



DIGITAL PRINTING BUSINESS GUIDELINES

Order Size:

Typically the minimum order size is 100 cases up to several thousand.

Estimating:

The estimate will include label cost, pre-press, tooling and design charges. All estimates are valid for 60 days. All estimates are subject to review pending the receipt of final art. Estimates exclude shipping charges.

Lead-Times:

Lead-Times for the digital printing program are based on volume in production, receipt of signed order confirmation and final art. Lead-times will be confirmed at the time of order placement. It is important to communicate bottling date when ordering labels.

Ordering:

To place an order, the following items are required:

- Signed order confirmation sheet, as provided by Tapp Technologies, Inc.
- A sample or representative rendering of the final label to be produced
- Final art provided in Adobe Illustrator file format.
- Alcohol percentages.
- UPC codes where needed.
- Valid credit card or approved line of credit.

Overs/ Unders:

Please be sure to calculate overs you will need for your bottling set-up, marketing, etc... in your order.

Proofs:

PDF file proofs will be supplied for copy and layout approval. Approved, signed and returned proofs are required prior to production of labels.

Color Press proofs are available for review prior to production at a charge of \$150. All changes made to proof will be billed at \$125 per hour. Approved, signed and returned proofs will be utilized as the production standard.

Press Approvals:

Press approvals are available at a rate of \$250 per hour.

Changes:

All changes must be made prior to final proof approval. Additional cost will be incurred if changes are made after proofs are approved.

Payment:

All orders will be invoiced upon shipment of the order. Credit card orders will be charged at time of invoicing.

Order Cancellation:

Orders canceled prior to shipping will be billed for time and material costs incurred.

Shipping:

Shipping is FOB Napa, CA and charged as a separate line item on the final invoice. Customers may pick-up their orders at no additional charge.