

# CUSTOM SERVICES

Guide to services and wide variety of products.  
Let Macho show you how simple, easy and cost effective it can be.



# Why Custom Service?

Promotional products are a great way to showcase or advertise your martial arts school. As one of the most cost-effective forms of advertising, these items are imprinted with a logo or message to represent your business, and should be placed on items that your customers will use on a regular basis. Tournaments, charity races, conferences, wellness programs, and other special events are some places outside of your school where you can distribute these items, and will help you connect with a wider audience.

For 40 years Macho has been offering custom printed apparel, uniforms, gear, and more for martial arts schools, and we love being a part of our customers' journeys!

## The Macho Way

When you place an order with Macho you receive a personal customer service representative to walk you through the Macho Custom process. Providing expert, personal service is something we are known for, and are more than happy to do for our wholesale customers.

## Custom Services for Apparel, Gear, and promotional products

Screen Printing  
Thermal Print  
Co-Branding

Embroidery  
T-shirt Program

## How Does My School Benefit by Co-branding Gear and Uniforms?

- Increased school visibility
- Students won't be able to buy your school's branded gear through other retailers or online shops, so you can keep those sales in your school.
- Enhance credibility
- Add value to the products you carry - You can charge a premium on all gear, uniforms, and accessories that have your logo on them.
- Advertise your school
- Show uniformity



# Submission Guidelines

## SET UP CHARGES:

Macho's custom services charge a set up fee, even when you supply camera-ready art. The set up fee is charged for the time or material it takes to transform your artwork into the final medium for output.

## ART CHARGES:

Art charges are incurred when the artwork provided is not set up properly for output. Before Macho charges for any artwork modifications, your sales rep will review the issues with the art and provide an estimate for cleaning it up and modifying it.

## PROCESS

- Any artwork needed will be estimated and approved by the customer before work begins.
- All charges must be prepaid.
- First three orders must be prepaid.

## CUSTOM WORK RETURN POLICY:

Custom printed products are not returnable unless the product or printing is defective. Merchandise must be returned within 30 days of purchase.

\*In order to maintain a sharp logo image and prevent bleeding, do not iron directly onto the screen printed portion of uniforms.

## ABOUT YOUR ARTWORK

In order for you to avoid additional artwork charges, Macho must receive electronic artwork files in one of the following formats:

- Corel Draw .cdr
- Illustrator .ai
- PDF
- EPS
- Photoshop PSD
- Image files: TIF or JPG files provided at full size high-resolution (minimum 300 DPI).
- All Type must be converted to outlines. If an Illustrator or Photoshop file is sent without converting type to outlines then charges for setting up the file may be incurred.
- Artwork must be camera-ready. If not, a \$35.00 hour charge will be incurred. Estimates will be provided upon review of artwork.
- Please include a PDF reference file to minimize confusion.

*\*Please send a reference file of your artwork so we can ensure the final product reflects your request.*

# How to Place an Order

1

## SELECT YOUR SERVICE

The following pages of this guide detail Macho's various custom services, product options, and pricing.

2

## PLACE ORDER AND SUBMIT ARTWORK

Understanding artwork can be tricky. Macho's sales and graphics teams are here to help. Please contact them to begin the process and reference this guide as they walk you through it.

3

## ARTWORK APPROVAL

To ensure you are happy with the final product, your sales representative will send you a file reference for approval.

Once Macho has your artwork on file, re-orders are extremely fast and simple!

4

## PRODUCTION AND DELIVERY

Macho's Custom Services Team will start production and ensure your quality product ships in 3 days or less.

\*Orders may take a day or two longer during peak seasons (ex. holidays and back to school season).

# T-SHIRT Program

Macho's custom services lets you order your own custom t-shirts, hoodies, tank tops, and more so your students can represent your school. With this program, you get access to apparel from brands other than Macho, and can work with our expert design team to bring your artwork to life.

- Minimum order of 12
- Shirts can have up to 6 colors.

