

## Frequently Asked Questions

**I'm am having problems, can I talk with a representative?** Yes, Contact us at 770-834-8588 (Monday-Friday 9:30 am-5:30pm EST) or, via e-mail: [sales@southeastsew.com](mailto:sales@southeastsew.com)

**What is the difference between the catalogs and stores you have on the site?** The **Apparel Catalog 1 & Apparel Catalog 2** and **Promotional Items** website link are there to help you pick the item(s) brand(s) you prefer. When you can point to specific items that meet your needs, or are considering, this helps us understand the best way to serve you with that or similar products. It replaces guesswork and speeds up the quote/order process. There is some duplication of brands between the two apparel catalogs and the Promotional products website covers a very wide range of items for your review and selection. You can e-mail from either (or all) directly to us.

The **"Artwork Catalog"** is one that offers over 30,000 designs and templates that can be modified and adapted to your specifications. These are here to offer already completed art that can work according to Your requirements. Your selection can be e-mailed directly from the program to us for quotation and options. OR You can contact us to create and incorporate your artwork. All or the artwork or your provided artwork can be incorporated onto multiple products from apparel, to signs, to decals, etc.

The **"Buy It Now"** site will be constantly updated with specific items to Buy as is/as shown. Some items may require you to provide specific details to supply properly. You can always use anything as a reference and call us to confirm price and details. There is an actual Shopping Cart on this sight.

The **"Design Your Own Now"** site allows you to create your own custom designs from our custom clipart files and fonts. You can add designs, text, numbers and names to multiple locations on shirts and other apparel. What you want, colors, material and quantities determine the method(s) that would be used and prices. These can be created and then e-mailed to us for quotation(s) and decoration options. You will receive a response within 2-24 hours.

**Do you supply Apparel?** We represent (over 300 Major Brands): Work Wear, Uniforms, Corporate Wear, T-shirts & Polos, Medical-Fire-Police-EMT, & Team/Fan Wear. Many items/brands carried are not listed on our site. We also represent several lines exclusive to us. Call us to request additional information.

**Do You have a Local Showroom where we can see, touch and review products?** Yes, we have hundreds of product and design examples on display and multiple catalogs you can choose product from, as well as review samples of the available decoration options.

**Do you take Products "off the street"?** Only if it is something we do not supply. There are some exceptions that can be made on a case by case basis. To make you aware, we do not usually take items from anyone other than our sources. Our policy is to Not take product 'from off the street' because we have no recourse to the manufacturer and refuse to be responsible for any replacement cost, regardless of the cause, or origin of fault. Machines may malfunction and we assume no responsibility of repair or replacement. Material content, chemical treatments or handling cannot be determined and may not be properly represented on product labels. We only commit to do the best we can under these circumstances.

**Are there differences in the quality, Longevity, and performance of Vinyl's?** Absolutely, also in how they are applied. As well as product quality, there are application specific products based on material use and material/product care. Everything we use is high quality, brand name – no "aftermarket" or cheap product.

**What is the best way to provide our artwork?** The absolute best is Vector Format art saved as .cdr, .ai, or .eps, where all fonts have been converted to curves or outlines. If pictures .jpg, are sent to us they must be in a good resolution (300 DPI being the minimum) as close to actual required 'finished' size as possible. Please provide us with the

best quality artwork file you have. Often a high resolution .jpg or .bmp close to the size to be reproduced can be utilized. The better the art - the better the product appearance. We are happy to create new art if you require. Charges would be explained/quoted.

**What is a Vector File/image and why is this preferred?** Vector files are created in graphic art design software. Mostly, Corel Draw .cdr or, Adobe Illustrator .ai and can also be saved as .eps files. Vector files allow for file modifications i.e. color, independent size, font changes, corrections or, additions within the file. Vector files are read by computers mathematically and will allow file changes with no sizing loss of quality or definition. It is best to save all vector file to curves, outlines or paths (depends on the creating software). This allows the file to be read regardless of the font(s) used. Photographic images are represented and read by pixels. These files are designated as .jpeg, .jpg, .bmp, and .tiff. Pixels are the number of color dots per inch, required to generate the image. The greater the number of pixels used, the higher the quality of the photo image and the more versatile this type of file. In these file types, the number of pixels, Dots per Inch (dpi) are set at creation. The smaller the resolution, defined as DPI, the poorer the quality. Lower dpi files are preferred on the web and for email because they represent much smaller files that load quickly. When these types files, in low resolution are increased in size, the quality varies from poor to bad, resulting in distorted or blurry images. The standard required for most print files is 300 (DPI). Occasionally, a vector file can contain imbedded photo graphics and resolution requirements need to be maintained.

