

Sterling Name Tape Co.

Custom Printed Labels

Use these four charts below to determine your material type, size and color, ink color, and label cost. Plate/setup charges apply to first-time orders only. If you are re-ordering your label you should not add the plate/set-up charge.

Material Widths					
Material	Available Widths (in inches)				
White Satin Polyester	9/16	11/16	1	1-5/16	1-9/16
Black Satin Polyester		11/16	1	1-3/16	1-9/16
Cream Satin Polyester		11/16	1		1-9/16
Grey Satin Polyester		11/16	1		
Coated Polyester(white)	5/8	3/4	1	1-3/8	1-1/2
Iron-on Polyester(white)	5/8	3/4	1		1-1/2
White Twill		3/4	1		1-1/2
Cream Twill		3/4	1		1-1/2
Black Nylon		3/4	1		1-1/2

Our label material comes on rolls of 250 yards. The *width* of the material is the measure between the woven edges and cannot be changed from the choices listed.

The label *length* is determined by how you want your label to look and the information on it. The length is variable and is measured between the cut edges.

Material & Ink Color Compatibility				
Ink Color	Material Color			
	White	Black	Cream	Grey
White		•	•	•
Black	•		•	•
Grey	•	•	•	
Brown	•		•	•
Red	•	•	•	•
Pink	•	•	•	•
Orange	•	•	•	•
Maroon	•		•	•
Teal	•	•	•	•
Light Blue	•	•	•	•
Aqua	•	•	•	•
Royal Blue	•		•	•
Navy	•		•	•
Fuchsia	•	•	•	•
Purple	•		•	•
Lime Green	•	•	•	•
Kelly Green	•	•	•	•
Hunter Green	•		•	•
Yellow	•	•		•
Amber	•			•
Gold	•	•		•
Silver	•	•	•	

Label Prices by Quantity & Material				
Label Quantity	Material Type			
	White Satin Polyester		Iron-on, Black, Cream or Grey	
	1 Color	2 Color	1 Color	2 Color
100	\$27.35	\$34.19	\$30.65	\$38.31
250	\$48.30	\$60.38	\$57.38	\$71.70
500	\$72.50	\$90.63	\$91.61	\$114.53
1000	\$76.66	\$95.82	\$108.25	\$135.31
2000	\$131.41	\$164.27	\$195.51	\$244.38
3000	\$216.81	\$260.17	\$322.59	\$387.11
4000	\$289.08	\$346.90	\$430.12	\$516.14
5000	\$301.50	\$376.35	\$462.45	\$578.10
10,000	\$492.70	\$615.89	\$820.05	\$1024.98

Plate/Setup Charges		
Plate Type	1 Color	2 Color
Text Only	\$15.00	\$20.00
w/Logo	\$50.00	\$70.00

First-time orders are charged a plate/set-up fee. This covers everything required to have a metal plate, or die, made. The plate is a raised, mirror image of your label that we heat and press into dry ink to create the image on your label. Re-orders do not need a new plate because we keep them on file after printing your label. If you are re-ordering your label simply write your plate number in Step 5 and add \$0 for the plate charge.

Custom Label Order Form

<p style="text-align: center;">Fill in your shipping address:</p> <p>Name: _____</p> <p>Company: _____</p> <p>Street: _____</p> <p>Apt. #: _____</p> <p>City: _____</p> <p>State: _____ Zip: _____</p> <p>Ph: _____</p> <p>Email: _____</p>	<p style="text-align: center;">Fill in your billing address: If different from your shipping address</p> <p>Name: _____</p> <p>Company: _____</p> <p>Street: _____</p> <p>Apt. #: _____</p> <p>City: _____</p> <p>State: _____ Zip: _____</p> <p>Ph: _____</p> <p>Email: _____</p>
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Step 1 – Choose your material, size and color	
<p>Use the Material Widths chart above to help you determine which kind of material you want. Once you've chosen your material type and color follow the corresponding row to choose an available width. Write your choices in the space provided to the right.</p>	<p>Material Type: _____</p> <p>Material Color: _____</p> <p>Material Width: _____</p>