## Imprint Charges

- One time charge \$20 per screen, per color.
- Set up artwork. One time charge of \$17.50
- If artwork needs to be modify, a quote will be sent based on the amount of time required.  
\*1 hour minimum. \$35.00
- One time charge. Specific request for PMS color ink. \$10 per item/color.
- Art work , inks and screen charges are not applicable for subsequent orders if artwork doesn't change from what we have onfile.
- Dark and bright colored apparel both require a base white ink for vibrancy. The imprint charges for dark apparel are \$0.75 extra.

## Styles Offered



Shirts are made from a Gildan 50/50 blend.

## Available Colors

- Red
- Blue
- Black
- White
- Gold
- Purple
- Green
- Grey
- Orange

## Choose from Other Brands!



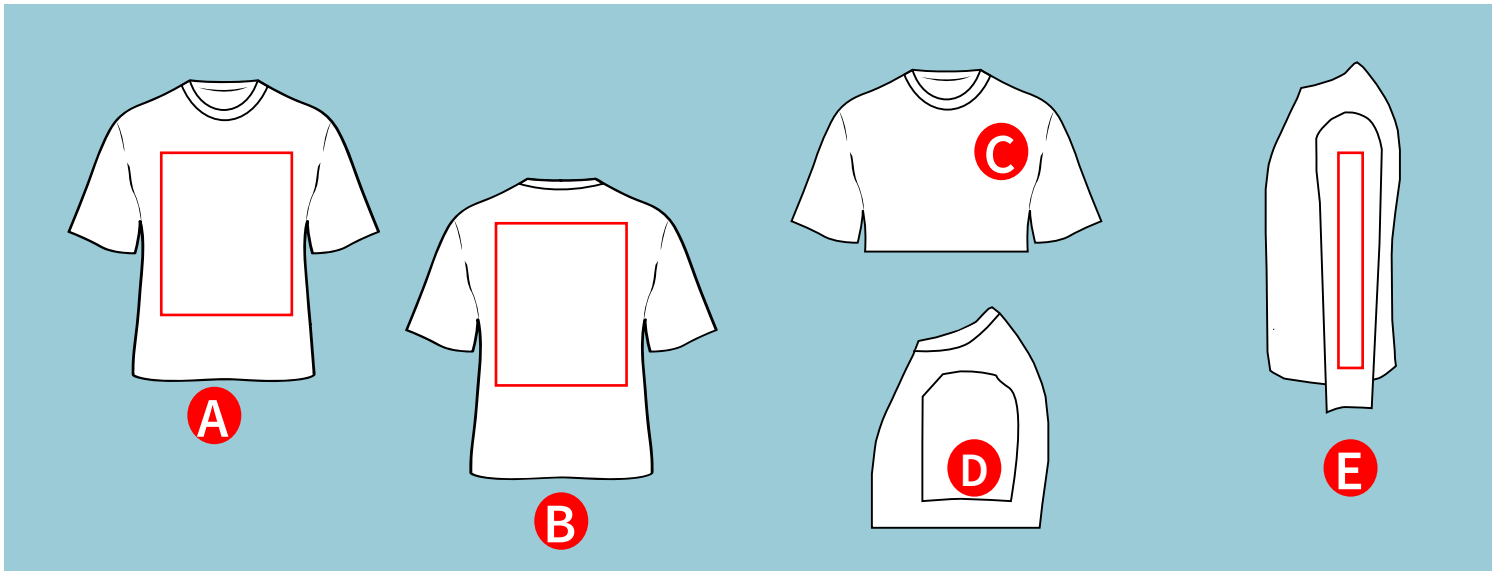
LOW MINIMUMS  
White & Color T's



## Need Design Help?

WE HAVE PRE-DESIGNED AND  
CUSTOMIZABLE LAYOUTS FOR YOU  
TO CHOOSE FROM!

**ALL CHARGES ARE PER LOCATION, PER PIECE**



LOCATION	LABEL	PRINT SIZE
<b>A</b>	Front	12"W x 12"H
<b>B</b>	Back	12"W x 12"H

<b>C</b>	Lapel front	4"W x 4"H
<b>D</b>	Lapel side	4"W x 4"H
<b>E</b>	Arm	3.5" W x 10"-12" H

**Imprint charges**

Table below includes screen charges and set up for camera ready artwork. The costs below do not include the garment.

