



Crazy Creek Products, Inc.

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SILKSCREEN GUIDELINES

Our screen printing process offers a durable design on a product that will be seen by countless people – at the stadium, on the trail, or on the beach. Your one color logo or art will be centered on our chair back approximately two inches below the Crazy Creek logo (2" x 3").

We use white ink (red, yellow or black available upon request.) The screen printing process we use has been carefully chosen to ensure a high quality result with no damage to the chair. Since fabrics we are coated for waterproofing and would be damaged by heat, we use an oil-based ink that is air dried rather than heat treated. Due to the ink and air dry process, fine details do not print legibly. Intricate details clog the screen and consequently, do not print.

The most successful prints are of simple design with bold lines.

Cost

- There is a set-up fee of \$55.00 for each logo or submitted art.
- If your art requires changes, we will notify you. You can make the changes yourself and resubmit your art. Or, we can make the changes (if possible) for an additional fee of \$30.00 per hour.

Sending art

- Art must be submitted electronically. Email to chairs@crazycreek.com.
- Most formats are acceptable, but we prefer PDF.
- Please include daytime phone and fax number when submitting art.

Lead-time

- Four – Six weeks during peak season (Mar. through Aug.). Two – four weeks (or sometimes sooner) during off season.

Modifications/Cancellations

- Any Changes to your logo order must be made at least 30 days prior to the ship date.

Examples of Acceptable vs. Unacceptable Art



ACCEPTABLE



NOT ACCEPTABLE

Quality, 100% Opaque, Black & White Art

- Clean, clear and opaque, black and white art.
- No shaded areas, grey areas, or fine cross hatching.
- Black areas print in white ink/ white areas will be fabric color of chair.



ACCEPTABLE



NOT ACCEPTABLE–NOT OPAQUE

Size

- Maximum print size: 6” x 6”. Length or width can not be larger than 6”.
- Submit art in the actual size you would like printed.

Line Thickness

- Lines must be at least this thick:



ACCEPTABLE



NOT ACCEPTABLE – LINES TOO FINE

Letters & Numbers

- Must be at least 1/4” high and in a bold type style.
- A registered trademark symbol or other symbols must be no smaller than: ® **TM** © **INC.**
- Avoid fonts with serifs – simple letters work best

**1/4” HIGH
BOLD STYLE**

ACCEPTABLE

TOO SMALL
Too Fine

NOT ACCEPTABLE – LINES TOO FINE