**Do you supply other products, items or, services?** YES (glad you asked): Business & Post Cards, Forms, Promotional Products, Decals, Recognition Awards, Event Displays and Products. Also: Embroidery, Signs, Banners, Vehicle and Window Lettering-Graphics, Trophies, Plaques and Laser cutting and engraving. Many examples in our showroom!

**Do you offer Custom Decoration Services?** Embroidery, Screen Printing, Engraving (Laser & Rotary), Vinyl Print cut, Standard and Full Dye Sublimation. Full Dye sublimation is where performance material is dyed flat, on white, then cut & sewn to order size and style. Since we do many things “in-house” we can often accommodate lower minimums and full process color items at very reasonable pricing. Our customers are use-to great service, great quality and competitive pricing. Many examples in our showroom!

**Are deposits required with Orders?** For custom orders. Yes, unless you're a corporate, or Organization purchaser with prior approved credit. A 50% deposit is required prior to us starting the order. Balance is due and payable at the time of Pick-up. Once the order, and/or proof is approved deposits are non-refundable. Certain Special orders may require a credit card, placed on file with, us with payment authorization. Exception: IF YOU Are ON THE “Buy It Now” site payment with order is required at purchase. Call 770-834-8588 with any questions.

**Do you have a return policy?** Because we are providing custom products, decorated items are considered non-sellable and once started, orders are non-cancellable. Often the item(s) to be decorated are custom ordered to your requirements. If a return is allowed, for reasons determined (by us) as an error on our part, the initial or primary option will be an instore credit. Handling fees for credit card usage and shipping charges are not refundable. Returns MUST have a valid return authorization (RA) number displayed on the shipping label and all return shipping must be paid by the customer. NO C.O.D. will be accepted. Call 770-834-8588 for RA approval and numbers. There are no returns allowed on products that have been provided to us for decoration.

**Does Southeastern Sales offer Art Design or Logo Creation services?** Yes. We maintain a graphic arts department utilizing Corel Draw, Adobe Illustrator, Photoshop, Photo Paint, and Flexi-Sign Pro. Our minimum charge is 35.00. Give us a call at 770-834-8588 to discuss options and instigate a quotation. We also have Embroidery software and offer design digitizing. Many examples in our showroom!

**What is “Proof Approval’ and/or product specification?** Once the proof has been approved for design correctness and required information, concerning the decoration of your product(s). We must receive confirmation via e-mail or walk-in written confirmation. Any misspelled words or design omissions, in regards to additions or changes that do not have written confirmation, will not be considered as our error. Also, please recognize that depending on decoration method selected; often colors will not be a perfect match. The colors seen on a computer screen are determined by the video card (in that machine) and very often will not represent true colors. When dyeing colors into colors the end resulting color cannot be guaranteed.

**Do you offer color matching?** Yes, where it is possible and 95% of the time this will result in additional charges. Matching specific colors must be presented as specific pantone color(s) numbers and type. In the digital printing processes PMS matches are not guaranteed, but will be as close as digital printing allows.

**What is Dye Sublimation?** Dye Sub (abbreviation) is the process of creating an image dyed INTO the material or product. It is the longest lasting way to decorate apparel and many other items. The process does not alter the properties of the material or change the “hand” (feel) because it becomes a permanent addition. It is not ‘on’ the product but IN the product. Dye Sub is featured and preferred for performance/sports ‘wicking’ wear, allowing the product to ‘breathe’. Cotton fibers cannot be Dye Sublimated because the fibers cannot absorb dye. A product with a 50% or better blend of synthetic fibers must be used. The higher the poly/synthetic blend the more vibrant the color and content. All performance materials are wicking, (move perspiration away from the body) dissipating it through evaporation. Cotton does not wick; it soaks moisture up, like a sponge. Wicking fibers will dry 400% + faster. Although, dark colored fabrics can be dyed, the designs or information may not be adequately visible. Also, since there is no such thing as ‘white’ dye, to obtain white the initial product must be white. Light colors are always the best and any white in a design will appear as the initial shirt color. Safety colors also display designs, numbers and lettering well. Please contact us for any additional information, or explanation. Many examples are on display in our showroom!

**What is Full Dye Sublimated Apparel vs. regular Dye Sublimation?** Full Dye Sublimation apparel is when the material has been dyed with the design(s) incorporated as a pattern, dyed flat, then cut & sewn to the specified size. This process creates total color consistency throughout the garment and allows for logos to be incorporated into designs with process colors (including white). Regular is when the dye process is done on a completed garment which limits the areas dye can be applied and restricts the color application results.

**What about Artwork or designs that may be copyrighted or trademarked?** Southeastern has license rights to modify thousands of designs and reproduce them for resale. Those designs remain copyrighted regarding any other duplication and can be subject to protection and prosecution under law. Although we may sell you product containing the design, that design or contents are still protected against copy or reproduction. If you bring us a logo or, design that you wish duplicated, you must sign the order, stating that you are authorized to use and incorporate that artwork/Logo for the use specified. Also, that you accept the responsibility for its use.

