Pantone® 322 Madeira Polyneon #1890
Dark Teal 1 Pantone® 3292 Madeira Polyneon #1985	Dark Teal 2 Pantone® 548 Madeira Polyneon #1962	Kentucky Bluegrass Pantone® 5483 Madeira Polyneon #1652	Meadow Green Pantone® 7496 Madeira Polyneon #1769	Light Blue Pantone® 291 Madeira Polyneon #1674
Light Sky Blue Pantone® 543 Madeira Polyneon #1628	Columbia Blue Pantone® 285 Madeira Polyneon #1733	Slate Blue Pantone® 542 Madeira Polyneon #1775	Indigo Blue Pantone® 549 Madeira Polyneon #1760	Steel Blue Pantone® 646 Madeira Polyneon #1671
Sky Blue Pantone® 2925 Madeira Polyneon #1828	Medium Turquoise Pantone® 312 Madeira Polyneon #1895	Aquamarine Pantone® 313 Madeira Polyneon #1695	Process Blue Pantone® Process Blue Madeira Polyneon #1797	Medium Blue Pantone® 285 Madeira Polyneon #1829
Royal Blue 1 Pantone® 293 Madeira Polyneon #1842	Royal Blue 2 Pantone® 286 Madeira Polyneon #1642	Dark Royal Blue Pantone® 295 Madeira Polyneon #1742	Reflex Blue Pantone® Reflex Madeira Polyneon #1676	Light Navy Blue Pantone® 281 Madeira Polyneon #1966
Navy Blue 1 Pantone® 5395 Madeira Polyneon #1844	Navy Blue 2 Pantone® 289 Madeira Polyneon #1643			

* Metallic Silver & Metallic Gold threads require a .50(g) charge per item.
We do offer stock thread alternatives for the Metallic thread @ no charge:
Metallic Silver = 1811 Smoke gray (pms 428) Metallic Gold = 1791 Gold (pms 1245)



IMPRINT COLOUR WHEEL

PMS colour matches not available on Stick-To-Notes™. Pantone Colours will be converted to the closest possible CMYK 4-colour process match. Please submit artwork digitally in CMYK format. To reference a colour from the colour wheel, specify the colour name and colour percentage, i.e. Lime 50%.

- Free 4-colour process on adhesive pads (except 30692 and 30693)
- Free copy changes in increments of catalogue minimums
- No extra charge for heavy ink coverage
- No extra charge for flood coats
- No extra charge for phantom or ghost imprints – 10% recommended if intended to be written over
- No extra charge for bleeds – make sure your artwork extends 1/8" beyond the standard notepad size on all sides that bleed. Bleeds not available on cube sheets
- 7-day lead time on catalogue items (add 3 extra days for sheet imprints on cubes)

*Royal Blue is as close to Reflex Blue as we can print

Office, Magnets & Badge Holders

Digital Printing – Magnets

1 – Dark Burgundy	2 – Burgundy	3 – Red	4 – Process Magenta	5 – Pink
6 – Light Pink	7 – Coral	8 – Orange Red	9 – Orange	10 – Mustard
11 – Light Orange	12 – Gold	13 – Process Yellow	14 – Light Yellow	15 – Dark Green
16 – Green	17 – Light Green	18 – Lime Green	19 – Yellow Green	20 – Teal
21 – Sea Green	22 – Sage	23 – Dark Blue	24 – Steel Blue	25 – Blue
26 – Process Cyan	27 – Blue Gray	28 – Light Blue	29 – Plum	30 – Dark Purple
31 – Purple	32 – Mauve	33 – Light Purple	34 – Brown	35 – Light Brown
36 – Tan	37 – Ivory	38 – Black	39 – Dark Gray	40 – Cool Gray 2

**Automotive & Tools/Golf, Sports
& Fun/Health, Wellness & Safety/
Office Magnets & Badge Colour List**

Screen Printing (coated), Pad Printing (coated),
Offset (coated), Heat Transfer (uncoated)

Black	White	Brown Pantone® 478	Red Pantone® 186	Burgundy Pantone® 222
Royal Blue Pantone® 293	Process Blue	Reflex Blue	Dark Blue Pantone® 282	Light Gray Pantone® 429
Dark Gray Pantone® 431	Ivory Pantone® 155	Green Pantone® 348	Teal Pantone® 322	Dark Teal Pantone® 316
Orange Pantone® 021	Pink Pantone® 231	Purple Pantone® 266	Process Yellow	Copper Pantone® 876
Metallic Gold Pantone® 872	Metallic Silver Pantone® 877			