**DARK Apparel Imprint Fees**

Dark apparel or bright colored apparel, requires a base white ink. The +1 is the extra screen for white base.

Quantity	12-24	25-50	51-99	100-150	151-199	200-299	
<b>DARK COLOR APPAREL</b>							
<b>NUMBER OF SCREENS/COLORS</b>	1+1	\$5.25	\$4.50	\$3.40	\$2.50	\$2.30	\$2.00
	2+1	\$7.25	\$5.80	\$4.40	\$3.00	\$2.90	\$2.35
	3+1	\$9.40	\$7.55	\$4.90	\$3.00	\$2.90	\$2.85
	4+1	\$11.00	\$9.50	\$5.30	\$3.20	\$3.00	\$2.80
	5+1	\$13.40	\$11.50	\$6.40	\$3.40	\$3.20	\$2.10
	<b>WHITE COLOR APPAREL</b>						
1	\$3.65	\$2.50	\$2.00	\$2.10	\$1.60	\$1.50	
2	\$5.25	\$4.50	\$3.40	\$2.50	\$2.30	\$2.00	
3	\$7.25	\$5.80	\$4.40	\$3.00	\$2.90	\$2.35	
4	\$9.40	\$7.55	\$4.90	\$3.00	\$2.90	\$2.85	
5	\$11.00	\$9.50	\$5.30	\$3.20	\$3.00	\$2.80	
6	\$13.40	\$11.50	\$6.40	\$3.40	\$3.20	\$2.10	

# Screen Printing

Screen printing is a printing process that places ink onto the surface of an item. The image is burned onto a screen and the ink passes through the screen onto the surface of the product, one color at a time, layer by layer.

Each color requires a screen, screen cost is based on the number of colors.

Screen printing works best with artwork that have solid blocks of color, as it is easier for them to come out clean and vibrant.

CHARGES	DESCRIPTION	COST
Screen <i>One time charge</i>	One screen per color. Add a color (white underbase ) for dark colored apparel/uniforms.	\$20 per screen
Set Up fee	When you supply camera-ready art. The set up fee is charged for the time or material it takes to transform your artwork into the final medium for output. <i>Not applicable for subsequent orders if your artwork doesn't change from what we have onfile.</i>	\$17.50
Artwork Modification fee <i>*Please see submission guidelines</i>	If artwork supplied is a true vector file and does not need to be redrawn or modified, there are no artwork fees. If there is work to be done, a quote will be sent based on the amount of time required. <i>1 Hour minimum.</i> <i>Not applicable for subsequent orders if your artwork doesn't change from what we have onfile.</i>	\$35 per hour
Pantone Matching System Color inks.	PMS color inks are specially order to match your specific artwork colors. <i>One time charge. Not applicable for subsequent orders.</i>	\$10 per PMS color
Imprint Sizes	Per location, per piece. <i>*Please reference chart for imprint sizes and placement.</i>	
Minimum Order	First time order requires a minimum of 12 pieces.	

Dark uniforms, requires a base white ink. The +1 is the extra screen for white base.

