

# 4 SIMPLE STEPS TO WORRY-FREE ORDER PRODUCTION

BROUGHT TO YOU BY



**SHARPRINT**  
MANUFACTURERS OF PROMOTIONAL APPAREL

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# INTRODUCTION

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There are many decisions to be made and details to be communicated when ordering decorated and promotional apparel. If you've ordered even once, you are well aware. The number of decisions and details is multiplied by each client you are working with and each item they are having imprinted. Wow. That's a lot to keep track of.

You're awesome and have it covered, we know. Regardless, we've got your back. The Four Simple Steps is a system for placing orders that helps organize the details and keeps you informed about the progress of your custom [screen print](#), [embroidery](#), and [digital print](#) orders. Our goal is to make working with us easy. By pro-actively providing you with status updates, you can continue getting business instead of being bogged down by the orders you already have.

**WITH OVER 25 YEARS IN APPAREL DECORATION FOR  
THE PROMOTIONAL PRODUCTS DISTRIBUTION INDUSTRY,  
WE UNDERSTAND THE CHALLENGES YOU FACE.**

# STEP 1

You've emailed your order and moved along with the rest of the day. Getting quotes from vendors, quoting clients, reviewing art approvals, sourcing goods, returning phone calls—don't forget lunch—emailing more orders, following up with clients, pro-active sales calls. Sound about right? That's already a very busy day, do you really have time to add "make sure PO was received" to that list for every order?

In the promotional products industry, days, hours, even minutes can make or break a relationship with a client. For your client's sake (and for your own piece of mind) you have got to be sure the order has been received and is in progress. Whether you have time to follow up or not, you will, because nothing can slip through the cracks.

# ORDER APPROVAL

 <b>Sharprint.</b> 4200 W. Wrightwood Ave. Chicago, IL 60639 773-862-9900		Order Approval: 141499																																																																																																																																																																																																																																																						
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<small>Note: Please sign and return this form via email or fax to sales@sharprint.com or 773-862-9600. Price is contingent upon customer providing satisfactory camera ready or computer vector artwork. We will notify the customer if any changes are necessary or additional charges are incurred. OVERRUNS/ UNDERRUNS: We do our best to produce the quantity ordered. However, due to the nature of screen printing, quantities are not always possible. Due to the difficult nature of Screen Print and Embroidery production we follow the 2% manufacturing industry standard guideline for Misprints, Overruns and Underruns and invoke accordingly.</small>																																																																																																																																																																																																																																																								
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Within 24 hours of receiving your PO, we'll confirm with you. And by confirm, we aren't just emailing back with, "thanks, got it." Our in-depth order confirmation includes garment style and color, sizing breakdown, decoration method and price, ship method, ship to address, and delivery date. We'll wait for your approval of the details to make sure we have it right before we proceed, and even remind you if we don't hear back in a bit.

# STEP 2

A brand identity is the anchor for consumer perception about a company. Companies invest significant resources into brand identity, design and marketing strategy. By contracting you to produce their promotional products, these companies put their brand and reputation in your hands. You can explain your head off, write detailed instructions, draw diagrams, and dance it out, alas, to err is human. Details can still be missed or misunderstood. Count on The Four Simple Steps to save the day. Every time you place an order for a new design or make a change to a design we have already printed...drum roll...

# ART APPROVAL

We're not just going to send you back what you've sent to us—what would be the point in that? We funnel all of the information you provide into a concise [art](#) approval. The art approval includes a visual mock up for

approximate sizing and placement, specific image size, and if a specific placement if there is one. The art approval also calls out [Pantone colors for screen printing](#). Digital orders contain all of the same detail, minus the Pantone colors (only because [digital printing](#) doesn't use Pantone colors). For [embroidery](#) orders, we physically sew a logo, scan and email it to you. We can mail the actual sew out to you as well, time permitting, of course.



By reviewing the art approval, you can see how we intend on producing your product. These order approvals are blind, so you can pass them on to your client for another set of eyes. Can't hurt, right?

Here's the beauty part—once we've produced the order once, we've got it. You don't need to review the art every time you place the order. Unless, of course, you want to. In that case, it's no problem to send it over.

# STEP 3

One of the most challenging aspects of ordering custom imprinted apparel is managing the blank product. The blanks you order from a distributor are shipped directly to your decorator. Since the goods don't pass through your hands, you trust that the right product is delivered and consequently decorated.

