



# New Account Packet

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**Sales and Customer Service**

Contact Information . . . . . 1  
 Operating Hours . . . . . 1  
 Account Management . . . . . 1  
 Needs Assessment . . . . . 1  
 Samples . . . . . 1  
 Estimates . . . . . 2

**Orders**

Advanced Notice . . . . . 2  
 Documentation . . . . . 3  
 Order Confirmation . . . . . 3  
 Artwork . . . . . 3  
 Dies . . . . . 4  
 Press Proofs . . . . . 4  
 Special-order Production Supplies . . . . . 4  
 Partial-run Processing . . . . . 4  
 Waste and Spoilage . . . . . 6  
 Overruns and Underruns . . . . . 6  
 Deadlines . . . . . 6  
 In-run Production Issues . . . . . 7  
 Cancellations . . . . . 7  
 Storage . . . . . 7

**Proofing**

Purpose . . . . . 7  
 When Needed . . . . . 8  
 Types . . . . . 8  
 Areas to Review . . . . . 9  
 Documentation . . . . . 10  
 Proof Dates . . . . . 10  
 Artwork Changes . . . . . 10  
 Late Approval of Final Proof . . . . . 11

**Packaging**

Method . . . . . 11  
 Product Protection . . . . . 12

**Shipping and Receiving/Transportation**

Dock . . . . . 12  
 Terms . . . . . 12  
 Methods . . . . . 12  
 Carton and Skid Preparation . . . . . 13  
 Drop Shipments . . . . . 14  
 Split Shipments . . . . . 14  
 Tracking . . . . . 14

**Invoicing**

Minimum Invoice Amount . . . . . 14  
 Purchase Order Numbers . . . . . 14  
 Work Order Reconciliation . . . . . 14  
 Sales Tax . . . . . 15

## Payment

C.O.D. . . . .	15
Credit Accounts . . . . .	15
Return Check Fee. . . . .	16

## Project Quality

Quality Assurance. . . . .	16
Project Inspection. . . . .	16
Review Period . . . . .	16
Quality Issues . . . . .	16
Transit Damage . . . . .	18
Service Life and Shelf Life. . . . .	19

## Project Confidentially and Account Privacy

Project Confidentiality . . . . .	20
Account Information Privacy . . . . .	21

## Web Site

Purpose. . . . .	21
Copyright Statement. . . . .	21
File Download Terms and Conditions . . . . .	21
Third-party Links . . . . .	21
Data Collection, Usage, Sharing, Transfer, Storage, Retention, Security and Cookies . . . . .	22

## Forms

Credit Application and Purchase Agreement . . . . .	24
Tax Exemption Certificate . . . . .	26

## **Sales and Customer Service**

We believe in providing unmatched customer service and sales support for each product and service we offer. To this end, we will handle your account as follows.

- **Contact Information**
  - **Phone**  
Toll free (877) 342-3600 and local (704) 342-3600
  - **Fax**  
Local (704) 342-3603
  - **Email**  
sales@americanprintcraft.com
  - **Web**  
www.americanprintcraft.com
  - **Office**  
Located at 4811 Worth Pl., Charlotte, NC 28216
  
- **Operating Hours**
  - **Sales Office**  
8:30 am to 5:00 pm EST
  - **Shipping and Receiving**  
8:30 am to 5:00 pm EST
  
- **Account Management** - Your account will be managed by an inside Customer Service Representative that is a phone call or email away. S(he) will help you gather information, take specifications for an estimate, process sample requests, place your order and discuss any issues with your order.
  
- **Needs Assessment** - Providing correct solutions begins with an assessment of your current needs, in-house capabilities and procurement process. Your Customer Service Representative will use this review to identify the solutions you require and the purchasing process your company uses. From this assessment, (s)he will explain how our knowledge, processes and technology can help you meet your project goals.
  
- **Samples** - Samples help bring printing project ideas to life and also provide a reference for what is being estimated. We can provide you with both "No Charge" and "For Fee" samples as detailed below.
  - **No Charge Samples**  
No charge samples come in two forms.
    - a) Previously produced job samples that are matched as closely as possible to your project
    - b) Production materials in inventory such as stock, foil, binding elements, eyelets, films and adhesives that will be used in your project
  - **For Fee Samples**  
If "No Charge" samples do not meet your needs, we can move to the next step – "For Fee" samples. The following circumstances will generate "For Fee" samples.
    - a) Samples requiring non-inventoried supplies that must be special ordered. All costs passed to us from the manufacturer or distributor to procure these supplies will be passed to you.
    - b) Samples requiring any service not listed on the "No Charge" samples list. We will gladly process these samples for you, but will invoice you for each "For Fee" service provided.

