

# SOMA BOTTLE PRINTING PROGRAM

- 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 choice of Big Flow or Auto Sealing Cap. Different cap colors are available.
- Order in quantities as low as 96. Price break at 288. Call for price if order more than 576 units.

## 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 is allowed. Stay within template border.  
All artwork needs to be vector format. (Adobe Illustrator preferred) No JPEG's or Photo-shop 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:

**\$7.00 per bottle (price includes one ink and one screen)**

**Minimum order: 96 bottles**

**Additional ink colors:** Add **\$0.30 per bottle** for each additional color and **\$55.00** charge for each additional screen set up

If you are using any non-Standard ink colors: **\$45 charge per Pantone color mix**

### Example:

Order of 200 bottles with a 2-color logo using Standard Inks .

- \$7.00 per bottle (includes 1st ink and 1st screen) x 200 = \$1400.00
- \$0.30 x 200 = \$60 (second ink color)
- Add \$55 (second screen/set up)
- Custom match charge: \$0 (Standard inks used)
- Total cost: \$1515.00 (DOES NOT freight, Merry's normal freight allowance policy does not apply to custom orders)

**Overrun/Underruns:** There is the possibility of up to 5% overrun 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.



*New Auto Sealing Cap available. No need to pull open and push close the spout*



## Art Guidelines

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

**Illustration Programs:** Adobe Illustrator or InDesign

**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. Call for quote on 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.

**Measuring Marks:** Let us know if you want marks printed on to the back of the bottle. These marks are only practical on a frosted or other transparent bottle.

## Art Tips

**1) Two ink colors usually attract the eye 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.** But if you are specifying lighter, pastel inks, the inks may end up very transparent






















**3) Our white ink is opaque.** Using white ink as a underlayer can help most colors look more vibrant and not transparent.

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

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

**6) Consider printing on the top section**  
An imprint on the top section gets less wear than art on the bottom section. Bottom section is slightly larger though.

## CHART OF STANDARD INK COLORS

	Black		Brown PMS 469		Yellow Gold PMS 123
	White		Purple PMS 266		Yellow PMS 116
	Reflex Blue		Pink PMS 189		Light Gray PMS 429
	Navy Blue PMS 282		Kelly Green PMS 347		Dark Gray PMS 432
	Royal Blue PMS 293		Forest Green PMS 350		Metallic Gold - PMS 871
	Red - PMS 200		Teal PMS 322		Metallic Silver PMS 877
	Maroon PMS 202		Orange PMS 165		Metallic Copper PMS 876

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 colors, if readability is desired.

## CAP COLOR CHOICES

### Big Flow



### Auto Sealing

