



*With help from our digital printer 'Florence' we digitally print onto lovely natural fibre fabrics with water-based pigment inks. Florence can print all sorts of designs, scans and photographs. There is no limit to the amount of colours or designs you can print in one order and no minimums.*

### Follow the steps below to order your Custom Printed Fabric!

#### 1. Choose a fabric to print on

We have 10 fabrics to choose from. Each fabric has it's own characteristics and printing results.

#### 2. Sample your design

We print standard 20x20cm samples for \$10+GST. This is an optional step, however we highly recommend sampling your design so you can check size, colour or compare a few fabrics. From there, if needed, images can be tweaked to achieve the best possible printed results. You can make the adjustments and resample or we can do it for you. We've got lots of tricks up our sleeves!

To order a sample fill out the online order form and upload your artwork (see 'Artwork' section for file setup information.)

#### 3. Order your final prints

To order final prints fill out the online order form and upload your artwork (see 'Artwork' section for file setup information.) We'll confirm your order, schedule your prints and provide an invoice.

## Artwork

### Accepted File types: EPS, TIFF, JPEG

#### EPS files:

- The Artboard is not recognised by the printer, only 'objects' are recognised. Please make a shape the size of the artboard if you require the artboard to be recognised in your artwork for print.

#### TIFF files:

- Save with either None or LZW compression.
- Make sure Save Image Pyramid and Save Transparency are UNCHECKED in the dialogue box after saving.

#### Please note:

- JPEG files do not produce a print as high quality as a TIFF.
- PDF files are **not** accepted.

Florence is PC based so please ensure if you are dropping files in on a portable hard drive it is formatted for PC rather than Mac.

**File size:** 150-300 ppi (pixels/inch)

\*The minimum we can print is 150ppi - you can supply larger files if you wish.

\*The dimensions of your image should also be at the finished size you are wanting to print.

**Colour mode:** All artwork should be RGB colour mode. **Colour Profile:** Either **Adobe RGB (1998)** or **sRGB IEC61966-2.1** - ensure you use the same profile for samples and final prints.

**Text:** All fonts must be outlined, converted to paths or rasterized.

**Samples:** For our standard 20x20cm samples - please crop your design to 20x20cm. Take the crop, keeping physical size and PPI the same as the original.

**Cushions:** Add 1cm around all edges for seam allowance. E.g if you want the finished cushion to be 45x45cm, the file needs to be 47x47cm. (Bleed artwork to edge of file).

**Tea towels:** Add 2cm around all edges for hemming. E.g for a 42x62cm finished tea towel, the file needs to be 46x66cm.

**Repeat Patterns:** We only require the individual pattern tile from you which we then repeat out across the fabric width and to your specified length. Please ensure you send us a tile that is in repeat and at the correct size (we can check for you. See Imaging Editing/Design Packages).

## Choosing Colours

Are you wanting to achieve specific colour outcomes in your design? Colours can look very different on fabric than they do on your computer monitor and each different monitor. Light passes through fabric, while light comes out of a screen.

**Option 1:** Ordering a test sample is a good way to check the colours in your design before ordering final prints. If you're happy with colour outcomes at this stage, perfect! We are happy to offer advice on achieving specific colour and print outcomes.

**Option 2:** If you want a little more control over colour you can purchase a CMYK colour chart with over 500 colour swatches printed on the fabric of your choice. Colour charts are available per fabric type for \$50+GST.

## IMAGE EDITING / DESIGN PACKAGES - Can we help you?

Check My File Setup/Quick Edit.....\$15+GST per file  
This includes checking over your file, resizing, brightening or adjusting contrast/saturation. If you require this service please check the appropriate boxes on the order form and provide your instructions. We'll make edits and send through a confirmation email for approval before printing.

Help Me Design/ Do My Repeats.....\$80+GST per hour.....(minimum 15mins)  
We will help prepare/make detailed edits to a design for print. Eg, put your image into repeat, recreate/clean up old artwork or create colourways. We are also a full design studio and can create custom designs specifically for you based on your ideas and inspiration. Please email or phone us for details and a quote.

## Send us your artwork files

- 1) Upload your files through our online order form.
- 2) For large files there are a number of online file transfer services. Hightail and Dropbox are two examples.
- 3) CD or USB (please ensure they are PC formatted) and snail mail: 8/199 Torak Road, South Yarra, Vic, 3141
- 4) Drop into the studio {by appointment}

## Turn Around and Payment Options

Our normal turnaround is 7-10 business days. Add an additional minimum 2 weeks lead time for manufacturing of product (if applicable).

