

**Bullet 2012 Coded (G) (unless noted otherwise)
Add On, Set-Up and Special Charges**

	1 - 5,000 pieces	5,001 - 10,000	10,001 - 20,000	20,001 - 50,000	over 50,000 pieces
ADD ON RUNNING CHARGES (G)					
Level 1 per additional color/location	\$0.30	\$0.25	\$0.20	\$0.15	\$0.15
Level 2 per additional color/location	\$0.35	\$0.30	\$0.25	\$0.20	\$0.20
Level 3 per additional color/location	\$0.45	\$0.40	\$0.35	\$0.30	\$0.25
Printing on gift box (when available)	Level 2 Pricing and standard costs apply.				
Printing on pen clips (when available)	Level 1 Pricing and standard costs apply.				
Oxidation (on engraved items where available)	Level 2 Pricing run charge only.				
Personalization on engraved items only	\$1.25 each item plus (1) set-up charge of \$50.00.				
Digital Transfers on Mouse Pad Charges (G)					
Digital mouse pad heat transfers	\$1.00	\$0.90	\$0.80	\$0.75	\$0.70
Set-Up Charges (G)					
Set-up per color/location (including 1st)	US \$50.00 per color/location at all quantities. All Color Printed Pens \$15.00.				
Exact re-order set-up per color/location	US \$25.00 per color/location at all quantities. All Color Printed Pens \$12.50.				
Magic Color set-up per color/location	US \$50.00 per color/location at all quantities.				
Engraving set-up charge	US \$50.00 per location at all quantities.				
Insertion Charges (Z)					
Bullet item insertion (except batteries)	N/C	N/C	N/C	N/C	N/C
Insertion of Bullet batteries	\$0.20	\$0.18	\$0.16	\$0.14	\$0.12
Customer supplied insertion (1st item)	\$0.20	\$0.18	\$0.16	\$0.14	\$0.12
Customer supplied insertion (per add'l item)	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10
Fold SM-7439 Nylon Florida Flyers and insert in pouch	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10
Attach customer supplied stickers to items	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05
Attach lids to sports bottles (SM-6503, SM-6504, SM-6505, SM-6513, SM-6552, SM-6804 & SM-6805)	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05
Apply customer labels to master cartons	N/C	N/C	N/C	N/C	N/C
Polybag & Cello Wrap Charges (Z)					
Polybag in sets (per bag)	\$0.36	\$0.32	\$0.30	\$0.28	\$0.25
Cello wrap writing instruments (per piece)	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05
Random, Spec & Self Promo Sample Charges					
Random samples	Random decorated samples up to \$10.00 (Z) will be free of charge. Applicable shipping charges will apply or submit your shipping account number for direct billing.				
Spec samples	Spec samples are available at 50% off product cost. Full set-up and running charges apply.				
Self promos	Self Promos are available at 50% off product cost. Full set-up and running charges apply.				
Proof Charges					
Paper proof	US \$7.50 (G). Allow one additional working day. PRODUCTION BEGINS AFTER RECEIPT OF WRITTEN APPROVAL OF PROOF.				
Item proof	US \$50.00 (G) set-up per color/location plus end quantity price of item. PRODUCTION BEGINS AFTER RECEIPT OF WRITTEN APPROVAL OF PROOF.				

Shipping/Handling Charges	
Shipping	If a ship method is not specified, factory will use their own judgement in selecting carrier and method in order to meet your deadline date. Bullet cannot guarantee method of shipment. If you provide Bullet with a third party account number for shipping, or designate a specific carrier, you assume responsibility for the shipment from the time the order is ready for pick up.
Drop shipments	US \$8.00 (G) per additional location.
Any hand sanitizer air shipments	Add \$35.00 (Z) per box for hazardous (alcohol based) air shipment fee. (Air shipments only available in contiguous U.S. states)
Handling	US \$2.50 (Z) per box excluding all ceramic items.
Ceramic items handling	US \$5.00 (Z) per box.
Blank Goods, Less than Minimums, Exact Quantities & Cancellations	
Blank goods	EQP less 5%. Half of first column minimum applies. Less than minimums available with LTM US \$50.00 (G) charge. There is a 20% re-stocking fee for returned blank merchandise.
Less than minimums	Any quantity under stated catalog minimum will incur a LTM charge of US \$50.00 (G).
Exact quantities	US \$15.00 (G). Bullet will ship +/- 5% if exact quantity is not specified on the order and invoice accordingly.
Cancellations	US \$20.00 (G) plus the cost of all billable work completed.
Standard Colors, PMS Matching, Color & Copy Changes	
Imprint color change	US \$20.00 (A) each.
Copy change	Add an additional set-up charge per copy change. Each copy must meet catalog minimums.
PMS match	US \$30.00 (G) per color; PMS matching can not be guaranteed on dark colored items or stainless steel. PMS matching not available on 4 color process artwork.
Standard Colors	If order specifies "closest to PMS color", factory will use closest PMS color from the Standard Color chart. See Standard Imprint / Ink Colors chart below.

