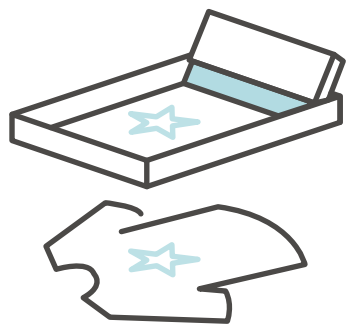


PROMO GUIDE

PROMOTIONAL PRODUCT & APPAREL DESCRIPTIONS

SCREEN PRINTING

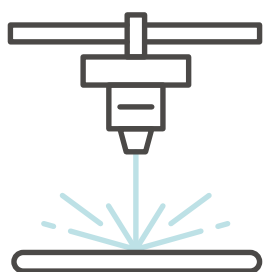
A method of printing that uses a mesh screen to apply ink onto the fabric or item.



Promotional items and corporate apparel serve as powerful tools for brand-building and engagement, providing businesses with unique ways to connect with clients, employees, and prospects.

LASER ENGRAVING

A method of marking the surface with a laser for a precise, etched look, commonly used on metal items.



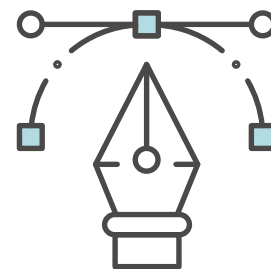
SOFT GOODS

Items made from fabric or similar materials, such as T-shirts, bags, and caps.



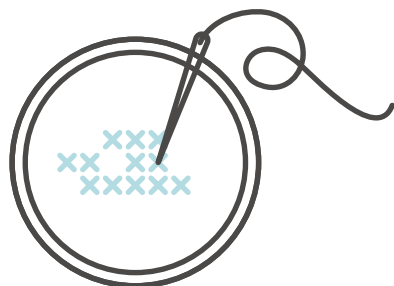
VECTOR ART

Digital artwork that can be scaled without losing quality, commonly required for high-quality printing.



EMBROIDERY

Stitching designs, often with threads, onto apparel or other fabric items for a high-end, textured look.



PMS COLORS (Pantone Matching System)

A standardized color reproduction system used to ensure consistent color across different products.



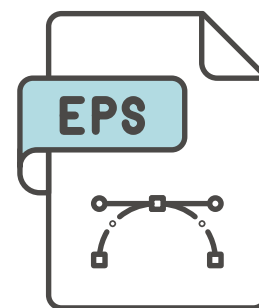
HARD GOODS

Non-fabric items, often plastic, metal, or other rigid materials, such as water bottles, pens, and tech accessories.



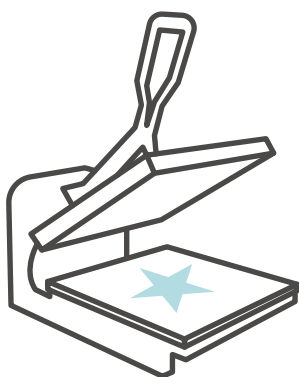
EPS FILES

A file format used for vector graphics, ideal for high-quality print projects.



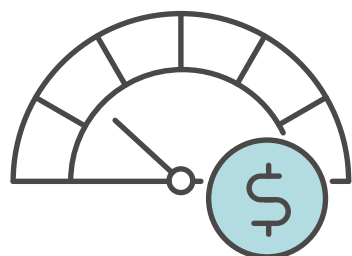
HEAT TRANSFER

A process that uses heat to transfer designs from a special film onto the fabric.



MOQ (Minimum Order Quantity)

The smallest number of units a supplier is willing to produce per order.



TURNAROUND TIME

The time required to complete production after an order is placed.



SETUP FEE

A one-time cost associated with preparing equipment or files for production, often required for screen printing and embroidery.



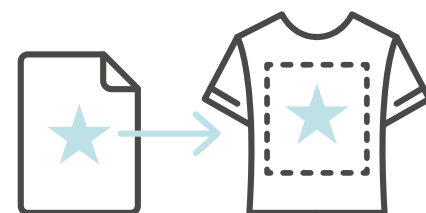
DYE SUBLIMATION

A printing technique where ink turns to gas and permeates the material, producing vibrant, full-color images.



DECORATION METHOD

Refers to the process used to add a logo or design to a promotional item, such as screen printing, embroidery, or laser engraving.



For more information on promotional materials or apparel contact your B&B rep today.