Rush Turn Around Options - If you require a rush turn around please indicate this on your order form.  
Rush Option 1) It's not super critical - please PRINT in the next 3-7 days (\$25+GST + 15% of total invoice value)  
Rush Option 2) It's urgent - PRINT in the next 2 days (\$50+GST + 15% of the total invoice value)

We use Australia Post for delivery with either Regular or Express Post options. You are also welcome to organise your own courier or pick up your order from the studio.

Once you have submitted your order form and files we will confirm your order and provide an invoice in 1-2 business days. We are able to accept payment via direct bank deposit or Paypal (3% surcharge applies for Paypal.)

## Washing Instructions

The Cotton= 30 degree gentle machine wash, drip dry. The Cotton is the best performer of our fabrics in terms of washability. Use a cold machine wash to reduce fading again.

All other fabrics= We strongly recommend a gentle, cold hand wash and drip dry. Because of the nature of natural and organic fabrics there are small fibres and slubs in the fabric that can lift the print in tiny spots with washing and general wear. Please follow washing instructions to minimise this effect. Do not rub or ring.

All fabrics are highly lightfast and will not fade easily in the sun.

Fabrics will fade up to 10% with washing, wear and tear. Use a gentle, phosphate-free detergent.

# ~ The Fabrics ~

Pricing includes both fabric and printing. Minimum print length 1/2 metre.

Price breaks: 30m+ = 7.5% discount 50m+ = 15% discount

Fabric	Price per Linear Metre		Description
	Less than 2m	2m+	
<p><b>The 100% Linen</b>                      Fibre: 100% Linen                      Weight:245gsm Printable Width: 140cm                      Colours: White or Oatmeal</p>	\$79+gst	\$49+gst	<p>Available in two different colours. The white achieves the best colour saturation/brightness in our range. The oatmeal is a natural grey/brown colour. Very textural and rustic.                      Great for: Cushions, wall hangings, tea towels.</p>
<p><b>The Belgian Cotton/Linen</b>                      Fibre: 55% Linen 45% Cotton                      Weight:260gsm Printable Width: 140cm                      Colours: Oyster or Oatmeal</p>	\$86+gst	\$55+gst	<p>Available in two different colours. The oyster is a great choice for bright colours. The oatmeal is more rustic/natural. Both have a more consistently smooth surface compared to the 100% Linen.                      Great for: Soft furnishings, wall hangings.</p>
<p><b>The Cotton Canvas</b>                      Fibre: 100% Cotton                      Weight:295gsm Printable Width: 140cm                      Colour: White</p>	\$73+gst	\$42+gst	<p>A heavy weight fabric with a smooth print surface and good colour reproduction.                      Great for: Bags, cushions, wall hangings.</p>
<p><b>The Cotton Drill</b>                      Fibre: 100% Cotton                      Weight:200gsm Printable Width: 140cm                      Colour: White</p>	\$67+gst	\$40+gst	<p>A durable, mid-weight fabric with a diagonal weave. It has a smooth surface and slight lustre.                      Great for: Cushions, labels, structured apparel.</p>
<p><b>The Cotton</b>                      Fibre: 100% Cotton                      Weight:135gsm Printable Width: 140cm                      Colour: White</p>	\$65+gst	\$39+gst	<p>This mid-weight, classic cotton achieves good colour reproduction and fine detail prints.                      Great for: Pillowcases, apparel, quilting fabrics.</p>
<p><b>The Cotton Voile</b>                      Fibre: 100% Cotton                      Weight:55gsm                      Printable Width: 130cm                      Colour: White</p>	\$70+gst	\$45+gst	<p>A light weight cotton good for apparel. Being sheer this fabric is a good option if you're looking to create soft, subtle prints.                      Great for: Scarves and apparel.</p>
<p><b>The Silk CDC</b>                      Fibre: 100% Silk                      Weight:12 Momme Printable Width: 102cm                      Colour: Off-White</p>	\$83+gst	\$58+gst	<p>A mid-weight Crepe de Chine silk with a smooth, matte surface. This silk achieves great colour saturation and fine detail prints.                      Great for: Scarves and apparel.</p>
<p><b>The Silk Chiffon</b>                      Fibre: 100% Silk                      Weight:12 Momme Printable Width: 132cm                      Colour: Off-White</p>	\$83+gst	\$58+gst	<p>A lightweight Chiffon with a beautiful drape and a matte, textured surface. Up to 80% show-through on the wrong side of fabric.                      Great for: Light scarves and apparel.</p>
<p><b>The Organic Cotton/Hemp</b>                      Fibre: 55% Hemp 45% Organic Cotton                      Weight:295gsm                      Printable Width: 140cm                      Colour: Cream</p>	\$84+gst	\$53+gst	<p>Good colour saturation, creates a rustic look with a slight sepia effect from the cream base colour and very textural surface.                      Great for: Cushions, wall hangings.</p>
<p><b>The Organic Cotton</b>                      Fibre: 100% Organic Cotton                      Weight: 148gsm                      Printable Width: 135cm                      Colour: Cream</p>	\$70+gst	\$45+gst	<p>An organic alternative to the regular cotton in our range. With a creamy, unbleached base colour and smooth surface it produces good saturation and fine detail.                      Great for: Pillowcases, quilting fabrics, cot sheets.</p>
<p><b>The Organic Linen</b>                      Fibre: 100% Organic Linen                      Weight: 250gsm                      Printable Width: 140cm                      Colour: Cream</p>	\$84+gst	\$57+gst	<p>A luxurious, soft linen with a heavy drape and creamy base colour. Smoother, more consistent surface than the standard 100% Linen. Good colour saturation.                      Great for: Cushions, tea towels, aprons and wall hangings.</p>
<p><b>The Organic Canvas</b>                      Fibre: 100% Organic Cotton                      Weight: 295gsm                      Printable Width: 140cm                      Colour: Off-white</p>	\$85+gst	\$54+gst	<p>A heavier weight fabric with a smooth, consistent surface. Good colour reproduction and depth.                      Great for: Tote bags, cushions, aprons and banners/wall hangings.</p>

