



CUSTOM  
CAST LAPEL PINS  
BUYER'S GUIDE

2018 - 2019



# CUSTOM LAPEL PINS

## WHAT YOU NEED TO KNOW

As with any custom product, there are a number of options to consider when designing a custom cast lapel pin. This guide will take you through the entire ordering process so you know exactly what to expect and what to decide before you place your order.

### **ARTWORK** (Page 3)

Artwork is the cornerstone of your lapel pin design. We have an in-house graphic design team who can help create artwork that will realize your vision, or you can submit your own vector artwork for us to use.

### **SIZING** (Page 6)

We offer a range of sizes from 0.75" to 1.5". You will want to select the size of your lapel pin depending on the detail required and the purpose.

### **SHAPE** (Page 6)

You can design your lapel pin to be round or square/rectangular or to have a custom shape. Custom shapes work well for designs that include a brand logo/image.

### **BACKING** (Page 6)

The butterfly clutch backing is standard and included in the base price of your lapel pin, but we also offer a flat top jewelry backing for an additional cost that is perfect for higher end pin designs.

### **PRICING** (Page 6)

In addition to the above mentioned options, there are a number of variables that determine the price of your custom cast lapel pins:

#### **QUANTITY** (Page 6)

Lapel pins are priced based on the total number ordered at one time, so the more you order, the less expensive each piece becomes.

#### **SIZE** (Page 6)

Lapel pins are sized based on the longest point from left to right or top to bottom. If you draw a box around your design and take the longest measurement, that is the size of your lapel pin.

#### **FINISH** (Page 5 & 6)

Lapel pins are finished in a variety of ways and the finish will often be important to the design of the lapel pin. Antiqued finishes are standard (no extra charge), and bright finishes are available at an additional cost.

#### **PAINT** (Page 4)

If your design requires paint, the number of colours will also affect the pricing.



# ARTWORK

## SUBMISSION GUIDELINES

Our graphics department is happy to assist you at any point in the design process. Whether you have vector artwork or a simple hand sketch, we've got you covered! Our art services are billed at \$48/hr and are cumulative including any changes from the time of submission.

### VECTOR ARTWORK

Vector artwork is created using illustration software like Adobe Illustrator or Corel Draw and uses lines, points, and shapes to create artwork that is clean and can be scaled as much as necessary without any loss of quality.

If you are able to submit vector artwork, your art charges will be greatly reduced, but we may still need to make slight adjustments to ensure that the design will work with our production techniques.

### SUBMISSION FORMAT

The file extensions we can work with for artwork are: .ai (Adobe Illustrator), .eps (Encapsulated Postscript), .pdf (Portable Document Format), and .cdr (Corel Draw).

Please also include a viewable file with any of the following file extensions: .jpg (Joining Photographic Expert Group), .png (Portable Network Graphics), and .pdf (Portable Document Format).

### SUBLIMATION & ENGRAVING

Text for sublimated or engraved designs must be submitted electronically in an editable file to allow for copy and pasting. In an effort to prevent transcription errors, we cannot accept faxed or photocopied text submissions.

Any graphic logos or designs should be submitted in vector format if possible to allow for any adjustments required for our production processes.

### ARTWORK APPROVAL

An artist's proof will be forwarded for approval prior to production. Customers must review and approve artwork in writing before production proceeds on an order. Delivery dates may be extended based on late receipt of artwork approval.

### MOULDS

Once we create a mould, we will keep it in our facility for you to re-order at any time with no new artwork or setup charges. We keep moulds for up to 5 years after the last date order. After 5 years, inactive moulds will be destroyed and subsequent orders may require new artwork.

### PRODUCTION SAMPLES - PROTOTYPES

Prototypes are available on most cast items at \$100.00 (G) plus artwork and any special charges such as sculpting. The \$100.00 (G) charge will be credited in full upon receipt of an exact repeat (without any changes) on a production run of 250 units or greater.



# PALETTE

## STOCK PANTONE SHADES

Take the guess work out of colour matching by choosing from our selection of stock pantone shades. If you don't see the colour you're looking for, we offer best visual colour matching\* for customer samples and other pantone shades. Custom paint mixing is also available at an additional cost.



*\*Please note that colours may appear differently based on print quality and/or your pc's colour calibration.*



# FINISH OPTIONS

SELECT THE FINISH THAT IS RIGHT FOR YOU!

We deliver quality products using only the finest base materials and finishing techniques. Attention to detail and customer care is the hallmark of our business, and helping you select the right combination of materials for your project is our specialty.



Antique Gold



Antique Silver



Antique Bronze



Black Nickel



Bright Gold



Bright Nickel



Bright Copper



Enameled



# LAPEL PINS

## PRODUCT FEATURES & PRICING



**SKU: LPN**

Our cast lapel pins are elegant and durable. They are traditionally worn to display association with an organization and to honour achievements, making them a great option for corporate gift giving, sports teams, clubs, or any other group.

### PRODUCT FEATURES

- Range from 0.75" to 1.5" in diameter
- Antique finishes, included
- Bright finishes available
- Enameling options available
- Standard butterfly clutch, included
- Jewelry pin backings also available
- Bulk or individual packaging available



**BUTTERFLY  
CLUTCH**



**FLAT TOP  
JEWELRY**

### LAPEL PIN PRICING Minimum Order 50 pcs

SIZE	SKU	50	100	200	300	500	1000	2500	/ COLOUR
0.75"	LPN-0.75	\$7.80	\$4.80	\$3.20	\$2.60	\$2.18	\$1.88	\$1.64	\$0.15
1"	LPN-1	\$8.20	\$5.20	\$3.60	\$3.10	\$2.60	\$2.30	\$2.10	\$0.15
1.25"	LPN-1.25	\$8.70	\$5.50	\$3.80	\$3.30	\$2.86	\$2.56	\$2.60	\$0.20
1.5"	LPN-1.5	\$9.70	\$6.20	\$4.50	\$4.10	\$3.70	\$3.40	\$3.20	\$0.20



# GENERAL INFORMATION

## TERMS & SERVICES

### ARTWORK APPROVAL

An artist's proof will be forwarded for approval prior to production. Customers must review and approve artwork in writing before production proceeds on an order. Delivery dates may be extended based on late receipt of artwork approval.

