

FREQUENTLY ASKED QUESTIONS: ENGRAVING AND CUSTOMIZATION

What can you engrave and/or customize?

We customize (typically add lettering to) products primarily via one of two methods: engraving or sublimation.

In the process of engraving, simply put, we remove a surface layer to expose a “middle” layer. We have three different types of engravers in house – a laser engraver, a rotary/diamond bit engraver, and a hand engraver – giving us the ability to engrave many different types and sizes of items, including those we stock in house and those furnished by customers.

Sublimation is a heat transfer process whereby specialized inks are permanently fused to the object being sublimated. This process allows us to apply full-color graphics on hundreds of objects, although at this point in technology, the process works best on items manufactured specifically for this purpose (of which we make available for purchase through our store).

The best way to determine what we can engrave and/or customize is to browse the different categories of products running down the left side of every page on our website. If you already have an item you would like to bring to us for engraving, but don't see a similar item on our website, it is easier to list what we cannot engrave.

We CANNOT engrave and/or customize directly onto the inside of rings or closed-loop bangles, leaded crystal, or molded plastic objects.

If you have questions about ANY OTHER objects, contact us at 253-474-3434, and we'll be happy to advise you of our capabilities or potential limitations pertaining to your request.

How much does engraving/customization cost?

For the majority of items available in our store (and shown on our website), the cost of engraving and/or customization is already calculated into the shown price; the exceptions are noted.

For furnished items, you may refer to our online Price Guide (http://www.dandeco.com/popup_image.php?pID=291) to get a rough idea or visit us in person for an exact quote. You may contact us at 253-474-3434 to get an approximate verbal quote, but we reserve the right to adjust that quote when we see the actual item in person (which may affect which engraving system is used).

Can my logo be used?

Yes, with a few limitations. First, all graphics, logos, or photos need to be high quality images, whether provided as a hard copy or digital image. We can scan your hard copy image from a flat white piece of paper (not a linen stock sometimes used on business cards) or from photo paper. Hard copy images that have been folded, torn, stained, or otherwise blemished will reproduce exactly as the original appears (e.g., creases, spots will be visible, etc.). Digital files can be accepted as .jpg, .eps., or .pdf files; Publisher and PowerPoint files cannot be accepted. Images copied from the internet are usually not of high visual quality when printed. The simplest test is to “place” your desired graphic within any standard desktop software and print it on a standard

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desktop printer. The results you see on the printed page will be about the same on your engraved/customized piece; if your printout is fuzzy or grainy, it will also appear fuzzy or grainy when we apply it via engraving or sublimation, and that is usually not the desired result.

For all new graphics, images, logos furnished by the customer, there is an initial \$15 setup charge; after its first use, there are no additional setup charges for any subsequent use of that image for work performed by us. If substantial “clean up” work or modifications are needed on the supplied graphic, image, or logo, charges will be based on the actual labor hours spent making modifications, billed at a rate of \$60/hour in 15-minute increments.

Alternatively, customers may also select from in-house graphics and images that can be applied to their products with no additional setup charges.

For items to be engraved, it is important to note that engraving results in a positive/negative image; that is, the area is either engraved or it is not – there are no shades of gray or color differences. Therefore, if your logo is highly detailed with overlapping areas of color or shades of gray, manipulations and modifications will need to be made to create definition of the image; this modification can often result in substantial time and cost and may change the look of an official logo more than is acceptable by corporate standards. For sublimated items, the full range of colors and shades may be used.