## ~ Customer Supplied Fabrics ~

If you can't find a fabric suitable for your project in our range we can, in certain circumstances, print to fabric you supply. Once you have found a fabric, we need to see a small sample to see if it is suitable for digital print. If it is suitable, we then need to do tests before printing large quantities.

### Testing and Fabric Requirements

You will need to provide:

- At least 3m of fabric for testing (actual printed length will be 1m). Or the length you want to print plus 2m extra for attachment, i.e you would like to print 5m of your design therefore you will need to supply at least 7m of fabric.
- Your print ready files. See our general information sheet for file setup info.

For each fabric supplied there is a \$70+GST standard setup fee. This includes standard print tests i.e tests to figure out the right settings to get the best possible colour/clarity/resolution results on your fabric and for you to proof colour and quality. This takes up to 30 minutes, any additional testing/colour matching/file edits after this time are charged at \$80+GST per hour.

You will be charged for testing services regardless of the outcome of the test. We aren't able to guarantee that you'll get a nice print from these tests. Some fabrics are just too tricky to print. Some are perfectly fine.

Note: We don't wash test the fabric. We do heat set at high temperatures, however we cannot guarantee the washability of your printed fabric.

### Final Prints

Once the sampling process is done and the fabric is printing well the print charges are as follows:

Each time you supply your fabric to us there is a \$70+GST fabric set up fee.

Printing is charged a \$45+GST per linear metre.

### Fabric Specifications for Customers Supplied Fabric

- Fabric must be no wider than 160cm.
- All natural fibres (no synthetics).
- Not too fibrous or fluffy (we need a relatively smooth surface to print on).
- For best results please provide your fabric rolled on a core rather than folded (the creases in the fabric can cause print issues).
- Fabric for final prints must be rolled on the core in a straight manner and taped onto the core to avoid spinning and movement (otherwise re-rolling charges apply).
- Fabric is heat set after printing. Please ensure your fabric is stable and can withstand temperatures over 140 degrees without scorching.

## A last note...

- 1) All computer screens show the same colour differently. Therefore, there is the potential for colour differences in the printed result. Talk to us about colour sampling and matching.
- 2) We firmly believe in treating the earth gently and minimise our impact at every opportunity. Our pigment inks are water based and free from heavy duty dyes and chemicals. We believe it's important to be responsible and accountable for our environmental impact and therefore choose to use water based inks in our printing process.
- 3) Reprints - We do our best to provide colour accurate reprints within the limitations of our printing system. While we make every effort to minimize variance, you may find slight colour difference from batch to batch as a result of fibre, yarn, fabric and finishing.
- 4) Natural textiles are prone to imperfections, such as tiny knots, called slubs and neps, in the cotton's woven structure, generated during the weaving process. They are a part of the charm of a natural product. Some knots may become dislodged in the washing process thereby affecting the result as a little base fabric spot.