### ARTWORK SUBMISSION

To minimize art charges, customers should supply "production ready artwork" at the time of order submission. Artwork should be submitted in Vector format for PC with all components converted to curves or outlines. Preferred file extensions are: CDR, EPS, AI or PDF.

### CANCELLATIONS

Any cancellations on orders will be subject to all production costs incurred to date.

### CHANGES TO ARTWORK

All art charges are cumulative from time of submission. Any changes or alterations to artwork after submission will be subject to additional charges.

### COLOUR MATCH

Colour match for enameling is a visual "as close as possible" to samples provided or Pantone numbers. Additional charges may occur for custom colour mixing.

### CUSTOMER SAMPLES

We cannot guarantee the return or condition of customer's samples submitted with an order.

### DELIVERY TIME

Initial orders requiring artwork and approval generally require 3-5 weeks. Repeat orders, not requiring new artwork, generally require 2-4 weeks.

### ENGRAVING

All text for engraving must be submitted electronically, via email or in an attached file. Pricing includes inscriptions unless otherwise noted. To avoid transcription errors, we do not accept engraving, personalization, or inscription information over the telephone.

### FINISHES

Cast metal items are available in fine pewter and base metal electroplated in antique brass, silver & copper finishes as well as bright gold, nickel and copper. Gold tone and silver tone refer only to the colour of the inscription plate not the substrate. Solid brass and brass are deemed to be the same.

### LESS THAN MINIMUM ORDERS

Orders for less than minimum quantities are available in some cases but extra charges may be incurred. Please contact customer service for details.

### ORDER APPROVAL

An order approval will be emailed for your review and approval prior to production. If no response is received within 24 hours, we will consider approval as sent, and production will begin on your order.

### OVERRUNS & UNDERRUNS

We endeavor to ship exact quantities as ordered, but in accordance with industry practice, a 5% over or under run constitutes completion of an order and is invoiced accordingly.

### PACKAGING

Pricing includes bulk or individually poly bagging. Packaging preferences should be indicated at the time of ordering. Additional packaging options are available for some products at an additional cost.

### PAYMENT TERMS

We reserve the right to request 50% deposit on any order based on degree of customization required. Upon approved credit, net 30 days may be extended upon sales target agreements. We accept VISA, M/C, and electronic transfer as methods of payment.

### PRODUCTION SAMPLES - PROTOTYPES

Prototypes are available on most cast items at \$100.00 (G) plus artwork and any special charges such as sculpting. The \$100.00 (G) charge will be credited in full upon receipt of an exact repeat (without any changes) on a production run of 250 units or greater.

### PRICING

Prices shown in the price list are current and in Canadian funds. Prices may be subject to change without notice. Pricing for cast products is based on a standard 2D design. Prices do not include artwork, freight, or applicable taxes.

### PROPRIETARY RIGHTS

All dies, moulds, film etc. are proprietary and are for the exclusive use of the original customer. All dies, moulds etc. are retained for 5 years. After 5 years, inactive dies, moulds etc. may be destroyed and repeat orders subject to new art and setup charges.

### QUANTITIES NOT LISTED

Orders for larger or smaller quantities than listed require a special quotation. Please contact customer service for details.

### REPEAT ORDERS

Please reference a previous PO, invoice, or design number when submitting repeat orders.

### RETURNS

All goods must be inspected upon receipt. A factory authorization number must be obtained from customer service prior to the return of any merchandise regardless of the reason. Authorization will not be approved if 10 business days have passed since receipt of goods.

### RIGHT TO PROMOTE

We reserve the right to use any products in our promotional materials, displays or electronic marketing unless otherwise informed in writing at the time of the order. All logos, designs, insignia, trademarks etc., shown are shown for illustration purposes only and are not for resale, nor are they to be construed as product or brand endorsement by or for the trademark owner.

### RUSH ORDERS

Rush service is available on most products but must be approved by our production facility at the time of order submission and may be subject to additional charges.

### SHIPPING

Unless specified, goods will be shipped by the most appropriate method based on weight, destination and time available, F.O.B. our manufacturing plant in London. In the case of goods damaged in transit, it is the responsibility of the customer to claim with the carrier. Please keep all packaging for their inquiry.

### SPECIAL PROJECTS

We are happy to accommodate special/custom projects. Please contact customer service for a special quotation.

### TRADEMARKS & COPYRIGHTS

All designs submitted and approved by our customers are deemed to be in full compliance with all existing laws of trademark, copyright, patent registration, and privacy regulations at time of submission. The customer in submitting these designs takes full responsibility for all of these issues. The customer assumes all liability resulting from any action or demands brought forward in a trademark, copyright, registration marks or patent infringement or dispute.

### VARIATIONS

The actual sizes of products pictured in this catalogue may be larger or smaller than illustrated. The measurements given are approximate and slight variations are normal. Some products will show slight imperfections that are inherent in natural products such as wood. Colours and finishes can vary slightly in appearance from the catalogue picture due to changes in suppliers and availability and does not alter the overall quality of the item.