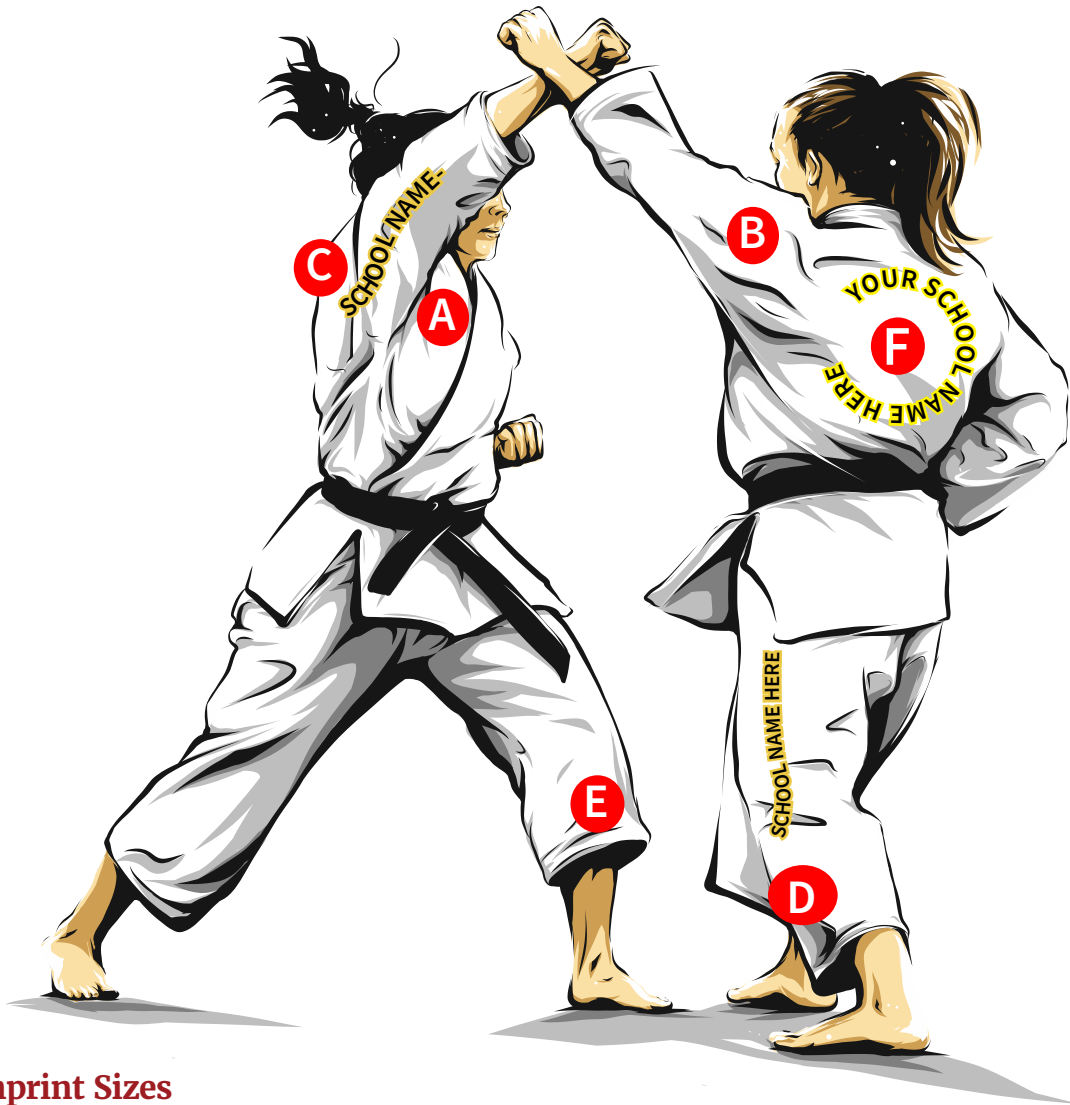
Quantity	12-24	25-50	51-99	100-150	151-199	200-299
<b>DARK COLOR UNIFORMS</b>						
1+1	\$5.25	\$4.50	\$3.40	\$2.50	\$2.30	\$2.00
2+1	\$7.25	\$5.80	\$4.40	\$3.00	\$2.90	\$2.35
3+1	\$9.40	\$7.55	\$4.90	\$3.00	\$2.90	\$2.85
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<b>WHITE UNIFORMS</b>						
1	\$3.65	\$2.50	\$2.00	\$2.10	\$1.60	\$1.50
2	\$5.25	\$4.50	\$3.40	\$2.50	\$2.30	\$2.00
3	\$7.25	\$5.80	\$4.40	\$3.00	\$2.90	\$2.35
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6	\$13.40	\$11.50	\$6.40	\$3.40	\$3.20	\$2.10



**Customizing gear, uniforms, and accessories helps increase revenue.**

# IMPRINT SIZES AND PLACEMENT

Charges are per location, per piece.



