

Sterling Name Tape Co.

Custom Printed Labels

Use the charts below to determine your material type, size and color, ink color, and label cost.

Plate/set-up charges apply to first-time orders and changes of existing labels. If you are re-ordering your label and *not* making any changes, you should not add the plate/set-up charge.

Material Widths					
Material <small>(colors are approximations)</small>	Available Widths				
White Satin Polyester	15mm <small>(approx. 9/16")</small>	18mm <small>(approx. 11/16")</small>	25mm <small>(approx. 1")</small>	32mm <small>(approx. 1-5/16")</small>	38mm <small>(approx. 1-1/2")</small>
Black Satin Polyester		18mm <small>(approx. 11/16")</small>	25mm <small>(approx. 1")</small>	32mm <small>(approx. 1-5/16")</small>	38mm <small>(approx. 1-1/2")</small>
Cream Satin Polyester		20mm <small>(approx. 3/4")</small>	25mm <small>(approx. 1")</small>		38mm <small>(approx. 1-1/2")</small>
Grey Satin Polyester		16mm <small>(approx. 5/8")</small>	22mm <small>(approx. 1")</small>		38mm <small>(approx. 1-1/2")</small>
Coated Polyester <small>(white only)</small>	1/2"	3/4"	1"	1-3/8"	1-1/2"
Iron-on Polyester <small>(white only)</small>		3/4"	1"	1-3/8"	1-1/2"
White Twill Polyester		3/4"	1"		1-1/2"
Natural Twill Polyester		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 measurement between the woven edges and cannot be changed from the choices listed to the left.

We will determine the label length based on the wording, font, and font size; if you want a specific length let us know. The length is variable and is measured between the cut edges.

Material & Ink Color Compatibility				
Ink Color <small>(colors are approximations)</small>	Material Color <small>(colors are approximations)</small>			
	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	•			•
Old Gold	•			•
Gold	•			•
Silver	•	•	•	

Label Prices			
Quantity	1 Color	2 Color*	3 Color*
100	\$45.00	\$60.00	\$75.00
250	\$62.00	\$75.00	\$88.00
500	\$80.00	\$95.00	\$110.00
1000	\$95.00	\$110.00	\$125.00
2000	\$150.00	\$170.00	\$185.00
5000	\$300.00	\$350.00	\$400.00
10000	\$500.00	\$600.00	\$700.00
<i>*2 color labels can be no longer than 3 inches 3 color labels can be no longer than 2 inches</i>			

Plate/Set-up Charges		
Plate Type	Front	Back
Text Only	\$15.00	\$15.00
w/Logo	\$25.00	N/A
Back Printing		
Back Printing set-up <small>(in addition to the price for plates)</small>	\$10.00	
<small>First time orders are charged a plate/set-up fee. This covers everything required to have a metal plate made. The plate is a raised, mirror image of your label that we use to print your labels. 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.</small>		

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>Phone: (_____) _____ - _____</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>Phone: (_____) _____ - _____</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.</p> <p>Once you've chosen your material type and color follow the corresponding row to choose and available width.</p> <p>Write your choices in the space 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 color on the back.</p> <p>Use the Material & Ink Compatibility chart above to determine which colors can be printed on your chosen material.</p> <p>Enter your 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 ink 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. (Available fonts 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 ink color you chose in Step 2</p>
	Line 1: _____ #1 #2	Line 1: _____	Back side font: _____
	Line 2: _____ #1 #2	Line 2: _____	Line 1: _____
	Line 3: _____ #1 #2	Line 3: _____	Line 2: _____
	Line 4: _____ #1 #2	Line 4: _____	Line 3: _____
	Line 5: _____ #1 #2	Line 5: _____	Line 4: _____
	Line 6: _____ #1 #2	Line 6: _____	Line 5: _____
		Line 6: _____	

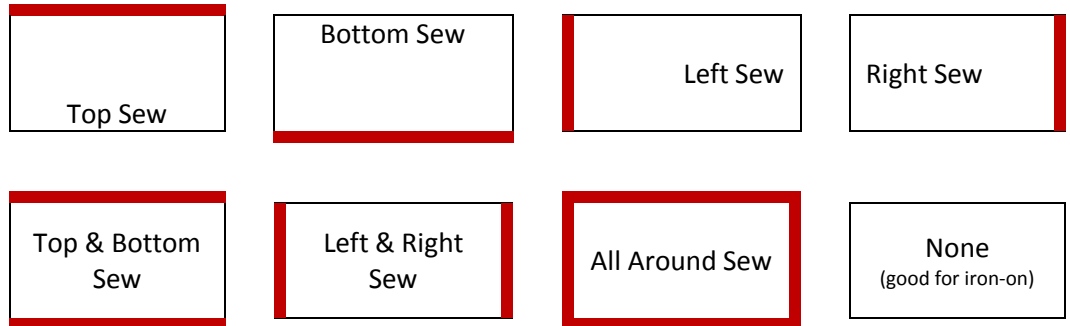
If you would like a logo on your label simply attach a high-resolution (300dpi or better) TIF, EPS, PDF, or JPEG to an email and send it to postman@sterlingtape.com. Write the name of the file you are sending in the space below so we

can match the file to this order.

Artwork file name: _____

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 the right → to choose where you want us to leave space for your sew allowance.



Step 5 – Choose your quantity and determine your order total

Decide how many labels you want. Then, using the Label Prices and Plate/Set-up charts, fill in your item totals. Add the column of numbers to determine your order total.

Label Quantity: _____

Plate Type: _____

Label price: _____

Plate/set-up charge: _____

6.35% Sales tax (CT residents only): _____

Postage & packaging: _____

Order Total: _____

Step 6 – Provide your payment information

Credit card information:

Card number: _____

Expiration date: ____/____

Name on 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 us at **1-860-379-0394**

Don't forget to fax both sheets!

Label proofs and other important policies

After we receive your order we will send you a proof (a paper or digital mock-up) of your label within 2 business days. Please review the proof and make any necessary changes. There is no extra charge for changes. Pay special attention to spelling, phone numbers, and email addresses. When we have made the changes you indicate we will send you another proof. Once it is to your liking you **MUST** give us approval before we'll print your actual 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*****

If you have not received your proof please call us at 1-800-654-5210 or send an email to postman@sterlingtape.com. After you have approved your proof we will print and ship your labels within 7-10 business days. 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.