- **Estimates** - Getting estimates is a breeze! Your specifications are entered into a production management system that not only creates estimates, but handles work orders and invoicing. Once your pricing is computed, we can call, fax or email it to you. The following guidelines detail how estimates are processed.
  - **Defined Specifications**

We estimate all jobs based upon defined specifications. The more accurate the specifications, the more accurate your estimate is. Be sure to include all services required, as additional processes needed to complete your project will be added to your final invoice. Your specifications should include:

    - a) Stock (paper) brand, weight, finish and color
    - b) Press sheet size
    - c) Number up printed on press sheets
    - d) Imaging process to use or used (offset vs. digital)
    - e) All artwork, imaging, finishing and transportation services required
    - f) A composite (images and die lines) PDF file or hand-drawn diagram with all measurements
  - **Dummies/Mockups for Difficult Projects**

A dummy or mockup may be necessary to review before an estimate can be created. Most often, we can generate an estimate from customer-supplied specifications. Occasionally though, some specifications are so far beyond the realm of typical that we must see a dummy/mockup prior to estimating the job. This sample should be based on the exact sheet quantity, size and weight of all components (covers, book blocks, tabs and inserts) in the job.
  - **Standard Turnaround**

We base all estimates on standard production turnaround. Accelerated turnaround and overtime production requirements must be communicated with original job specifications, as all overtime required to meet RUSH deadlines will be invoiced.
  - **Transportation**

Transportation costs can drastically affect the overall price of a project. We use the following policies regarding transportation when creating estimates.

    - a) **Terms** - All projects are estimated and produced based on our transportation terms "F.O.B. Origin, Freight Prepaid & Add", unless otherwise stated. This designation is detailed in the Shipping and Receiving/Transportation section.
    - b) **Estimates** - Transportation costs are not included in your estimate. We cannot estimate shipping or freight costs, as most projects are produced from disparate components of varying weights. Once the first carton of finished pieces is packaged, we can extrapolate the total shipment weight and estimate your transportation costs. Additionally, we will not "ballpark" transportation costs.
  - **Acceptance**

Due to global sourcing of materials used in your projects, your estimate is valid for up to 30 days from the printed estimate date. Estimates older than 30 days should be confirmed.

## Orders

Projects from simple to complex are handled with the same care and attention to detail. Whether the project is a repeat run or started from scratch, we use the following policies and practices to ensure the highest quality and quickest turnaround possible.

- **Advanced Notice** - Advanced notice gives us a "head start" on your project. It allows us to make pre-production decisions, as well as place any special supplies orders. This is important for the reasons detailed below.

- **Project Planning**  
Whenever possible, communicate when your project will arrive at our facility and when you need it completed. This advanced notice helps us allocate equipment and labor resources proactively, rather than reactively. It also gives us an opportunity to order any additional inventory that may be necessary to produce your project.
- **Special Supplies Orders**  
Advanced notice becomes most important when special-order supplies will be used in your project. Depending upon the item, manufacturing and shipping times may add from one day to two weeks to our production time.
- **Documentation** - Each job you send to us should be accompanied by complete documentation. Be sure to cover the following in your paperwork.
  - **Purchase Order**
    - a) List general order information such as the contact person, billing and shipping address and due date.
    - b) List required quantity and acceptable overrun quantity (actual or percentage).
    - c) Provide digital file names for artwork composites and die lines.
    - d) List all stock information including brand, weight, finish and color.
    - e) List imaging information including process (offset vs. digital), ink colors and foil colors.
    - f) List all finishing details including finished size, thickness, binding edge location, hole diameters, binding element color, etc.
    - g) List special transportation needs and/or carriers.
  - **Dummy/Proof**
    - a) Send a dummy/proof with each project.
    - b) Show pagination, binding edge location, die cut location, foil location, emboss location and finished trim size details, at a minimum.
    - c) Match the details in the purchase order with the dummy/proof.
- **Order Confirmation** - A simple way to ensure your specifications are correctly understood is to request an order confirmation. We will review your new order against the respective estimate, update any new information and email or fax the confirmation to you. This document summarizes the products and services required for your project, as well as the completion date and shipping method needed to meet your deadline.
- **Artwork** - Correct artwork is the cornerstone for a successful project. Review the following to gain a better understanding of your artwork options.
  - **Customer-Supplied Artwork**  
For customers able to provide print-ready artwork files, we provide file upload capabilities at [www.americanprintcraft.com](http://www.americanprintcraft.com). Be sure to provide:
    - a) Composite files containing both print images and die line overlay
    - b) Print images in CMYK color space, rather than RGB
    - c) Die line images in vector format, rather than rasterized
    - d) Separated die lines as .ai, .eps or .pdf files
    - e) All text converted to outlines for die line artwork
    - f) Die line artwork that is devoid of masks
  - **Project Templates**  
You have access to over 300 die press and index tab project templates online at [www.americanprintcraft.com](http://www.americanprintcraft.com). Combine your artwork with one of these templates to create your own unique project.
  - **Custom Layout**  
If you have neither the time nor capabilities, we can provide custom design, typesetting and layout services for your project. Just email or fax a hand-drawn diagram to get started.