Standard Imprint / Ink Colors

Ink Color chart is for reference only. If PMS Color match is desired, add US \$30.00 (G) per PMS color.
PMS Color match cannot be guaranteed on dark colored items or Stainless Steel.

COLOR	INK COLOR	COLOR	INK COLOR
Black	PMS Process Black	Maroon	PMS 202
Blue, Navy	PMS 289	Orange	PMS 021
Blue, Process	PMS Process Blue	Pink	PMS 210
Blue, Reflex	PMS Reflex Blue	Purple	PMS Violet
Blue, Royal	PMS 300	Red	PMS 186
Brown	PMS 161	Red, Rhodamine	PMS Rhodamine
Burgundy	PMS 222	Red, Rubine	PMS Rubine
Gold, Athletic	PMS 123	Red, Warm	PMS W. Red
Gold, Metallic	PMS 874	Silver, Metallic	PMS 877
Gray	PMS 430	Teal	PMS 320
Green, Forest	PMS 357	White	PMS White
Green, Kelly	PMS 354	Yellow	PMS 116



QR Codes: Questions & Answers

With the growing popularity of QR codes in advertising, we are receiving more requests from our distributors regarding our capabilities for printing QR codes on promotional products. Below are some questions & answers related to the subject.

What is a QR Code?

A QR Code (or Quick Response Code) is a two-dimensional barcode, often used for adding web links to a printed page such as an advertisement or a catalog. When you scan a QR Code using a smartphone, the QR reader application takes you to a Web site, a YouTube video or some other web content. QR codes are an easy way to send people to a site without having to type a URL. QR codes can also contain other types of information, such as text, phone numbers or an e-mail address. A QR code on a business card can, for instance, provide an electronic version of the contact information.

How do you scan a QR Code with a smartphone?

In order to read a QR code, you must first download a QR Code reader to your smartphone (though some devices come with this already installed). Start the QR Code Reader and point the camera at the QR Code. The QR Code will be scanned and you will be directed to the destination.

Are we able to print QR Codes on our products?

Yes, we are able to print QR Codes on select products, however we cannot guarantee that the codes will work. QR Codes are intended to be digitally printed on paper, so methods such as silkscreen using ink on various substrates will not always produce the precise image definition needed by a QR Code Reader. We have performed extensive testing on various product types, materials and decorating methods and have established recommendations for printing QR codes. Note: we cannot guarantee that all QR codes within a production run will be readable by smartphones.

What products work the best?

Products with flat decorating areas, and materials free of texture are recommended. These include products such as totes, stationery and some drinkware. The smallest size that a code should be printed is 1.25" x 1.25" so printing on pens or other small items is not possible.

What methods work the best?

Only two-color transfer can be used on cut-and-sew products (such as bags and stationery) and only where transfer is currently an available method. All other non-white products will require two-color silkscreen or colorprint, where those methods in multi-color are available. White, non-cut-and-sew items can be printed with a black QR Code as a one-color silkscreen or colorprint directly on the piece.

What advice can we offer in creating QR Code artwork?

When creating a QR Code, you should not encode more than 60 characters. While a QR Code can store up to 4,296 characters, average phones in the market will not be able to scan very detailed codes.

There should be adequate white space on all four sides of the code – a minimum of 0.25” on all sides. All QR codes must be printed in 2 colors, unless the item being imprinted is white (see diagram).



It is recommended to print a QR code no smaller than 1.25” x 1.25” and no larger than 4” x 4” with no more than 60 characters embedded, provided that the decorating area permits a 4” x 4” size. We do not permit 4” x 4” on drinkware or any other curved item.

Can we guarantee that a QR Code printed on a promotional product will work (i.e. be readable by a smartphone)?

No we cannot. We recommend ordering a pre-production sample in order to test the QR Code, however we cannot guarantee that the codes will work on every product in a production run.

Can we create QR Codes for distributors?

We will not create QR Code artwork for distributors. There are multiple sites and barcode generators available on the internet that distributors can choose from to create QR Codes. Just like any other piece of art submitted for productions, QR code art must be submitted in vector (.eps) format. One website that generates high-quality QR codes is <http://qrcode.good-survey.com/>.