

# MyTGuy Designs Screen Printing FAQs:

Since the price of garments is impacted by the following variables, the more information you can give me, the closer I can get to the best price for the quality you are looking for.

## Quantity:

The fewer garments you order, the more expensive each one will be. One of the reasons short runs are more expensive is the screen burning and setup costs. For each unique screen, there is a fixed cost of \$25. This is built into my final, all-inclusive price, but just imagine: If you only order 12 garments with a one location, 3 color print, just burning the screens and setting up the press will be \$75 – approximately \$6.00 out of each garment price will be for screens/setup... and this is before we add in the cost of the garments and the actual printing onto each garment. On the other hand, if you were to order the same artwork for 100 garments – the fixed cost is still \$75, but the cost that is applied to each garment is now \$ .75 instead of \$6.00.

If you are ordering a variety of garments, with the same art and ink colors, then there is no additional cost beyond the total calculations. However, the art that is printed must be exactly the same – the same size and same colors; otherwise, either additional unique screens will be needed, a small fee to change ink color per screen will be charged, or both. For example: you want (in the same garment color) 6 youth size tees, 12 adult size tees, and 24 tank tops. We can print the same art on all of these garments as a single print run of 42 garments.

There are break points in quantity that affect pricing.

While it is always true that the more you do, the less expensive each garment will be, there is a bigger jump at the break points. Those break points are: 12, 36, 72, 144, 288, 600, 1200, and 3000+ garments.

## Does Brand Matter:

I can get almost any brand, if you really have a preference. If you prefer Hanes Beefy T, know that it is a great garment, but you pay for the brand and the ring spun manufacturing process. Other ring spun tees are available at a lesser price point. Port is my most popular brand for basic tees and ring spun, because the combination of quality and value are a bit better than my next favorite brand – Gildan. If you have a brand preference, please let me know and I will provide that specifically in my quote.

## Does Fabric Content Matter:

For basic tees, there are three choices – 6 oz 100% cotton, 5.4 oz 100% cotton, 50/50 poly/cotton blend. 6 oz 100% cotton is my best seller for comfort and longevity, but is a tad more expensive than the other two.

In the last few years, there has been a great deal of variety added into the wearable market: beautiful/unique colors, contemporary cut and styling; and different blends of fabric content. Because of the law of supply and demand, all of these new and unique offerings are more expensive than the old standards. Fortunately, even the old standards have vastly improved their color palette offerings.

## Garment Color:

Dark color garments are more expensive than light color garments, which are more expensive than Ash or White garments. In addition, it is more expensive to print on dark garments because, in most cases, we have to print an additional white base coat underneath the other colors to prevent those colors from soaking into, and being obscured by the dark garment color. For many wearables, there is a very robust selection of garment colors available from a variety of vendors. You can see much of what is available from my website at <http://mytguy.net/catalogs.html>.

## Garment Sizes:

Very often, prices are different for Youth Sizes than they are for Adult sizes. Prices for sizes larger than Adult XL are more expensive than the smaller sizes. Very often, sizes of to Adult XL are on sale, and I pass on savings to you as a result of those sale prices. Adult 2X and larger are rarely, if ever, on sale. Because of that, the price difference you will see in my quote may seem to be uniquely high – but that is only because I am passing on sale price saving on the smaller sizes, which increases the price gap.

## Sales Tax:

If you are 501C-3 non-profit organization or you are purchasing garments for resale, and have a sales tax number, I can sell you the garments without charging sales tax.

### What goes into your cost:

You will receive an all-inclusive price that includes:

- The garment cost
- Screens/Press Setup
- The actual print run
- Shipping costs to bring garments to the printer
- Design Fees (rare) – if your artwork takes significant effort to make it print ready, art fees of \$30 per hour will be charged. We'll let you know if this is the case after reviewing your art. This is generally the case for bitmap art.

Sales tax and the cost to ship your garments are not included in the price quote. I can provide shipping estimates, but those are not guaranteed unless expressly stated in the quote.

## Graphic Formats:

Screen printing is not the same as print to paper or online. The best file formats for screen printing are vector-based: AI, EPS, CDR, and PDF (with no bitmap elements). Photoshop files, JPG, TIFF, and other bitmap file types can be printed to garments in one of two ways.

- **4-color process** – This is the most expensive way to print garments, as your art is treated like a photograph, and 4 high resolution color plates are created for the print: Cyan, Yellow, Magenta, and Black (the CMYK color model). In addition, if the garment is printed on a color garment, there would need to be a white base print, as well as highlight colors. To make a “photograph” style print look true to the original, it is not uncommon to require the 4-color process along with multiple highlight colors.
- **Spot Color** – this is the easiest and less expensive way to print art. If you have bitmap art, we can create an indexed copy, managing the number of spot colors in the art into a manageable cost scenario. The final print won't look exactly like the original art, but the cost is much more manageable.