- **Proofs**

Communicate your proofing needs during the estimating process, as well as when the artwork process begins. The charge for the first proof is built into your estimate, with additional proofs charged to your invoice. The proofing process is highly detailed in the Proof section that follows.

- **Copyrights and Trademarks**

Each body of work, whether it is a written document, photograph, painting, drawing or logo, is covered by intellectual property rights. Unless you created the work, purchased the rights or the rights have expired on the work, the use of the work must be approved or cleared by the copyright owner. Copyright and trademark issues are the responsibility of the party using the work. None the less, the printer bears additional responsibility to ensure that all copyright and trademark issues have been cleared. Our acceptance of artwork is under the sole condition that its use has been approved by the owner holding the intellectual property rights. Additionally, we reserve the right to hold production of a project until written proof is provided.

- **Dies**

We have a broad inventory of house dies; however, we do not have a house die for every die line shown on our website. When a project requires a die that has not yet been made, we will make the die and charge half of it to your project. The die will remain our property and will be added to our inventory of available dies. This reduces the price of your project and helps us build our die inventory. You may also supply your own steel rule and brass/copper/magnesium die(s). These dies must not only be compatible with our equipment, they may also need to be modified to ensure the best results for your project. Once the project is completed, you may choose to inventory your die(s) at our facility for quicker turnaround of repeat orders.

- **Press Proofs** - As press proofs are not a normal part of the production process, we realize that sometimes they are needed. All requests for press proofs should be communicated with original estimate specifications, as this press "hold-time" is priced into the estimate. Press proofs requested after production has started must be handled with minimal disruption to the production process. We will provide 15 minutes for this process, with longer periods billed at standard hourly rates for the respective equipment.

- **Special-order Production Supplies** - We inventory a broad range of finishing supplies to use in our production process. Additionally, we can special order a much larger spectrum of sizes and colors. Remember, special-order supplies will increase the cost of your project and the time required to complete it.

- **Partial-run Processing** - As turnaround times grow shorter and shorter, it often becomes necessary to make partial-quantity shipments of the finished project. This type of processing is detailed below.

- **Causes**

The causes of partial-run processing fall into two categories.

- a) **Unknown** - These causes are not known prior to the arrival of your material into your facility.
  - 1) **A changed end-user usage date.** A project may need to be used prior to the original completion date. Additionally, the date for further processing, like a mailing, may have been accelerated.
  - 2) **Excessive waste and/or spoilage required by the producer of the material you are supplying to us.** When you combine this with our normal production waste, your finished yield could be excessively short of your requested quantity. As



it is not economically feasible for us to count all material provided to us for processing, we may not determine a shortage until the entire project has been processed.

- 3) **The material was ordered without the proper waste allowance.** When you combine this with our normal production waste, your finished yield could be excessively short of your requested quantity. As it is not economically feasible for us to count all material provided to us for processing, we may not determine a shortage until the entire project has been processed.
- b) **Known** - These causes are known prior to the arrival of your material into your facility.
  - 1) **Insufficient production time available for the producer of the material you are supplying to us.** The producer of project material may have to "short ship" material to us, just to get the project started. This is often the best option when we have a project scheduled and our production window for this project will close without any material.
  - 2) **Lack of available materials.** A project may require material that is currently unavailable due to a manufacturer backorder, a shipping delay, seasonal availability, custom manufacturing or an order quantity larger than current inventory can fulfill.

- **Inefficiencies**

As we try to satisfy the delivery demands of all projects, we also try to minimize inefficiencies created by partial production runs. We do this for multiple reasons.

- a) **Minimize Processing Time** - Partial-run processing increases setup time and consumables costs for the project. The financial efficiency of spreading setup costs over a single production run is lost when multiple setups are used.
- b) **Minimize Waste** - Partial-run processing also increases material waste. Not only is more material required to reach the first acceptable unit, in-run waste from machine failure may also increase. The net result is a reduction in finished quantity.

- **Execution**

If your schedule prohibits delivery of a single lot, we will use partial-run processing to meet your deadline(s). We handle this one of two ways.

- a) **Production with One Setup in a Continuous Run** - Your project is produced using natural production sequences with the finished quantity accumulating until all pieces are completed. If you need a partial quantity shipped, we will accommodate this request with the first pieces completed. The balance of the project will be completed and handled according to your original specifications.
- b) **Production with Multiple Setups** - Your project is produced until all supplied material is exhausted or until a specified partial-run quantity is completed. We will resume production of your project once the balance of material is received and/or machine time is available. If our production equipment is still set up for your project and you supply the balance of the material in a time frame which does not jeopardize the completion of the next scheduled project, you will not incur additional setup charges. If our schedule mandates setting up a different project on the same equipment, your invoice will include setup charges for each piece of equipment requiring a new setup to complete the balance of your project. Additionally, you need to provide a waste allowance that covers all additional machine setups.

