

# Say What?

## A Beginner's Guide to Promotional Product Jargon.

Our breakdown of commonly used terms in the promotional products industry. *Remember. Specific terms, especially decoration methods are variable dependent. It's always a good idea to ask questions and get clarification before making a purchase.*

### CUSTOM

Items that are made specifically for you, and customized to your preferences and brand.

### DIGITAL PRINTING

Using a high-resolution printer to create full-color designs.

### EMBROIDERY

Stitching the logo or message onto product with thread.

### HEAT TRANSFER (DTF)

Applying a logo or design to product via a transfer and heat.

### IMPRINT LOCATION

The area where your logo or message is placed on product.

### LASER ENGRAVING

Burning the design into product using a laser.

### MINIMUM ORDER QUANTITY (MOQ)

The smallest number of items you can order (this varies by product).

### PMS MATCH

Pantone Matching System Colors allow us to match your brand colors exactly when these numbers are provided with your artwork.

## PRE-PRODUCTION SAMPLE

A physical sample of the final product with your design on it for approval before production continues.

## PRODUCTION TIME

The time it takes to produce and manufacture your products.

## PROMOTIONAL PRODUCTS

Items with a company's logo or message, often given away to customers, employees, or prospects.

## PROOF

A virtual sample for approval of the final design before production begins.

## SCREEN PRINTING

Using a screen to apply ink to product.

## SETUP CHARGE

A fee that applies for preparing the design or equipment for production.

## SHIPPING

The method in which we will transport product to your desired location.

## STOCK

Items that are already made, in inventory and ready for your logo!

