

# Custom Clothing Ordering Guide



Performance Apparel and Custom Clothing

-- Created Feb. 2015 --

Thank you for your interest in Steen Wear. Below is a more detailed guide to our ordering process to streamline everything and help avoid any delays.

## Ordering Process

There are 3 main hurdles to overcome when putting together a team order.

- Artwork
- Deciding on your actual order
- Production (*we of course handle this*)

Below we will guide you through the whole process of your order

## Assigning a contact for an order

The first thing we ask is that you can assigned a point person for contact with your team, club or group for communications. We are more than happy to CC other members of a team on emails and discussions, but it will help keep things going smoothly that we have one person who can make decisions when we need an answer to something. You are also welcome to assign a second person, but please make it clear if this person can approve designs and is authorized to make decisions.

## Art Work

If you would like us to create the artwork for your clothing we are more than happy to have our graphic design team create a unique design for you, your team or charity. Steen Wear does require an initial artwork deposit of \$200 USD (payable via Paypal or check) to be given before any artwork is started. This deposit is put towards the 50% deposit for your order. The artwork deposit is nonrefundable if you choose not to place an order, but you of course are welcome to the artwork design. If you use your own graphic artist, there is no artwork deposit required.

Artwork and its approval is actually the biggest time delay we see in the production of custom clothing. Because of this we have created a checklist of for your team to use:

❑ **Do you have an existing design you will be working with?**

-- Starting your design from scratch? Why not look create a [Pinterest Design Board](#) and start to brainstorm on the ideas you have. You can even allow others to add to the board and put comments below design elements you like. This will help in creating the perfect design for your custom clothing.

❑ **Do you have a graphic artist who will be making your design?**

-- If you do not have a graphic artist, that is ok, our design team can help you with the graphic design of your jersey.

❑ **Do you have all the logos & artwork? And are they in the right format?**

-- We require all logos or designs to be in Vector format artwork (.AI, .EPS and PDF are the preferred formats). We can not use rasterized logos as the quality can not be guaranteed in production of your clothing. If we must convert any artwork to vector format there will be a charge of \$75 USD per hour (charged in ½ hour blocks) for this work.

❑ **Have you chosen (or do you already know) the pantone colors to be used?**

-- You need to remember that the colors you see on your computer screen are not going to always match up to the colors that will be printed for your jersey. Almost every screen will produce a different color depending on the quality, brightness, ambient light, type of lights and even the background to which you are viewing. The only exception will be a recently calibrated monitor. If you have access to this, it is your 3rd best option for selection colors. Your 2nd best option is getting your hands on a Pantone Coated color chart. These can be found at many printing shops and some graphic design people have them around. This chart matches the color within a few shades of our production and for most peoples tastes will be perfectly acceptable.. The 1st best option is to have us send you our Pantone chart printed on our Pro Tech fabric for color matching. This was printed on our machines using the same ink we will use in the production of your custom cycling clothing. Please be aware that there is the possibility of some color shift between fabrics due to the process of sublimation. So the same color will be ever so slightly different on different materials. Again, this is a very slight difference, one most people will never notice. We can send a color chart at the same time as a fit kit.

❑ **Have you planned enough time for your artwork production?**

-- We all know the scenario all too well. The race season is coming, everyone has their ideas on how the kit should look. Everyone wants to give an opinion, but it needs to be done last week. We suggest that if you have time, all general artwork concepts and major design elements be done well before sponsors are finalized. That way sponsors are able to placed quickly into a design when finalized.

❑ **Decide who will approve the artwork for production?**

-- Another major point of delay to the artwork approval is the approval of designs, especially when multiple people are involved. It may not seem that big of a deal, but making sure everyone has seen the latest draft and waiting on approval back of any changes can easily add on a week if someone is away for a couple of days. Something to think about.

# Submitting your Order

## Minimums

We have low minimums with just a total of **16 main items** required to meet a minimum order. This can be for example: 8 Pro Short Sleeve Jerseys and 8 Pro Bib Shorts; that is all that is required to meet our minimums. Each article of custom clothing also has a low minimum order requirement. Be aware that accessories count only as 1/2 of a main item towards a total order. Accessories can be ordered on their own as long as you meet our main item minimum.

## Fit Kit

To ensure that everyone fits their clothing we suggest that you use one of our fit kits to allow you to find the right size for each person. Our fit kit includes 4XS to 4XL Men's Pro Jersey, 2XS to 4XL Men's Club Jersey and 2XS to 4XL Men's Pro Bib Shorts. If you are looking to order Club Bib Shorts please be aware that the sizing is very similar, just a difference in material and construction, so choose the same size as the Pro Bib.

For Women we offer a whole range of women's sizing. Please use the Men's sizing as a reference and then choose one size up for the correct women's size. So if you fit the Men's XS Pro Jersey, you would be a Women's Small Jersey. Same for the bib's and bottoms.

We suggest the pre-planning of a fit kit party for your whole team. Plan it around watching a bike race, a team meeting, or other event. We are always more than happy to suggest some nice Belgian beers to pair with your party.

Fit Kits can be kept for up to 10 days from delivery and may require a deposit of \$750 to be shipped to you. Please do not ride in any of the fit kit as doing so will result in you being charged the full price of any pieces of clothing that are used. Return shipping will be at your own expense.

You are also welcome to use our sizing charts to determine which size of jersey you prefer. We give a range for each size depending on how tight or loose you are looking to have your clothing.

## Order Spreadsheet

At this time we are using a standard spreadsheet to place all our orders. Only our official order form will be used when accepting quantities for a team order. Please double check all the values entered to make sure that you are ordering the correct sizing.

We are working on an online team store at the moment, but this will be rolled out in time.

When you send us your custom clothing order spreadsheet we will also require a deposit of 50% less your \$200 dollar artwork deposit if it was paid. If your order is under \$1000 dollars the total amount is due upfront.

## Production

Production Times are 4 to 6 weeks, with an **average of 4 weeks** during most of the season. Please be aware our main factory has a two-week closing period in February that can delay production. A shipping date can only be confirmed once we have all of the following:

- Signed Artwork Approval for all items
- Confirmed Order with amounts, sizing and agreement to production terms
- 50% deposit of your final order (less your initial artwork deposit if applicable)

Once we have these items we can give you a confirmed shipping timeframe. Please allow for between 1 to 2 weeks for delivery depending on your selected method.

If you are in a rush we have both 1 week and 2 week production service available. 1-Week rush service is an extra 50% on top of our base prices. 2-week rush service is an extra 35% of our base prices. Please let us know asap if you require rush service as we must confirm availability with our production department. The 1 and 2 week time frames do not include shipping/transit time or artwork creation.

There is also an additional \$150 USD cost if rush artwork design is required. This can slow down the ordering process until the artwork is finalized and approved.

## Shipping

Standard shipping is included for all orders over 50 main items, for orders between 16 and 49 main items shipping is a flat \$75 for standard service. Delivery is usually between 1 to 2 weeks, but can be delayed due to customs clearance. If you require expedited shipping, please inform us asap with your needs and we will do all we can to ship your clothing as quickly as possible. Expedited shipping will be charged at the cost difference between a normal shipping and expedited shipping.