- **Waste and Spoilage** - The finished yield of your project is affected by waste and spoilage. Both terms are explained in detail below.
  - **Waste**

With any manufacturing process, your finished quantity never matches your input quantity. To ensure that we meet your requested finished quantity, you must provide additional material for each machine setup and production run. Depending on the complexity of the job and cost of the material, this "waste" allowance can be from one to ten percent. Regardless, be aware that setup and waste material will not be included with your completed job.
  - **Spoilage**

Spoilage on the other hand is not part of the manufacturing process. It can be the result of poor paper handling, low printing quality, incorrect packaging or transit damage. If your material arrives with excess spoilage, an amount that will prohibit us from producing your requested quantity, we will email photographs of the damage to you. You will want to review the "Partial-run Processing" section to better understand your production options prior to starting your project.
  
- **Overruns and Underruns** - With the inclusion of a correct waste allowance, the goal is to produce a quantity just slightly more than your requested quantity. This practice helps ensure you receive the quantity requested. Setup (waste), in-run equipment tweaking (waste), operator errors, equipment issues and environmental factors (stock moisture or static electricity) all contribute to diminished finished yields. You can choose the acceptable overrun and under-run allowance from one of four options detailed below. This option will become your account default, unless you request a different option for a particular project.
  - **Standard Trade Practice**

You are invoiced for a quantity not to exceed a 10% overrun or 10% under-run of the requested quantity. Excess finished material will be recycled.
  - **No Overs**

You are invoiced for a quantity not to exceed the requested quantity, which may exceed a 10% underrun of the requested quantity. Excess finished material will be recycled.
  - **No Unders**

You are invoiced for the actual production quantity, which may exceed a 10% overrun of the requested quantity. Excess finished material will be recycled.
  - **Exact Quantity**

Your invoice will show the exact quantity you requested. As excess production is required to exactly meet your requested quantity, your price will reflect this overrun up to 10%. Excess finished material will be recycled.
  
- **Deadlines** - Every customer has an expectation for the timely completion of his(her) project. Some are reasonable and some are not. Our goal is to meet deadlines during standard production hours; however, we stand ready to meet accelerated turnaround deadlines as well. Deadlines are explained in more detail below.
  - **Deadline Types**

Two deadline types exist for scheduling.

    - a) **Soft** - A soft deadline is used when you want a project completed on a particular date. These projects will not be used upon completion. For example, your inventory of pocket folders is getting low and you are reordering.
    - b) **Hard** - A hard deadline is used when you need a project completed on a particular date. These projects will be used upon completion. For example, an invitation may need to be mailed by a specific date.

**- Turnaround**

For purposes of scheduling, turnaround is defined two ways.

a) **Standard** - We define standard turnaround as a production request that does not involve:

- 1) processing an unscheduled job the same day it is received
- 2) interrupting another customer's job that is currently running on or scheduled for a particular piece of equipment
- 3) using overtime or extended shift hours

Orders completed based on standard turnaround are invoiced at "Standard" rates.

b) **Rush** - Conversely, we define "Rush" turnaround as a production request that does require:

- 1) processing an unscheduled job the same day it is received
- 2) interrupting another customer's job that is currently running on or scheduled for a particular piece of equipment
- 3) using overtime or extended shift hours, including unplanned weekend work

Orders completed based on "Rush" turnaround are invoiced at the greater of 15% of the work order total or \$60.00. Remember, you can minimize "Rush" pricing, by discussing your quick turnaround and weekend work requirements during the estimating process, as well as when you provide advanced notice for your job.

- **In-run Production Issues** - One of our quality control measures is to get final approval from another team member once the first sellable piece is created. This officially marks the completion of "setup". If you supplied material for finishing and we have an issue completing "setup" entirely or the setup process requires a waste allowance that will prohibit us from reaching your requested quantity, you will be contacted to discuss the issue and prospective resolutions.
- **Cancellations** - You may cancel projects at any time during the process, but you will be billed for all services completed. Your special-order supplies orders may be canceled, but you will be charged for any shipping and/or restocking fees applied by the distributor/manufacturer.
- **Storage** - You may choose to store your project artwork, dies and production materials at our facility. We will handle each as follows.
  - **Digital Artwork Files/Steel Rule Dies/Stamping Dies**  
We will store and backup your digital artwork files for a period up to 24 months from the shipping date of your order. We will also store your film, cutting dies and stamping dies up to 24 months from the shipping date of your order. Unless a repeat order is placed or a written request for return is received within this period, your digital artwork files may be deleted and your dies may be recycled without notice.
  - **Production Supplies**  
We provide complimentary inventory management to customers requiring short-term storage of job supplies used in our production process. This material can be stored in our facility for a period not to exceed three (3) months.

**Proofing**

All printed projects involve some form of proofing. This process ensures project success for both the buyer and producer. The guidelines in this section were developed for use with proofing.

- **Purpose** - Proofing is an extremely important part of the print production process. It serves three basic purposes.

