

# RETRO

A C T I V E W E A R

Screen Printing • Garment Supply • Digital Printing  
Transfer Production • Print on Demand Fulfillment  
Garment Processing • Great Customer Service!

# Print on Demand (POD)

FOR

# NOVICES

**Instructions,**  
guides, tips and  
**your questions**  
**answered!**

From artwork, products,  
website integration,  
fulfillment, shipping  
and much more!



# Selling Online? Going down the Print On Demand Route?

**Grab a coffee  
and read this first!**



This information is based on our experiences gained servicing many accounts over the years.

The whole process is easy to set up and seamless in operation, Retro are very good at what we do. It's not war and peace, and a few minutes reading with a coffee may save you lots of stress!

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## What is POD?



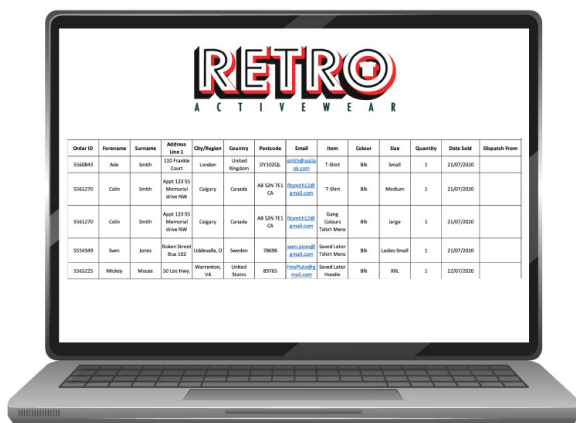
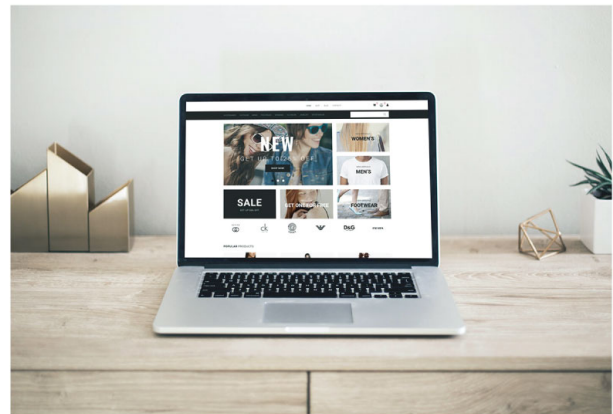
POD stands for **Print On Demand**. Using a £250k digital printing platform with cutting-edge technology allows us to produce retail quality multi-colour prints on a wide range of garment styles as single sales or small volume orders.



Your web store or selling platform can have **hundreds of designs**, across different garment styles, colours and sizes, all available for instant delivery - **and you will not hold a single garment in stock!**

## How it works...

**1** The customer places an order on **your web store** or portal.



**2** If Retro is integrated with your webstore **the order gets sent automatically to us.**

**3** We **print, pack and despatch** that order and update the fulfilment links on your web store!





# STOP!

## Before you start...

The most important part of selling your product is customers. Driving traffic and sales for your merchandise is **your** responsibility.

Before printing, we recommend already having **active social media accounts** to engage with potential customers.

If you do not already have a social media presence, or other platforms connecting with your potential customers, consider whether you have enough consumers ready to buy your merchandise?



## Information we require

For us to advise and quote your needs we need some basic information from the list below:

### 1. Are you selling directly through an online shop or portal?

Retro can integrate with your web store and provide a full fulfillment service; print, pack and despatch.  
(See "Website Integration" on page 5)

### 2. Are you a trade client requiring small volume wholesale?

Retro can service your needs on wholesale garments – please contact us for more information at [sales@things.co.uk](mailto:sales@things.co.uk)

### 3. What garments are you looking for?

Visit the "Products & Apparel" page on our website to see the wide range of garments and sundry products available.



## Other things to consider

- How many designs do you plan to run?
- Do you have a plan if predicted sales increase or decrease?
- Is the quality of the artwork high enough for print?

Kornit  
Storm Hexa Rseries II

# Choosing the Right Printing Method

Retro offers three printing services for you to choose from; **screen printing**, **digital printing** (print on demand) or **heat transfers**. Knowing which is the right choice for you comes down to a number of factors such as your budget, print quantities and garment type.

We've created the graphic below to try and help explain these differences!



