Promo Terms Cheat Sheet

The words on your quote and proof, in plain English

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Decoration methods at a glance

Method	How it works	Best for
Screen printing	Ink pushed through a mesh screen, one color at a time	Few solid colors, larger runs
Pad printing	Silicone pad stamps ink from an etched plate	Pens, balls, small curved items
Embroidery	Thread stitched into fabric	Polos, caps, jackets
Laser engraving	Laser marks or cuts the surface	Metal, wood, glass, leather
Deboss / emboss	Design pressed in / raised up	Leather, paper, soft goods
Sublimation	Dye bonds with polyester using heat	All-over color on polyester
DTG / DTF	Digital print on fabric / via film	Photos, small runs

Deboss vs emboss

	Deboss	Emboss
Design is	Pressed in	Raised up
You feel	A dip	A bump

Blind = no ink or foil. Engraving removes material; debossing does not.

Color terms

- **PMS:** Pantone Matching System
- **Spot color:** one pre-mixed ink
- **CMYK:** cyan, magenta, yellow, black dots
- **Tone on tone:** logo close to product color

Money and order terms

Setup fee	One-time charge to prepare production (screen, plate, stitch file)
Run charge	Per-piece charge for extra colors or locations
MOQ	Smallest quantity you can order
Price break	Lower price per piece at higher quantity
Virtual proof	Image of your logo on the product to approve

Ask on every quote

- [ ] Which decoration method and why?
- [ ] How many imprint colors are included?
- [ ] Is there a setup fee, and is it per color or location?
- [ ] What file type do you need (vector or high-resolution)?
- [ ] When will I see a proof, and when is my in-hands date?