# RECEIVING SUMMARY

Receiving Summary										2 Screen Print - Sharprint Supply Order Number: 141499		
Order Information												
Customer: 610 Z Sharprint Salesperson: George Kilian Customer PO #:												
Date Order Placed: 1/11/13	Req. Ship Date: 1/14/13	Drop Dead Date: 1/14/13										
Designs												
ID	Name	Type	Locations	Imprints	Ix	I	Vendor	PO	Line	Rec?		
48149	STYLEMAX Promo Tees		11	2			S&S	26229		Yes		
Receiving Information												
Checked In: <input type="checkbox"/>												
Date: <input type="text"/>												
Checked By: <input type="text"/>												
Qty	Part Number	Item	Description	Youth	xs	sm	lg	xl	2X	3X		
			Adult	SM								
2	01070C1A	Black	Alternative Apparel Women's Basic Crew	11							TSC	
2	2102	Black	American Apparel Ladies Fine Jersey Short Sleeve Tee	11							26231	
2	01070C1A	Black	Alternative Apparel Men's Basic Crew	11							S&S	
2	2001	Black	American Apparel Men's Fine Jersey Short Sleeve Tee	11							TSC	
2	6004	Black	Bella The Favorite Tee Ladies	11							S&S	
2	3001	Black	Canvas Mens Unisex Jersey Tee	11							S&S	
Notes												
Report Date: 2/25/2013 Page # 1/1												

While many shops estimate totals based on the number of boxes, or simply match up your PO with the delivery roster, Sharprint opens each box to count the product delivered. The totals are entered in our system and we send you a receiving summary of the results. If there are any discrepancies between your order and what was actually delivered, you can make arrangements to fulfill the order prior to production.

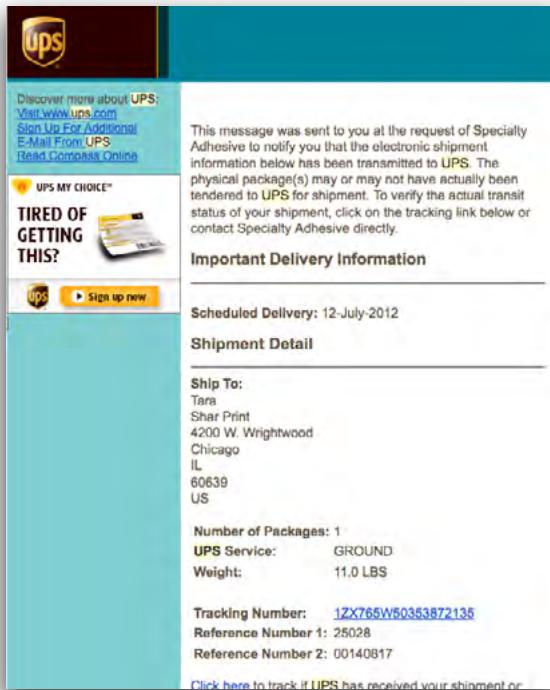
Sharprint is also one of the few decorators in the Chicago area selected to be part of SanMar's [PSST](#) program. The PSST program streamlines the apparel purchasing process for ASI, Sage, PPAI and other promotional products distributors by eliminating the need to bundle PO's when placing apparel orders. Enrolling in the PSST program means eliminated restock fees and free—yes, you read that correctly—completely free shipping for you.

We'll send a receiving summary regardless of whether or not you are enrolled in PSST, so no worries either way.

# STEP 4

With all details confirmed, art approved, and goods received, we'll produce your order and get it out the door. As soon as the order ships, we'll send you over the tracking numbers. This confirms that your order has been produced and you can keep an eye on its progress to your client. If the order is being split and sent to different locations, you'll receive a breakdown for what is going where with separate tracking numbers. Really, it's as simple as that.

# ORDER TRACKING



# RESOURCE CENTER

Sharprint is committed to keeping you informed. The Four Simple Steps keeps you informed of your order status in production, while our Resource Center keeps you informed of industry news, decoration techniques, apparel updates and so much more. Education guides, free downloads, and industry infographics have been created specifically for the ASI and PPAI industries. Read and enjoy for your own information, then brand with your logo and use as sales tools and self-promotion.