## Imprint Sizes

LOCATION	LABEL	PRINT SIZE
<b>A</b>	Lapel front	4"W x 4"H
<b>B</b>	Lapel arm	4"W x 4"H
<b>C</b>	Arm	3.5" W x 10"H

<b>D</b>	Pant Leg	3.5" W x 16"H
<b>E</b>	Pant lapel	4"W x 4"H
<b>F</b>	Back	12"W x 12"H

## Ink Imprint Colors In Stock

We have an extended library of inks, please check with our art department for specific color. Listed are the most popular colors

Red  
White  
Green

Blue  
Gold  
Silver

Black

## Need a different color?

Contact your sales representative - we have many other options you can choose from to match your school or team logo. Custom order ink may have an additional fee.



# Thermal Printing

## OPAQUE THERMAL PRINT: FOR DARK COLORS

This ultra-thin and ultra-durable product will provide extremely soft and bright photographic colors on dark fabrics and materials. The white layer completely blocks out fabric color and the image is precision die cut. Great for artwork with lots of colors, gradients, and other photographic details.

## CLEAR THERMAL PRINT: FOR WHITE OR LIGHT COLORS

This digital process creates full color digital transfers for light colored apparel. It's thin and lightweight with an extremely soft texture and matte finish. It is well suited for putting logos and artwork on performance wear.

CHARGES	DESCRIPTION	COST																		
Set Up fee	When you supply camera-ready art. The set up fee is charged for the time or material it takes to transform your artwork into the final medium for output. <b>Not applicable for subsequent orders if your artwork doesn't change from what we have onfile.</b>	\$17.50																		
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# Co-Branding: One Color

You have two options for co-branding sparring gear: One-Color Imprint or Multi-Color Digital Printing. Depending on the complexity of your logo and the quantities you need, you can choose the one that's right for you.


This is Macho's classic one-color permanent imprint for sparring gear, targets, and shields. It creates solid blocks of color that will make your logo look clean and vibrant!

CHARGES	DESCRIPTION	COST																																																																					
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Minimum Order	First time order requires a minimum of 6 pieces. Kicks,Punches, Shinn guards Sold in pairs.																																																																						



# Co-Branding: Multi Color

Get photographic, precision die-cut graphics onto sparring gear, targets, and shields with a multicolor decal. Macho adds a specially formulated coating over the graphic to ensure long-term durability and wear.

CHARGES	DESCRIPTION	COST																												
Set Up fee	When you supply camera-ready art. The set up fee is charged for the time or material it takes to transform your artwork into the final medium for output. <b>Not applicable for subsequent orders if your artwork doesn't change from what we have onfile.</b>	\$17.50																												
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**Our team is here to make sure that both you and your school look great, and are being represented exactly how you envisioned.**



# Embroidery

This process involves decorating fabric with a needle and thread. Solid block colors work best. Intricate or complex designs do not translate as well.

## First Time Set Up Charges

Custom embroidery logos require a special digitized file that is generated by the embroidery software on the machine. Costs for digitizing vary based on the complexity and size of the design. If you send us an embroidery file of your logo you can save money on time spent digitizing it and set up fees.

Name customization for belts and uniforms will not incur set up charges as long as a stock font is used. Ask your sales representative for a list of available fonts.

## Imprint Sizes & Products

- Apparel/Uniform Front or Back: 12"W x 12"H
- Lapel: 4"W x 4"H
- Pant Leg: 3.5"W x 16"H
- Hats: 4" W x 2.75" H
- Mesh or Gym Bag: 7" W x 6.5" H
- Belts

## Imprint Fees:

	Uniforms	Belts
Set Up Charge	Will be quoted upon review of artwork	\$14 per line, \$1 per stripe
Minimums	12 Pieces	None
Turnaround time	4 weeks from artwork approval	4-6 weeks
Other information	Custom embroidery logos require a special digitized file created by a customs service rep. If you have an embroidery file of your logo, you can save time and set up fees.	Translations available for Korean, Japanese, and Chinese.

