

SOMA BOTTLE PRINTING PROGRAM (*Beta*)

In this BETA Program we are offering *limited customization* of our 38 oz Further Bottle.

- We can imprint your shop name or event logo. You may choose up to 8 colors. We have 27 stock ink colors, but can print most Pantone colors with an upcharge.
- At this time, the Further bottle currently only available in Frosted Clear with a Black Cap.
- To keep things simple in the beta program, we are not offering the graduation marks on the back of the production Soma Further bottles
- Order in quantities as low as 150. Price break at 300



Directions:

1) Download the art template. Add your vector artwork. Size it and position it as accurately as you can on the template. Wrap around artwork in allowed. Stay within template border.

All artwork needs to be vector format. (Adobe Illustrator preferred) No JPEG's or Photoshop files

2) Complete the order form with your contact info, quantity and color call outs. Send them to stanpun@merrysales.com

3) We will send counter artwork and invoice in a few days for approval. After approval, your bottles should be ready in 10 business days.

4) Downpayment required before production proceeds.

Pricing:

\$3.99 per bottle (price includes one ink and one screen)

Minimum order: 150 bottles

Additional ink colors: Add **\$0.25 per bottle** for each additional color and **\$50.00** charge for each additional screen set up

If you are using any non-Standard ink colors: **\$40 charge per Pantone color mix**

Important Note: Because of the height of the bottle and the varying diameters of the top and bottom section, we don't have a press that will print the top and bottom at the same time.

Each section requires a *separate set up*. That means if your design has a two-color imprint on the top and bottom, the imprint on *bottom* counts as a color 1 and 2 and one extra screen and the imprint on the *top* counts a colors 3 and 4 and two extra screens. We hope to update our capabilities eventually.






























Example:

Order of 150 bottles with a 2-color logo using Standard Inks, printed *only* on the bottom section.

- \$3.99 per bottle (includes 1st ink and 1st screen) (\$598.50)
- \$0.25 x 150 = \$37.50 (2nd ink)
- \$50 (second screen)
- Custom match charge: \$0 (Standard inks used)
- Total cost: \$686.00 or \$4.57 per bottle (not including freight, Merry's normal freight allowance policy does not apply to custom orders)

Overrun/Underruns: There is the possibility of up to 5% underrun or overrun. Your invoice will be adjusted if there is. If your bottles are for an event and need a certain quantity for each participant, we recommend ordering slightly over that quantity just in case of an underrun.

CHART OF STANDARD INK COLORS

 Black	 Purple - PMS 2597	 Orange - PMS 021
 White	 Purple PMS 266	 Orange PMS 165
 Reflex Blue	 Pink PMS 189	 Yellow Gold PMS 123
 Navy Blue PMS 282	 Pink - PMS 205	 Yellow PMS 116
 Royal Blue PMS 293	 Green - PMS 340	 PMS Cool Grey 8
 Blue - PMS 2935	 Kelly Green PMS 347	 Light Gray PMS 429
 Red - PMS 186	 Forest Green PMS 350	 Dark Gray PMS 432
 Red PMS 200	 Green - PMS 354	
 Maroon PMS 202	 Lime Green PMS 376	
 Brown PMS 469	 Teal PMS 322	

Note: Digitally rendered colors do not match actual PMS colors exactly. Due to variations in materials, imprint methods, and ink opacity, exact color matching cannot be guaranteed. Because of the clear bottle color, a light color such as pink or yellow may not be very readable if you use it for small text. Bolster design with an additional darker color if readability is desired.

Art Guidelines

Digital Art Files - E-mail art files to stanpun@merrysales.com

Illustration Programs: Adobe Illustrator

Acceptable file format: All files should be saved in a vector format - Adobe Illustrator preferred

Minimum Resolution: For best results all files should be 300 dpi or higher

Fonts: We maintained licensed copies of many fonts, but it is best to submit art with fonts converted to outline.

Maximum Ink Colors: Imprint up to 8 ink colors, plus 4-color process

Color Matching: All standard PMS ink colors are matched as closely as possible.

Imprint Area: See the Artwork Template to see how large your art can be. Wrap around designs are possible.

Art Tips

1) Two ink colors are better than one. The added cost pays big dividends.

2) Since you are printing on a clear frosted bottle, darker and bolder colors will stand out better than lighter colors. Our white ink is opaque. But if you are specifying lighter, pastel ink, the inks may end up semi-transparent.

3) Big, bold graphics always work best. Don't inundate your design with too much copy

4) Try to work with our Standard PMS Ink Colors to save money.

5) Print on one section (instead of both the top and bottom) to save money