

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, color 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. Requested fonts, if unavailable, will be matched as closely as possible. For a complete list of Norwood's standard fonts, please visit Norwood.com.

The use of licensed artwork requires a written release. Artwork, when submitted, 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})

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 limitation when sent via e-mail is 10MB. Artwork can also be transferred directly to us via our online art transfer system.

SpectraColor™ Print

Allows you to reproduce your full-color design or logo by scanning a flat, full-color image or printing your computer-generated art.

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

Please submit color photographs and/or final, full-color 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 colors), 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 on a 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 color files or 400 dpi for black-and-white art.
- Resolution for digital photos must be 200 to 400 dpi.

Hard Copy Artwork

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

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

Proofs

E-mail/Fax Proof

If requested, a black-and-white proof will be sent free of charge.

- Add 2 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.

Product Proof

A product proof is an actual, printed product done prior to a full production run of an order.

- \$40(g), plus product cost
- Standard production times apply

For orders totaling \$2,500+, a mandatory product proof will be provided FREE for approval prior to scheduling production time.

Speculative Sample

A speculative sample is an actual, printed product, often done as a presentation piece prior to the placement of an order.

- \$40(g), plus product cost
- Standard production times apply

Virtual Spec Samples

A virtual spec sample is a low-resolution (72 dpi) jpeg graphic showing the standard imprint area. These are useful for PowerPoint presentations, e-mailing and websites. Log in at 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 \$30(g) per change and are available for all items; catalog minimums apply. Logo, location and imprint colors must remain the same.

Multiple Imprint Locations

For additional location imprint with different logo add \$50(g) set-up.

Product Color 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 colors in different materials may not be an exact color match. In our continuing effort to improve our products, we reserve the right to change specifications without notice.

PMS Color Matching

PMS Color Matching is available for \$30(g). Specify Pantone color (specify coated or uncoated), or if sending a color swatch, we will match it as closely as possible.

Cancellations

Factory approved cancellations must be submitted in writing. The charge is \$31.25(g), plus all costs incurred before the cancellation request is received at the factory. Cancellations are not allowed for orders in production.

Overruns/Underruns

Every effort will be made to ship the exact quantity ordered. However, for imprinted merchandise, we reserve the right to bill and ship up to 5% over or under the quantity ordered.

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 \$31.25(g) charge for exact quantity requests.

Registration of Multicolor Designs

In multicolored designs where it becomes necessary to register one color 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.

Less Than Minimum Charge

There are no minimum quantity restrictions! A \$75(g) less than minimum charge applies. Less than minimum not available on ceramic drinkware and glassware due to breakage.

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

There is no set-up charge for blank merchandise; use the end column price. Blanks are available in catalog quantities only. Production time is 2 business days.

Personalization

Decal:

- Charge: \$2.50 (g) per name, per item
- Initials Only: \$2.50(g) per item (limit 2 letters)
- For precious metal personalization, add \$0.15(g)
- 72-piece minimum
- Submit list of names with .txt or .xls (Excel) file extension
- Production time: 20 business days

Laser Engraved:

- Charge: \$2.50(g) per name, per item
- Initials Only: \$2.50(g) per item (limit 2 letters)
- Submit names with .txt or .xls (Excel) file extension
- Production time: 10 business days

Sublimation:

- Charge: \$2.50(g) per name, per item
- Initials Only: \$2.50(g) per item (limit 2 letters)
- Submit names with .xls (Excel) or .csv (Comma delimited) file extension
- Production time: 15 business days

Embroidery:

- Charge: \$5.00(g) per name, per item
- Initials Only: \$2.50(g) per item (limit 2 letters)
- Submit names with .doc (Word) file extension
- Production time: 10 business days

Shipping

F.O.B.

All prices shown in catalog are F.O.B. San Antonio, TX, unless otherwise noted. Acrylic and Metal drinkware products F.O.B. from two locations: San Antonio, TX and Pittsburgh, PA. Glassware and Ceramic drinkware products F.O.B. from three locations: San Antonio, TX, Los Angeles, CA and Pittsburgh, PA. Applies to ground ship only. evolve™ items 45611 and 45612 are F.O.B. Shelbyville, IN. evolve™ items 45701 and 45789 are F.O.B. Phoenix, AZ.

Rush Services

See page 158 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.

Third-Party Freight Billing

Add \$10(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. 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 shipments outside United States (including Puerto Rico), declared values will be catalog pricing unless otherwise requested.

For international shipments, the customer is responsible for all taxes, duties, brokerage fees and miscellaneous charges related to the shipment. If an international order is shipped via a third party, these fees will be charged to the third party account; otherwise, the consignee will be billed.

For shipments with a declared value greater than \$2,500 destined to a country other than Canada, 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 \$20 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.

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. ICONS USED IN THIS CATALOG WERE DESIGNED BY NORWOOD AND ARE NOT INTENDED TO IMPLY THIRD-PARTY CERTIFICATION.

