

Everything You Need To Know About Buying Printed Tshirts In Bulk

- #1 – Pricing Guide
- #2 – Design Guide
- #3 – Print Techniques
- #4 – Tshirt Styles
- #5 – Payment Options
- #6 – Speeding It Up
- #7 – Shipping

#1 - Pricing Guide

The things we consider when determining a price.

1. Quantity
2. Style of tshirt
3. Turn around time
4. Print Required

What's what?

These guidelines are for one side prints. Adding a back print as well print pushes the price up about \$10.

Cheap – One color, one side, plain text, will always be cheapest and fastest. These prints can be screened quickly and easily and most orders can be turned around within a week. On large quantities (200-300) these can cost as little as \$10.

Less Cheap – Full color prints that fit in a solid shape (not including photo's). See example to the right. Something like this would set you back about \$18-\$22 on a quantity of 20.

In The Middle – Like the 'Less Cheap' option above but a photograph. Photos are pretty detailed and can take a pretty long time to print. Turn around on a bulk order of tshirts with photos can be a couple of weeks and on a quantity of 20 would set you back about \$22-\$25.

Kinda Expensive – Photo's and text. These can only be done using the DTG method. DTG is the most pricey method of printing and also the most time consuming. It doesn't allow for the economies of scale that other printing techniques might provide. That said it makes small orders of detailed prints very affordable. Price on a quantity of 20 might be about \$25.

The Most Expensive – The most expensive tshirt you can get is one where the design goes over seams, reach over and under collar or wrap around under the arms. Most times this type of tshirt needs to be printed before it's sewn together which isn't something that we handle ourselves. Instead we out source it to one of the bigger printers. Usually this style of print will attract a minimum of about 500.

Things you can do to make it cheaper...



- Use less color and detail (Screening is the cheapest print method but is limited by color and design)
- Avoid getting prints over seams, sleeves, or under arms
- Allow a longer turn around time
- Stick with black or white tshirts
- Order styles we stock (NB: The styles we stock are the styles we've found most popular and because we sell a lot of them we get great prices)
- Order More(the more you buy the cheaper they get)

#2 – Design Guide

For the best quality print...

- Make sure your image is no less than 200DPI
- Where possible submit image as a PNG set at the size you want it printed, with transparency where necessary
- If you're submitting a JPG zoom in close on your image and ensure there aren't scattered flecks of color - particularly around the edges. (to find out more Wikipedia JPG)
- For those who know what they are **PDF's and AI files are fine but please make sure they are formatted for a PC.**

Effective Design

These are just some things to consider if you haven't already put your design together or have a particular aim/purpose in mind for your tshirts i.e. promoting a product or service.

- People generally only read a tshirt on one side - if they are walking towards you or walking behind. Therefore if you ask a question on the front and the answer on the back people will only see one or the other which may not make sense.
- Consider the wearers body shape and movements. A newspaper or television commercial is flat so you can put a lot of information into it. A tshirt moves around on the wearers body so keep it simple maybe aim for a 5-10 second read.
- Don't forget your call to action. This applies to all marketing but worth a mention – tell your audience what to do. If you are going to add a phone number add a 'Call Now' in front of it.

#3 - Printing Techniques

Which technique we use depends on the design. Here is a brief description of each.

Direct To Garment (DTG) – This is done with a large format digital printer – kinda like your desktop printer but a lot bigger and using specialty inks. It's an economical solution for small orders, as little as one, and can reproduce an incredible amount of detail. It's pit fall is that it's kind of slow with more detailed images like photo's and it doesn't get all that much cheaper the more you order.

Latex Transfers – This is where images are printed to latex, coated with a sealant, and then heat pressed to the tshirt. This is a cheaper way to do large quantities of detailed images. This is really only more cost effective than DTG when it reaches quantities of maybe 40+. It is also limited to solid shapes for example you can remove the centre of an 'O' but could print a solid circle.

Screen Printing – This is probably the oldest form of tshirt printing. It's limited by color and detail and can be very expensive on small orders due to set-up costs. That said on big orders it can be a lot cheaper than either of the other two methods. It can also be a whole lot faster.

#4 - Tshirt Styles

We have access to most common styles of tshirt. We do however only carry an abundance of 3 main styles in black and white. Other styles are ordered on an order by order basis. The three styles we carry are styles that are our most popular and the cheapest (they're cheap because we buy so many not because they lack in quality). If price is an issue then stick to one of these three.

Adult Classic Tshirt – This tshirt is 100% cotton. It is a loose fit tshirt and is a generous cut. This tshirt has the most variety of colors.

Men's Slim Fit - This tshirt is 100% cotton. It is a slim fit tshirt and is extremely soft. Colors are limited to earthy colors.

Ladie's Slim Fit – as per the men's slim fit but cut to the female shape.

#5 - Payment Options

We only accept either PayPal, credit card via PayPal, or direct deposit. We don't extend lines of credit and generally do not accept cheques or money orders (on the occasions where we do accept either of these forms of payment they are required to clear before we begin printing.)

#6 – Speeding It Up

If you're in a rush...

- Keep your design simple
- Use the bulk order enquiry form and ensure all fields are completed and clear
- Make sure you supply an accurate and valid email address
- Make sure your design meets the design requirements

#7 – Shipping

Tshirts are shipped via standard Australia post and, in most cases, is free within Australia. Express post comes at an additional charge. International postage is quoted on a case by case basis. Pick up is not available.