- **Ensures Specifications Are Met**  
It provides an opportunity for a buyer to examine all aspects of a project and make last-minute corrections or alterations before it is produced.
  - **Ends the Creation Process**  
Proofing closes the chapter on the creation process by finalizing project expectations and goals. It indicates to the printer that the artwork is correct and the project is ready for production.
  - **Passes Financial Responsibility to the Buyer**  
It serves as written record of the buyer's acceptance of financial responsibility for any project that is reprinted due to an error or errors.
- **When Needed** - Print production involves a balancing act between accuracy and efficiency. Proofing ensures how accurately we produce a project that meets all your final specifications. On the other hand, efficiency can be ensured by cutting our unnecessary process, like proofing. We will use the following guidelines to determine if a proof is necessary for your project.
    - **Proofs for Customer-Supplied Artwork without Alterations**  
A proof will not be provided when final digital artwork is supplied and no alterations are required. This artwork is "Print Ready" and will be printed without a proof. If you are unsure about the quality of your artwork, we can provide a proof for your approval. This proof request should be discussed during the estimating process.
    - **Proofs for Customer-Supplied Artwork with Alterations**  
A proof will be provided when partial digital artwork is supplied or when final digital artwork requires alterations. All alterations to your supplied artwork should be discussed during the estimating process.
    - **Proofs For Artwork We Create**  
A proof will be provided for all artwork we create
    - **Proofs For Customer-Supplied Material**  
Projects involving supplied material may require a proof. This request should be made during the estimating process, but no later than the start of production.
  - **Types** - Proofs range from inexpensive black & white laser proofs to more expensive construction proofs. The decision to use one proof type versus another comes down to how much time is available for proofing, what budget was earmarked for proofing and how much project accuracy must be reflected in the proof. Each proof type is explained below.
    - **Black and White Laser Proof**  
A Black and White Laser Proof is an off-press proof created using a black and white digital printing device. The device may use toner or inject technology to generate the proof. This proof will show all artwork characteristics except for color and is the least expensive of all types.
    - **Digital Color Proof**  
A Digital Color Proof is an off-press color proof created using a color digital printing device. The device may use toner or inject technology to generate the proof. This proof will show all artwork characteristics including approximate color and is a little more expensive than a black and white proof.
    - **Press Proof**  
A Press Proof is an on-press proof created using the same stock, ink and equipment as specified in the estimate. This proof will show color accuracy on a particular stock. As this proof requires the actual production process to be started and then stopped for approval, it is billed at the normal hourly rates for each piece of equipment used.
    - **Construction Proof**  
A Construction Proof is used when a 3-dimensional representation of the finished project is required. It mimics the final form factor of the piece, including

size, shape and color. As this proof requires the actual production process to create a limited number of units, it billed at the normal hourly rates for each piece of equipment used.

- **Areas to Review** - The proof review helps ensure all project specifications have been met. A complete review of the proof involves examining the following.

- **Typography**

Have the following typography attributes been addressed?

- a) **Fonts** - Have the correct fonts been used. Did any font get accidentally substituted?
- b) **Text Size** - Does each line of text use the correct point size?
- c) **Type Styles** - Have all type styles (italics, underscore, strikethrough, subscript, superscript, all caps and small caps) been used to your liking?
- d) **Text Color** - Has color been applied correctly and consistently?
- e) **Spelling** - Have all words been spelled correctly?
- f) **Grammar** - Has the correct grammar been used?
- g) **Punctuation** - Has the correct punctuation been used?

- **Images**

Have the following image attributes been addressed?

- a) **Logos** - Have the correct logos used? Have the correct colors used in the logo? Have logos been sized correctly? Have logos been placed in the correct positions?
- b) **Photos/Scanned Images** - Do photos and scanned images have the correct resolution? Do photos use the correct line screen? Have photos been created in the correct color model (CMYK)?
- c) **Line Art** - Has all line art (horizontal rules, vertical rules, frames, crests and fleur-de-lis, etc) been created in vector format? Has line art been created in the correct color model (CMYK)?
- d) **Screen Gradients** - Have the correct screen percentages been used? Have the correct color blends been used?

- **Layout**

Have the following layout attributes been addressed?

- a) **Margins** - Have the correct margins been used based on the project you are creating.
- b) **Headers** - Is all header information included?
- c) **Footers** - Is all footer information included? Are sections included as part of the page numbering scheme?
- d) **Paragraphs** - Have all paragraphs been placed in the correct positions? Have paragraphs been correctly aligned? Is the line spacing to your liking? Is paragraph tracking used correctly?
- e) **Images** - Have all images correctly placed relative to text?
- f) **Bleeds** - Have all text and images that been extended at least 1/8" beyond the trim marks?
- g) **Pagination** - Have all pages been placed in the correct sequence?
- h) **Blank Pages** - Have all blank pages been included when a chapter ends with a front-facing (Recto) page?
- i) **Trim Marks** - Have all trim marks included? Are trim mark dimensions correct?
- j) **Binding Edge** - Was an correct allowance made for the binding edge. Was the correct binding edge designated?