Catalog 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 catalog 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.

Intellectual Property

NORWOOD, the NORWOOD logo, NORWOOD.COM, AIR-TEX, AUTO CUP, ANCHOR DESIGN, BALM ARGENTA, BANDAGE DISPENSER DESIGN, BARLOW, BUDGET BEATER, BUDGET TRAVELER, COASTER WEIGHT, COLORIFIC, CUBE PAD, ECON-O-LINE, EVOLUCENT, GOINGREEN, GOOD VALUE CALENDARS, HEMISPHERE, iCATALOG, INNOVATION & SERVICE, DELIVERED, JAFFA, KOOZIE, LOGO-DOME, MEASUREVIEW, MOOD METERS, MY NORWOOD, NORWOOD EDGE, PACESETTER, PILLOWLINE, RCC KOOZIE, SAFETY SEARCH, SALM, SENTRY SAFETY,

SiGN WAVE, SOUVENIR, SPECTRACOLOR, STICK-TO-NOTES, STYLE-RITE, SUPERIOR GIFT LINE, SYMPHONY, SYMPHONY DIARIES, TEE OFF, THE ACTION LINE, THE TRIUMPH LINE, TRI-AD PLUS, TRIUMPH, V-LINE, WASHBURN LABORATORIES, and all related trademarks, service marks, logos and trade dress are trademarks, service marks 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 catalog 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 catalog 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 catalog 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.

CPSIA Compliance

Certain products in this catalog 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 visit www.norwood.com/CPSIA for Certificates of Compliance and General Conformity Certificates.

Additional Information

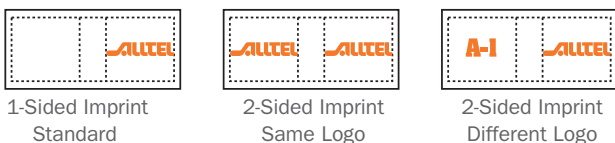
Imprint Locations

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

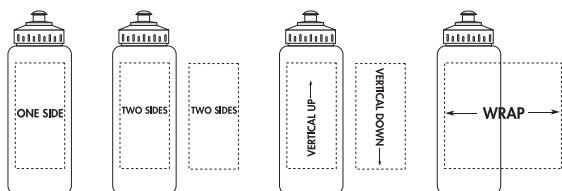
Koozie® Can & Bottle Coolers with Direct Screen:



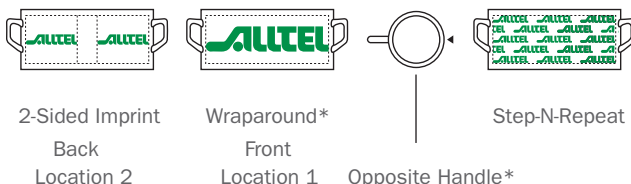
Koozie® Can & Bottle Coolers with Multicolor Transfer or Pad Print:



Sport Bottle Imprint Locations



Ceramics, Glassware, Plastics, Acrylics and Metal Drinkware:



- * Total wraparound imprint is 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

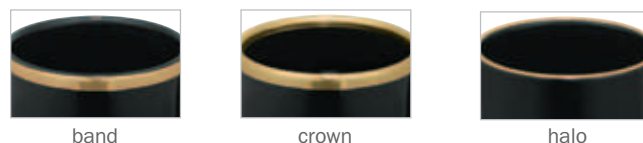
We recommend that Plastics, Acrylics, Metals, Ceramics and Glassware are hand washed only. Dishwasher may damage or greatly reduce the life span of the product and imprint. Do not use chlorine bleach or detergents containing bleach to clean. Do not microwave products made of stainless steel. Use of a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

22 kt. Gold, Microwavable Gold and Platinum Imprints

- Available on ceramics and glassware only
- 1-sided imprint: \$0.60(g)
- 2-sided imprint or wraparound: \$1.30(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 microwaves or dishwashers.

band: \$0.65(g)
crown: \$1.35(g)
halo: \$0.60(g)



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	\$1.25	\$2.10	\$2.75	\$3.50	\$4.60	5g
Glassware	\$1.25	—	—	—	—	1g
Tumblers	\$1.25	—	—	—	—	1g

White gift boxes (not suitable for mailing) are also available on some drinkware items. Cost is \$0.80(g) per gift box. Gift boxes are shipped flat; items cannot be inserted.

Please contact your customer service representative for additional options and pricing.

Standard Color List

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

In order to ensure color 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 color reproduction.

Koozie® Can & Bottle Coolers

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



Steel, Glassware & Ceramic Mugs Vibrant Inks

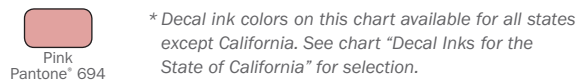
Screen, Pad Print & Decal Inks*



Additional inks available for screen method only.



Additional inks available for decal method only.



Decal Inks for the State of California



Foil Stamp

