

BRANDED *and* BESPOKE PRODUCTS

By Café Connections

Café Connections are delighted to work with our customers to create branded and bespoke packaging and this leaflet aims to talk you through the whole process from the terminology used in the quotation until what happens when the time comes for a reprint.

It includes a straightforward explanation of our terms of business and how goods can be stored for call off.

The production team are here to answer any further questions you may have and assist you throughout every stage of the production process.



THE PRICING
PROCESS BESPOKE
ADVICE
QUOTES IDEAS
PACKAGING

TERMS
QUESTIONS REPRINT
STORAGE
THE PROCESS
TERMINOLOGY

The Quotation

Based upon our discussions with you we will talk to the most suitable manufacturer/s for the job so that we can provide you with the keenest price for the product that best meets your requirements.

You will see that generally the quotation is broken down into two elements:

- ✓ The run price per 1,000
- ✓ The origination (or set up) charges

The origination charge is the manufacturer's costs in regard to reprographics and print plates and varies depending upon the product, the complexity of the design, number of colours etc. This is a one-off charge at the time of the first print/production run – if the design remains the same this charge is NOT applied to any subsequent reprint.

Sometimes there is a 3rd charge listed – for tooling. This is only where we are producing a completely new product from scratch or amending the dimensions of a standard one. This is the physical tooling needed to make the machines produce the item you need.

The origination charge

* How Quantity Affects Price

Usually our quotation will list pricing for various quantities ordered (price breaks) – so that you can see how the unit price falls if you can justify a longer print run. The most frequently asked question we receive is why the unit price of small quantities has to be so much greater than on the larger quantities.

We can only ask you to imagine the size and complexity of some of the machinery involved. A major part of the cost is the time spent in setting up the machine for your particular job. Unless you are printing millions there is very little difference in the time spent in actually printing/producing 100 or 100,000 items.





Shelf Life of the Quotation

We do not automatically give a **cut off date** for any quotation – but always recheck all prices at the time you make your final decision. There is rarely a change unless the quotation is some months old – however with fluctuating exchange rates, delivery and material costs, we always ensure there are no nasty surprises.

Design and Artwork

The quotation will assume that you or your designer will provide acceptable artwork to enable the manufacturers to produce a good standard of work. We will provide you/your designer with any templates or specifications available and will provide all the advice and support we can.

We act as the ‘hub’ between you, any designer involved and the manufacturer - and will take responsibility for driving the job through the various stages of production. We never take our eye from any project.

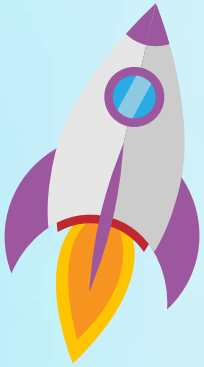
We're here to make your life easier...

* Useful points to remember:

- ✓ The number of colours used has a very real bearing on the run price and even more so the origination charge which is usually charged per colour. Pertinent not to use additional colours where it is not necessary if you want to keep costs down.
- ✓ Some items are printed litho (and so you can use 4 colour process – cmyk). However a considerable number are printed flexo and whilst, some machines can manage 4-colour process, many cannot – which means you will be using spot colours.
- ✓ If you are looking to produce a RANGE of packaging this will involve a considerable number of different substrates and coatings. We spend a lot of time co-ordinating colour because we have to watch how the colour behaves on all those different materials.



We are here to give all the advice we can..



- ✓ Depending upon whether the material being used is coated or uncoated we will need to use U (uncoated) or C (coated) pantone shades.
- ✓ Printing a pizza box is not the same as printing a brochure! Items produced in the bulkier materials move slightly during the print/production process. In order to obtain the very best standards it is useful to design with this in mind as exact registration is not possible.
- ✓ We are rarely able to use metallic inks because of the close proximity to food.



If you are not having artwork produced by your own designer – then our designer can certainly do this for you. Experienced at working within packaging parameters our designer has an extremely good eye for what works well. If you did want to consider this option we would be able to quote you for this aspect in advance.

* Proofs

Printed proofs are very rarely produced these days; you will however always be provided with a digital proof for your approval before going to print. If there is a concern about colour it may be possible to obtain an ink draw down which will give an indication of how the final colour will look.

It is not possible to print a small trial number of your items because of the time it takes to set up the machines (see the paragraph on print quantities). If necessary we could look at producing a hand made mock up although an additional charge would be made as this is surprisingly time consuming. However please don't worry – in nearly all cases a digital proof is all that is required to ensure you are presented with a first class job.

★ A first class job...

Storage

Few of our customers have the space to store even the minimum quantities of branded goods and therefore prices given assume that you would like us to store the goods in our warehouse for call off on a box by box basis alongside generic (unbranded) stock that you buy from us. Whilst there is no hard and fast deadline for your usage of these branded goods we must stress that



if, after 6 months, the goods are not being called off regularly, we do reserve the right to make a charge for storage. We therefore suggest you order quantities that you are likely to use over a 5-9 month period. However if we know that it will take you longer – and you are calling off regularly – then this will not be an issue.

* Stock Control

We can watch your usage & stock levels..



If stored at Café Connections warehouse we will watch both your usage and stock levels and prompt you when a reprint becomes necessary taking into account the manufacturer's current lead time and pricing. It's just another thing your busy staff do not have to worry about. We will not re-order without prior authorisation from yourself although if you do want us to order automatically we can set up a rolling stock agreement for you.



Store Yourself

If you do have the space to store your printed goods and can accept your branded goods as one complete consignment we would be pleased to quote you a discounted price.

Terms of Business

Unlike many of our competitors we do not require full payment in advance but allow credit account customers to spread the cost as follows.

- ✓ 25% deposit required with firm order
- ✓ 25% due upon receipt of goods into our warehouse
- ✓ 25% due 30 days after goods received
- ✓ Balance due 30 days thereafter
This effectively means you are spreading the cost over 4/6 months (depending upon lead time of the product).
- ✓ Origination charges are the subject of a separate invoice at the time that goods are received

For goods taken as one consignment these terms are slightly different:

- ✓ 50% deposit required with firm order
- ✓ 50% due upon receipt of goods
- ✓ Origination as above – upon receipt of goods



Discounts

Please note that branded and bespoke goods are not included in any discount/rebate/retro agreement you may have with us – which will relate to generic (unbranded) stock only.



* Delivery Charges

The idea is that branded and bespoke goods are called off when you make your regular orders from site. Order the minimum value (usually £100) of generic products to receive **free delivery** and then add as many cartons of your branded goods as you want to enjoy free delivery on the lot.

Free delivery

If you are not ordering generic products – but urgently require a box of branded goods - then a small delivery charge would be applicable. Customers who are accepting printed goods as one consignment do not need to worry about this item – delivery will have been included in the quotation.

Delivery Information

We want to get goods to you as easily and as quickly as we can. Always forewarn us about restrictions (in terms of opening hours, parking or access) so that we are fully aware of this and please provide us with a name and telephone number of the person we should contact about deliveries.



Manufacturing Tolerances

We always have to warn customers that manufacturers reserve the right to produce a percentage over or under the quantity ordered. Usually this is +/- 10% but can sometimes be +/- 20%.

It is aggravating we know but it is an absolute industry standard and not something that is open to negotiation. When you think back to the earlier comment about machine set up it also makes logical sense – and allows for elements like under or over inking at the start or end of a print run.

If you need to have an absolutely precise quantity however it is something that we will discuss with you and the manufacturer at the outset to ensure there are no problems upon delivery.

Further Questions? Please do not hesitate to pick up the phone and ask us.

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