- **Die Lines**

Have the following die line attributes been addressed?

- a) **Form Factor** - Does everything fit as expected? Do crossovers meet correctly? Have all crease rules and cut rules been accounted for?
- b) **Text** - Has all text been converted to outlines?

- c) **Vector Lines** - Have vector lines with stroke values set to zero been used to create die lines?
- d) **Masks** - Have all masks been eliminated from die line artwork?
- e) **Separations** - Has each die line been created as a separate layer?

## - Construction Proofs

Have the following construction proof attributes been addressed?

- a) **Completeness** - Does the proof include all the processes you expected?
- b) **Paper/Stock** - Did the stock have the correct color, weight, finish and grain direction? Are there any issues with cracking or splitting?
- c) **Imaging Process** - Was the correct image process used? Have the correct ink colors or foils been used? Are there any issues with toning, offset or hickies?
- d) **Finishing Process** - Have all the finishing processes been completed? Are there any adhesion issues related to toner, films, glue or tape?
- e) **Fit** - Does everything fit as expected? Do crossovers meet correctly? Have all panels, pockets and slits been included?
- f) **Binding System** - Was the correct binding system used? Was the correct binding element color used? Was the correct binding edge used?
- g) **Materials** - Was the quality of the materials used for the proof as expected? Will the material meet your shelf-life expectations?
- h) **Usability and Shippability** - How well will the finished piece fare when handled? Will it show fingerprints? How well will it handle modern transportation methods? Will it scratch or scuff?

## • Documentation

Regardless of the proof type, a Customer Proof form will accompany the proof. This form covers project information, proof dates, proof type, areas to examine, proof acceptance and includes a signature area. The proof with form serve to guide the project to the next step in the production process.

## • Proof Dates

Each proof statement contains an "Approve By Date" and a "Completion On Date". These dates used to keep your project on schedule and are detailed below.

### - Approve By Date

The "Approve By Date" is the date you must return the approved proof to us. All artwork errors and alterations must be corrected by this date. If the proof is approved and returned prior to this date, we may be able to accelerate your project deadline.

### - Deliver On Date

The "For Completion On" is the date scheduled for completion of the project.

## • Artwork Changes

All artwork is created based on detailed project specifications communicated during the estimating process. Sometimes, changes to the artwork are required to ensure the success of the project. The source of these changes will dictate whether or not additional graphics charges will be added to the project. The two types of changes are detailed below.

### - House Errors

A House Error is defined as any correction that is made to the artwork that was originally specified when the order was placed. The mistake might be as simple as a typographical error or as difficult as poorly scanned photograph. Regardless of the mistake, we will correct it at no additional cost to you. Once the correction is made, we will resubmit the artwork and proof to you for final approval.



- **Author Alterations**

An Author Alteration is defined as any alteration that is made to the artwork that was not originally specified when the order was placed. You might not like your original idea and would like us to change the artwork. We will gladly alter the artwork, but the additional graphics charges will be applied to your project. Once the correction is made, we will resubmit the artwork and proof to you for final approval.
- **Late Approved of Final Proof** - Once you place an order with us, your project is scheduled. Keeping your project on schedule is a team effort, which includes you. If you require additional proofing time and miss the "Approve By Date", you have two options regarding project completion.
  - **Revised Schedule**

This option involves revising the production schedule by extending the deadline the same number of days the approved proof was delayed. If the deadline can be extended, we will process the order based on a new, attainable deadline. Because this option provides the same number of production days originally estimated, there are no additional charges applied to the work order. This option works for soft deadlines, but not for hard deadlines.
  - **Same Schedule with "Rush" Turnaround**

This option involves accelerating the production process to meet the original production deadline. Because this option provides fewer production days than originally estimated, the project will be repriced based on "Rush" turnaround.

## Packaging

A project is not truly completed until it is delivered to and approved by the end user. The packaging policies and practices listed below will help you understand how we both can reach this goal.

- **Method** - Three methods are available for packaging your project.
  - **Corrugated Cartons**

Corrugated cartons are best used when the end user needs a small handling unit with ample protection and stackability. Material that will be stored and distributed in an office environment is best packaged in cartons. You may specify the exact product count per carton or you may request "Carton Pack Convenient". The latter allows us to pack the best quantity per carton based upon the size and type of project. Your material will be packaged in non-descript, kraft-colored cartons. Neither the carton nor contents label will be marked with our company information or logo.
  - **Gaylords**

A gaylord consist of a corrugated wall that runs just inside the perimeter of the four edges of the pallet topped with a corrugated ceiling panel. This is a great option when your material will be further processed and the use of corrugated cartons is a nuisance. Once the material is carefully stacked in the gaylord and the ceiling panel is placed, the gaylord is secured to the pallet with strapping and wrapped in clear stretch film. This method requires the appropriate material handling equipment (ie. loading dock, lift gate, fork lift or pallet jack) at the receiving destination.
  - **Pallets**

Pallets are best used to easily and quickly move a large number of cartons. The cartons are carefully stacked on the pallet, secured with corner boards and strapping and wrapped in clear stretch film. This method requires the appropriate material handling equipment (ie. loading dock, lift gate, fork lift or pallet jack) at the receiving destination.