## DIGITAL (PRINT ON DEMAND)

## TRANSFERS

## SCREEN PRINTING



Digital offers **extensive colour options** and can easily print detailed designs and photorealistic images, but may only be cost-effective for **small print runs**

Screen printing requires **more art preparation and setup costs**, but produces a longer shelf life can be much more cost-effective for **medium to large runs**.



Individual prints and small volume runs

Medium to large volume runs (250+ pcs)



No setups costs or extensive art preparation

Art requires separation in-house and setup costs increase with each additional colour

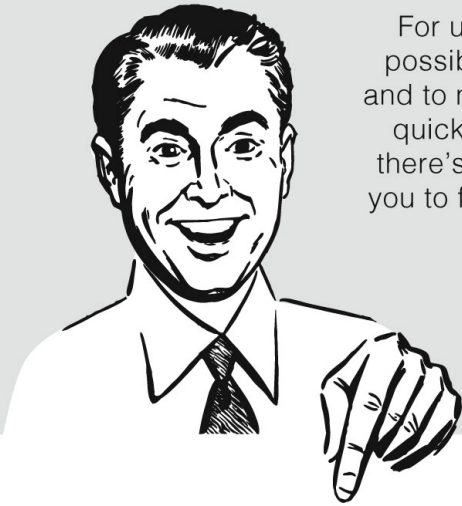
**Very fast** printing times

**Longer** printing times



Retro also produce various screen print and digital transfers in-house. These are generally used for **back neck branding, baseball caps and sportswear**.

# Sending Artwork

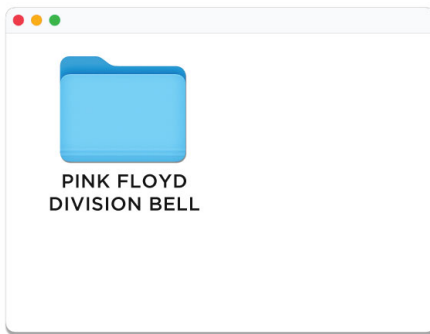


For us to print the best possible quality apparel, and to make the process as quick and easy for you, there's a few rules we ask you to follow when sending art files:



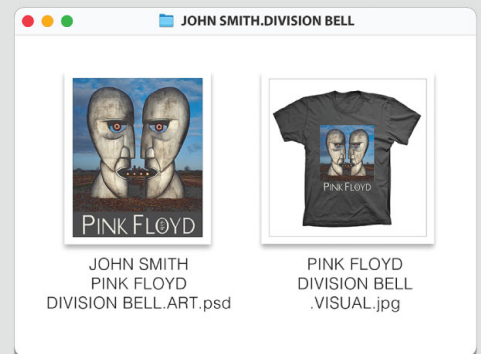
**1**

File designs as **one** folder per design



**2**

Each folder needs to contain **one art file**, and **one tshirt visual**.



**3**

When preparing art files, please make sure they meet the following criteria:

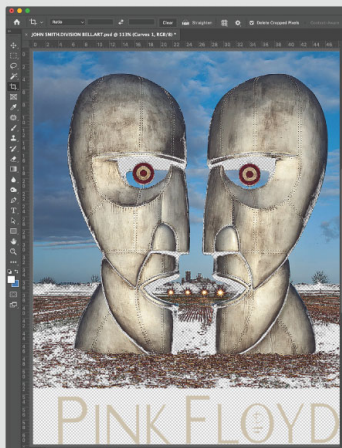
300dpi

Maximum print size 32cm x 50cm

File Types: .psd, .png, .eps, .tif, .ai

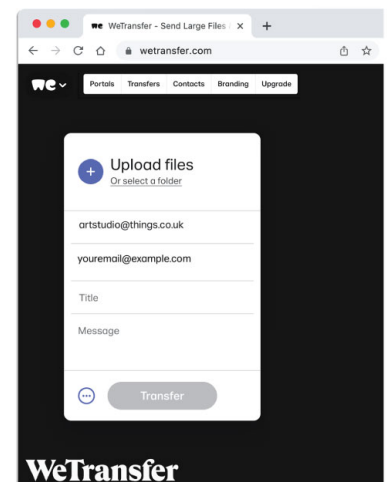
Colour Format: RGB

Transparent background



**4**

Use a free file transferring website such as **WeTransfer** to send us the art at:  
**[artstudio@things.co.uk](mailto:artstudio@things.co.uk)**







## Website Integration

Retro can integrate with most webstores - **this is our preferred method of working**. Integration allows us access to the “back room” of your web store where we can download and manage orders daily.

- ✓ **You the client** can set the user permissions to **safeguard your data** within the web store management system.
- ✓ By law **Retro cannot retain client data**. We only capture individual orders rather than the client information.