Step 2 – Choose your ink color(s)		
<p>We can print your labels using one or two ink colors on the front and one ink color on the back. Use the Material & Ink Color Compatibility chart to determine which colors can be printed on your chosen material color. Enter your color choices to the right.</p>	<p style="text-align: center;">Front side ink choices</p> <p style="text-align: center; font-size: small;">Choose a 2nd color ONLY if your label will have 2 ink colors.</p> <p>Color #1: _____</p> <p>Color #2: _____</p>	<p style="text-align: center;">Back side ink choice</p> <p style="text-align: center; font-size: small;">Choose a back-side color ONLY if you're ordering a label with printing on the back.</p> <p>Color: _____</p>

Step 3 – Tell us what your label will say			
<p>In the spaces to the right, tell us what information will be on your label and indicate which color (from Step 2) and font will be applied to each line.</p>	<p>Front-Side Text & Color</p> <p style="font-size: small;">Circle your color choice (from Step 2) in the right-hand column for each line.</p>	<p>Fonts</p> <p style="font-size: small;">Choose the font for each line. (Our style sheet can be found on our website)</p>	<p>Back-Side Text</p> <p style="font-size: small;">(back side text will be printed in the back side color you chose in Step 2)</p>
	Line 1: _____ #1 #2	Line 1: _____	Line 1: _____
	Line 2: _____ #1 #2	Line 2: _____	Line 2: _____
	Line 3: _____ #1 #2	Line 3: _____	Line 3: _____
	Line 4: _____ #1 #2	Line 4: _____	Line 4: _____
	Line 5: _____ #1 #2	Line 5: _____	Line 5: _____
	Line 6: _____ #1 #2	Line 6: _____	Line 6: _____
		Back-Side font: _____	

<p>If you would like a logo on your label simply attach a high-resolution (300dpi or better) TIF, EPS, PDF or JPEG to an email and send it to postman@sterlingtape.com Write the name of the file you are sending in the space below so we can match the file to this order.</p> <p>Artwork file name: _____</p>
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Step 4 – Choose your sew allowance

When you sew your label into a garment you need a little extra space so the thread doesn't run through the text or logo. Use the illustrations to choose where you want your sew allowance and indicate your choice to the right.

Top Sew	Bottom Sew	Left Sew	Right Sew
Top & Bottom Sew	Left & Right Sew	All Around Sew	None (good for Iron-on)

Step 5 – Choose your quantity and calculate your order total

Choose how many labels you want. Then, using the Label Prices and Plate/Set-up charts, fill in your item totals. Then calculate your order total.

Label Quantity:	Label Price: _____
	Plate/set-up charge: _____
Plate Type:	Sales Tax (CT residents only): _____
	Shipping & Handling: _____ \$8.00
	Order Total: _____

Step 6 – Provide your payment information

Credit Card Information:

Card Number: _____
 Expiration Date: ____/____/____
 Name on the card: _____

Enclose a Check:

Check Amount: _____
 Please make your check payable to:
Sterling Name Tape Co.

Step 7 – Mail or fax your order to us

Mail this order form, with your payment, to: **Sterling Name Tape Co., PO Box 939, Winsted, CT 06098**
 You can also fax this order form to use at **1-860-379-0394**
Don't forget to fax both sheets!

Proofs and other important policies

After we receive your order we will send you a proof (a paper mock-up) of your label. Please review the proof and make any necessary changes. There is no extra charge for making changes. Pay special attention to spelling, phone numbers, and email addresses. When we have made the changes we will send you another proof. Once it is to your liking you **MUST** give us approval before we'll print your labels. This can be done by phone, fax, email, or by signing the proof form and mailing it back to us.

******WE WILL NOT PRINT YOUR LABELS UNTIL YOU HAVE APPROVED YOUR PROOF******

After you have approved your proof, we will print and ship your labels within a week. Orders of fewer than 1000 labels will be shipped via Priority Mail while orders of 1000 or more will be shipped by UPS Ground. Both services are a flat \$8.00 fee. You can request a faster shipping service but that *will not affect our production time*. Faster shipping services are more expensive. Please call us at 1-800-654-5210 to discuss your options.