- **Product Protection** - Material that is prone to transit damage should use some form of protection as detailed below. Each option will add to the final cost of your project and should be discussed during the estimating process.
  - **Shrink Wrapping**  
Despite the thinness of the shrink wrap film, shrink wrapping your finished material nearly eliminates damage caused by the "sanding effect" of sheets moving against each other during transportation. The pieces are locked together within the package and have no place to move.
  - **Paper Separator Sheets**  
A paper separator sheets can be placed between each finished item or bound before the front cover of a document. This sheet is removed prior to using the item. It may be as inexpensive as 20# bond or as expensive as a super-smooth coated sheet.
  - **Foam Separator Sheets**  
Depending on the project, a foam separator sheet is a very effective, yet expensive means to protect your finished item.

## Shipping and Receiving/Transportation

A well packaged project serves no purpose until it is delivered. The policies and practices below will be used to handle the transportation requirements of your project.

- **Dock** - Our shipping and receiving department is here to help with your transportation needs based on the following hours and access options.
  - **Hours**  
Our shipping and receiving department is open between the hours of 8:30 am and 5:00 pm EST.
  - **Access**  
Two options are available when picking up or delivering projects:
    - a) **Car/Van Dock** - We have several ground level docks for car and van transportation.
    - b) **Truck Dock** - We also have a standard-height dock for straight truck and semi-trailer truck transportation.
- **Terms** - All projects are estimated and produced based on our transportation terms "F.O.B. Origin, Freight Prepaid & Add". This designation is detailed below.
  - **Transportation Costs**  
The seller pays transportation costs and adds these costs to the buyer's invoice.
  - **Title and Control**  
The buyer assumes title and control of the material at the point the transportation company representative signs our delivery paperwork or bill of lading. This control allows the buyer to change delivery routing as needed. Additionally, the buyer is responsible for making claims due to loss or damage.
- **Methods** - Several methods are available for transporting your material. Each is detailed below.
  - **Customer Pick Up**  
When immediate access to a completed project is necessary, local pick up is a great method during normal shipping and receiving hours.
    - a) **Inbound** - This is a convenient and economical method for local resellers.
    - b) **Outbound** - This is our default outbound method, unless another form of transportation is communicated.



- **Courier**

Like customer pick up, couriers can provide quick response to your local transportation needs.

- a) **Inbound** - This is a convenient and economical method for local resellers. As this is not a default transportation method, resellers need to work directly with their couriers.
- b) **Outbound** - As this is not a default transportation method, resellers need to work directly with their couriers.

- **Common Carrier**

Common carriers like UPS, FedEx and DHL provide a broad range of transportation services.

- a) **Inbound** - This is a convenient and economical method for regional and national resellers. As this is not a default transportation method, resellers will need to work directly with their carriers.
- b) **Outbound** - UPS Ground is our default shipping method for next-day to seven-day regional and national shipments of unpalletized projects. Carrier deliveries are made Monday through Friday with additional arrangements required for Saturday delivery. If Saturday delivery is requested and the shipment is undeliverable, the additional charges will not be refunded. You may choose an alternative carrier, but will need to work directly with the company for documentation (Customs paperwork, etc.) and scheduling. Additionally, you may provide your own account number to be used exclusively for your UPS shipments from our facility.

- **Trucking Company**

Truck-based shipping usually provides lower transportation costs with less damage when shipping larger projects.

- a) **Inbound** - This is a convenient and economical method for resellers moving palletized projects. As this is not a default transportation method, resellers need to work directly with their trucking companies.
- b) **Outbound** - UPS Freight is our default LTL shipping method for next-day to seven-day local, regional and national shipments of palletized projects. Freight deliveries are made Monday through Friday with additional arrangements required for weekend delivery. If weekend delivery is requested and the shipment is undeliverable, the additional charges will not be refunded. You may choose an alternative trucking company, but will need to work directly with the company for documentation (Bill of Lading, customs paperwork, etc.) and scheduling. Additionally, you may provide your own account number to be used exclusively for your UPS LTL shipments from our facility. This method is used under the following circumstances.
  - 1) You direct us to ship on a pallet, or
  - 2) The number of cartons required to package your project makes LTL shipping less expensive than common carrier shipping, and
  - 3) The receiving location has the appropriate material handling equipment (ie. loading dock, fork lift or pallet jack)

- **Carton and Skid Preparation** - We can prepare your cartons, skids and content labels one of two ways.

- **Standard Shipment**

This option is most often used when a project will be shipped back to the reseller for inspection or to another trade company for additional processing. The recipient will see that it came from American Printcraft.