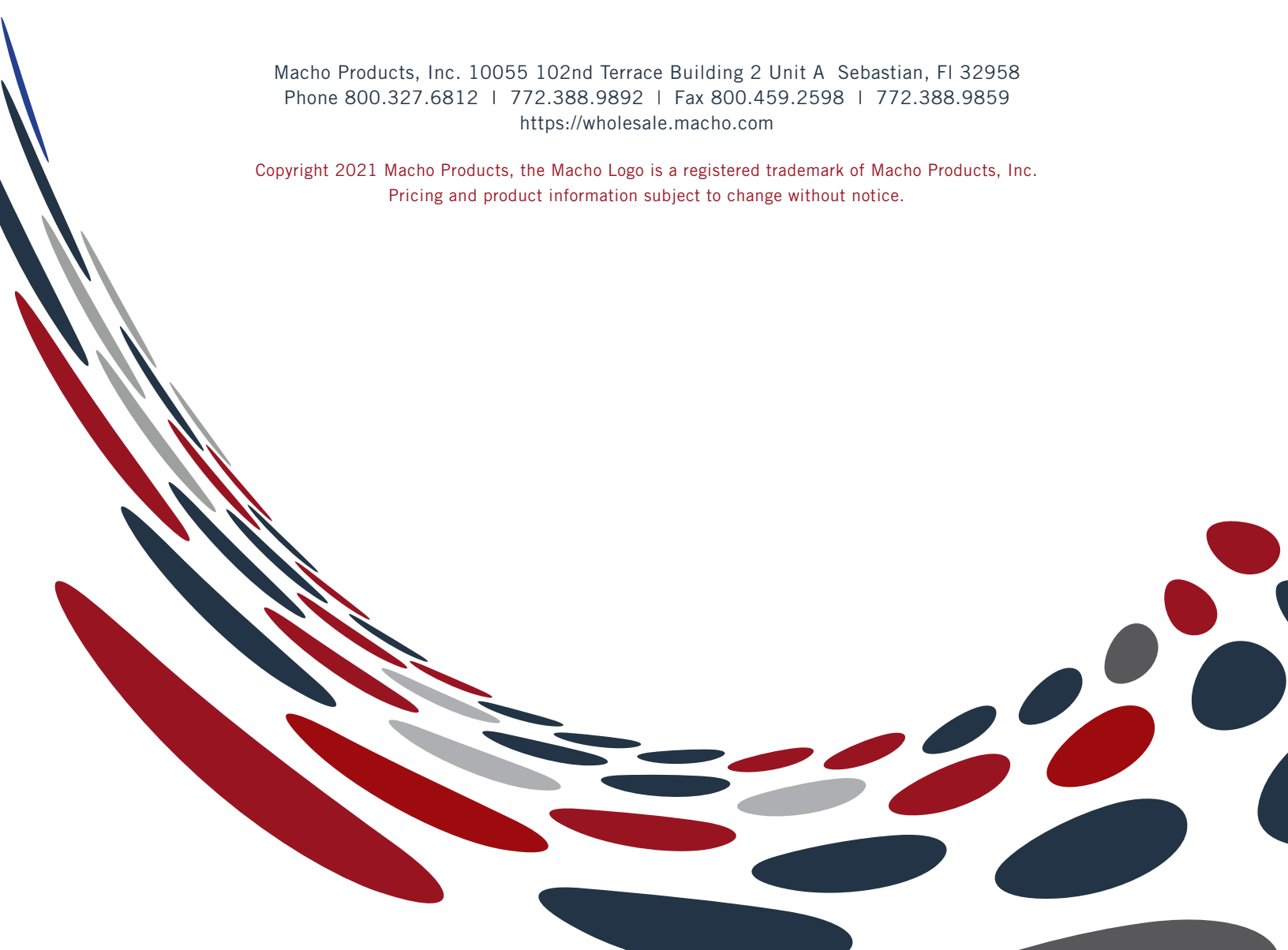
## Artwork Requirements:

For this printing process artwork must be presented as:

- Vector Art files saved in .AI, .PDF, .EPS formats.
- Fonts in file converted to outlines or include all font files used.

Embroidery adds a high-quality look to garments and is extremely durable. Many martial artists like to have their name embroidered on their belts, especially as they move up in rank.





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