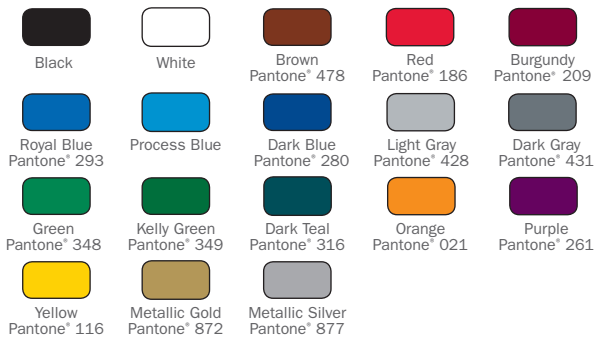
Refer to specific catalogue item specifications for printing method.

**Automotive & Tools/Golf, Sports & Fun/
Health, Wellness & Safety/
Office Magnets & Badge Colour List Continued**

Foil Stamping on Vinyl (uncoated)



Foil Stamping on Plastic (coated)



Digital Printing for Labels



Writing Instruments Colour List

Standard Stock Imprint Colours



Colour shown is as close as possible to actual PMS colour.

Writing Instruments Standard Fonts

SAN SERIF (BLOCK) FONTS

Arial
Arial Narrow
Arial Black

Eras Light
Eras Medium
Eras Bold

Franklin Gothic Book
Franklin Gothic Medium Condensed
Franklin Gothic Heavy

SERIF FONTS

Baskerville Old Face
COPPERPLATE GOTHIC
COPPERPLATE GOTHIC BOLD
Harrington
Times New Roman

SCRIPT FONTS

Kunstler Script
Brush Script MT
Mistral
Edwardian Script ITC

Contact Factory for other available font choices

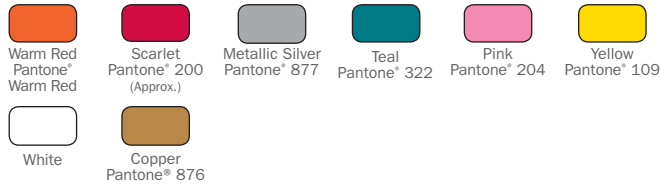
**Drinkware & Housewares Colour List
Koozie® Can & Bottle Coolers**

Direct Screen, Collapsible Screen and Heat Transfer



Drinkware Continued

Direct Screen, Collapsible Screen and Heat Transfer



Additional inks available for the following products:
45023, 45231, 45028, 45226, 45025 (transfer method only).



Plastic, Acrylic & Housewares

Direct Screen, Collapsible Screen and Heat Transfer

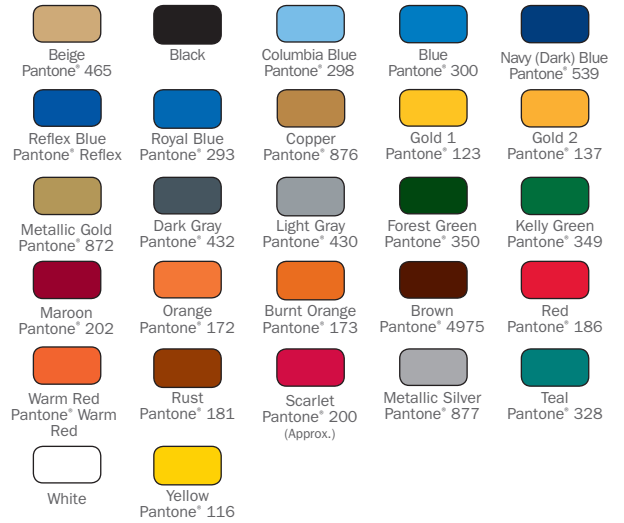


Foil Stamp



Steel, Glassware & Ceramic Mugs Vibrant Inks

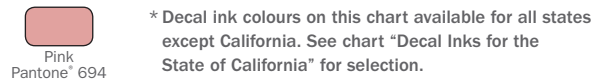
Screen, Pad Print & Decal Inks*



Additional inks available for screen method only.



Additional inks available for decal method only.



Decal Inks for the State of California