## Non-website Integration

If your web store is unable to grant us an integration capacity, Retro can still service your needs - this will just require a little more involvement from you; the client. The following options are available:



or



Order ID	Forename	Surname	Address Line 1	City/Region	Country	Postcode	Email	Item	Colour	Size	Quantity	Date Sold
5540843	Ade	Smith	110 Franks Court	London	United Kingdom	EY110ZL	retro@notonthehighstreet.com	T-shirt	Black	Small	1	21/07/2020
5541270	Colin	Smith	Appt 123 55 Memorial drive NW	Calgary	Canada	AB S2N 7E1 CA	retro@notonthehighstreet.com	T-shirt	Black	Medium	1	21/07/2020
5541270	Colin	Smith	Appt 123 55 Memorial drive NW	Calgary	Canada	AB S2N 7E1 CA	retro@notonthehighstreet.com	Cardigan	Black	Large	1	21/07/2020
5543489	Swen	Jones	Nobels Street Bua 102	Uddevalla, G	Sweden	78696	retro@notonthehighstreet.com	Saved Later	Black	Ladies Small	1	21/07/2020
5545225	Mickey	Mouse	50 Lee Hwy	Warrenton, VA	United States	89765	retro@notonthehighstreet.com	Saved Later	Black	XXL	1	22/07/2020

1. Send us individual or bulk orders **via email**. (We can supply email templates for both options)

2. Send us orders via an **Excel CSV file** including order number, client name, address and order details.

### IMPORTANT

(Depending on what system you use will determine how we confirm order despatch)

# Your Questions Answered!

We've done our best to answer all of your most common questions when it comes to printing. But if there's something we haven't answered, feel free to email us at [admin@things.co.uk](mailto:admin@things.co.uk)

## **Why do I have to fill in an account form?**

We need to know who we are dealing with, where you are based, contact phone numbers, VAT and company information.

This is standard operating procedure for any company. We need this information before we can start production.

## **How long does it take to get a webstore live for POD ?**

If you have your artwork organised, and your choice of garments made, Retro can be live and integrated with your webstore within 3 hours.

## **How quickly do you fulfill orders?**

Our target is that all orders received by midnight are processed and shipped the next working day

## **What type of inks are used?**

All inks in the digital arena are water-based biodegradable and sustainable

## **When should you use transfers?**

Some garments are not suitable for digital or screen printing, but we are able to decorate using heat transfers instead. For example, Beanie Hats, Jogging Pants and Onesies.

## **You offer so many garments I don't know where to start?**

We can recommend garments that fit your budget or quality expectations. The garments on our "Products & Apparel" page on our website are the most common choices of our customers.

## **Is Retro a big company?**

Retro turns over circa £2m per year. We have the capacity to screen print 25,000 garments a week.

We are able to fold and bag 20,000 shirts a week and have around £1m worth of printing and garment processing equipment in a 35,000 sq.ft property.



**Will you definitely be able to manage and fulfill my order?**

Retro only take on what we can service. Our years of experience has taught us what we can manage and when to say no... We no longer service the huge music tour industry, simply because it is totally unpredictable and can decimate production schedules. Instead, we regularly service small and medium size tours.

**Are you based in the USA?**

We are based in the UK but service many accounts who are based in the USA.

**Is it possible to order samples?**

We can sample ranges for retail, exhibition and salesman samples.

We are happy to sample your designs, and have a price list for these that varies depending on the time and effort involved to print.

**What delivery service do you use?**

We use Royal Mail as our primary delivery service. We also have various national courier services available.

**What happens if my order goes missing?**

In the event that something goes wrong - Retro strives to put it right and fast!

We have systems and audit trails that allow us to sort things out and manage any issues.

We do everything possible to NOT give anybody a negative experience. Where possible this is done without fuss or debate. We are your print partner in this enterprise!

**Can I change my printing method on a design at a later date?**

We have had a couple of projects in the past that have gone viral! When this happens we can switch production from digital to our screen printing platform and pass savings on to you, our client.

# RETRO

A C T I V E W E A R

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[www.retroactivewear.co.uk](http://www.retroactivewear.co.uk)

[www.facebook.com/retroactivewear](http://www.facebook.com/retroactivewear)

[www.linkedin.com/company/retro-activewear](http://www.linkedin.com/company/retro-activewear)

[www.instagram.com/retroactivewear\\_tshirtprinters](http://www.instagram.com/retroactivewear_tshirtprinters)