**Can you make a product from a digital or physical photo?** Yes, we can. As with all digital files the resolution is very important. Digital photos created as e-mail files are generally poor resolution, so they will process quickly. Make sure to save and provide the file(s) in high resolution. We can scan standard photos for file creation. It is best to provide a quality photo that is contains good contrast in as large a size available. Note that when a photo is scanned the program will enhance any mark, blemish, or defect in the paper, so the quality is important.

**Do you offer specials, or ever use ads/coupons?** Yes, often. Contact us with your requirements as early as reasonable. We have hundreds of manufacturers & supplier contacts. Many offer specials based on end of year, overruns, early bird seasonal orders, new product introductions, volume purchases, etc. This way we can help you by

looking for specials that may come available. Often, this can lead to considerable savings. Specials or coupons may have requirements or restrictions to use.

**What is your normal delivery or lead time?** That can vary based on product and decoration method. Delays can occur when product or materials must be ordered. Larger orders need to be planned at least two weeks in advance. We always try to provide accurate delivery and production times but, factors beyond our control can arise. Product not available for immediate delivery from a supplier, excessive demand, or, machine breakdown are some reasons. Many items we turn from 2-4 days, but, it is always best to prepare by allotting enough time to compensate for the unexpected.

**Do you offer Rush orders and shipping?** Yes, we offer both. Rush orders can be specified and added cost will be quoted, based on product type and when product must be available “in your hands”. Obviously, the best practice is to plan for adverse possibilities/conditions based on the products importance to you. Rush shipment via UPS or Fedx is possible and can be quoted on request. Remember, expedited shipping can be very costly.

**Is there a deadline for changes to an order?** Yes. Once “proof approval” is given work is started. Generally, after the work has started on the product(s) changes are not guaranteed. It can be as soon as the product(s) are placed on order. It is best to be sure that all information is accurate. Changes can mean additional costs, delays, or both. We strive to deliver ASAP once an order is confirmed.

**Are art and setup charges included in your pricing?** We always try to include all costs to our customers in our quotations. When items are priced in the catalogs, or, sometimes displayed on the website(s) those prices are product pricing only. We are like you, we don't like surprises, so our final quotes include shipping and set-up. If there are additional ‘run’ charges (such as 2<sup>nd</sup> print location, or additional colors) those are also included.

**Are there other possible charges to look for or consider?** These are industry wide costs that some suppliers fail to advise when pricing items. Most published prices start with ‘as low as’, this always is related to quantity pricing and mostly includes product only. Always check on shipping and set-up. These two prices can easily exceed the noted price by double or more. If priced as a one color print added colors can incur run and/or color change charges that can double that price. Also, be aware that items such as decals or labels are often offered as 5-10% Plus, or Minus the actual order qty. (over & under runs). They are legitimate because it is always assumed that the minimum required is the stated quantity, but, a certain percentage is subject to becoming 2nds or, unusable and the manufacturers compensate by starting more than the order specifies to avoid shortages. This can amount to as much as 10% but, is normally a 5% figure. This results in you agreeing to pay for the actual quantity provided, which is almost always on the plus side. Often, “Exact Qty. Only” can be specified, which could result in a shortage of the original number requested. The importance/effect of shortages can only be determined by you.

**How do you determine if taxes are applicable and do you charge tax?** Taxes, if applicable, are not included in quotes because the amount total could change. All Georgia deliveries are taxed at 7%. Any order shipped out of state is not taxed because we are not authorized to collect them.

**What if we are tax exempt – How do handle our orders?** We will not charge Ga. Sales Tax if you provide an ST-5 tax exempt form, or copies of other official certification of special exemption. We are required to keep these forms on file, to Not collect any applicable taxes. A standard re-sales sales tax exemption form is not sufficient and does not exempt the collection of taxes, unless the product is for re-sale and you are authorized to collect and pay the sales taxes on those items directly to the state.

**Are there less than minimum Charges?** There could be and often are. Quantities and Quantity break costs are standard with many products and generally the lower price listed is the minimum order quantity. Because we have a large “in-house” capability, we can often offer much lower minimums to our customers based on processes and production methods.

**Are the prices on your site(s) guaranteed?** No, all prices are subject to change without notice and we are not responsible for data entry errors. However, we will notify customers regarding any price changes/discrepancies before starting any order. These changes must be approved by you to start the order. We require e-mail or on-site signed orders to proceed. Verbal confirmation will NOT be accepted.

**Do you offer Spec Samples?** Yes, depending on what is requested, however, there can be charges or restrictions related to providing them.

**What are your operating hours?** Our operating times are Monday-Friday 9:30am to 5:30pm. If during normal holidays, or possible annual vacation dates, it is advisable to call to confirm.