- a) **Shipping Labels** - Our company name and return address are printed on the shipping labels.
- b) **Content Labels** - The quantity contained within and the project title or short description of the contents is printed on the content labels.

- **Blind Shipment**

This option is most often used when a project will be shipped directly to the end user. The recipient will see that it came from your company.

  - a) **Shipping Labels** - Your company name and return address are printed on the shipping labels.
  - b) **Content Labels** - The quantity contained within and the project title or short description of the contents is printed on the content labels. Standard shipment labels are handled as follows.
- **Drop Shipments** - To minimize transportation time, we can drop ship your project to any address you wish. The shipping preparation fee will added to your invoice for each address.
- **Split Shipments** - We can split ship your project to multiple locations. Be sure to include a complete and correct list with quantities, contacts, addresses, phone numbers and if the shipment will be shipped blind. The shipping preparation fee will added to your invoice for each address. Additionally, all shipper fees incurred due to incorrect information will be charged to your invoice.
- **Tracking** - You may track the transportation of your project via the link in your shipping notification email or by contacting our customer service department.

## Invoicing

Our focus on quality does not end with the finished project. It continues into the accounting process as well. We use the following policies and practices when handling invoicing.

- **Minimum Invoice Amount** - We have a minimum invoice amount of \$25.00. Project work orders less than this will be invoiced at the \$25.00 minimum.
- **Purchase Order Numbers** - Purchase orders are a great accounting tool used to communicate and track job costs. If you use purchase orders and require the respective number be included on all job documents, please let us know. We can code our production management software to require the entry of your number prior to printing your work order. If a number is not required, the requisitioner's name will be used instead.
- **Work Order Reconciliation** - Upon placing your order, we convert your original estimate to a work order. The work order flows with your project through the production process. As services are provided, notes are recorded on the work order relative to the service. Additional services required to correctly process your project are also recorded. Once the production process is complete and you have received your project, we reconcile your work order as follows.
  - **Quantity Updates** - Unless otherwise specified, our default overrun and underrun policy of "Standard Trade Practice" will be used when recording quantities for each line item of your project. You can change this for future projects by contacting your Customer Service Representative.
  - **Additional Required Services** - We realize some projects arrive without all pertinent job specifications communicated. This situation is most often resolved during the estimating process, as we attempt to pinpoint the exact services required to process the job. Quite often though, a project will enter production requiring additional services to properly complete. Additionally, projects arrive that were not processed according to our directions or guidelines. For example, a job may need additional trimming due to undisclosed bleeds or poor cutting accuracy on the part of the original knife operator. Regardless, if additional services are required to correctly process your project, these additional services will be added to your invoice.

- **Additional and/or Updated Supplies** - Estimates are based on defined specifications and the production process proves how accurate these specifications are. It's not uncommon for us to use a different supply size or amount to correctly produce your project. These changes are recorded and may increase or decrease the final price of your project.
- **Manufacturer Fees** - Special manufacturer fees will have an impact on your final invoice as follows.
  - a) **Material Price Increases** - Projects based on estimates older than 30 days old may need to be adjusted to cover higher materials costs.
  - b) **Minimum Order Fees** - A Minimum Order Fee (Small Order Fee) passed to us by the manufacturer or distributor will be passed directly to your invoice.
  - c) **Restocking Fee** - The standard restocking fee of 20% will be invoiced when special-order supplies are ordered, received and not used in a project that is either changed or canceled.
- **Transportation Fees** - Transportation fees can dramatically affect your final invoice price. We will handle them as follows.
  - a) **Shipping Preparation Fee** - Any project shipped via common carrier or trucking company will incur a shipping preparation fee of \$7.50 per address. This fee covers the cost to prepare shipper paperwork and will be added to your invoice.
  - b) **Base Carrier Fees** - All fees incurred in the transportation of your project are charged to your invoice without markup.
  - c) **Special Handling** - Additional fees incurred to deliver your shipment will be charged to your invoice without markup. These may include, but are not limited to, fees for "Residential Delivery" "Lift-gate Service", "Inside Delivery", "Notification", "Special Vehicles", "Waiting" and "Saturday Delivery".
- **Sales Tax** - Your project will be invoiced with sales taxed unless:
  - You will resell the project, and
  - You provide us a completed Tax Exemption Certificate. You can download this from our website [www.americanprintcraft.com](http://www.americanprintcraft.com) and return it via email, fax, mail or office visit.

## Payment

Several invoice payment options are available for our customers. Policies and practices for each are detailed below.

- **C.O.D.** - Payment terms will remain C.O.D. until a credit application has been processed and approved. The speed of this process is dependent upon how quickly credit reference respond. Until then, you have the following options.
  - **Cash** - We accept cash payments for both trade and retail invoices.
  - **Company Checks** - Current customers may pay with company checks from mature accounts. We do not accept starter checks.
  - **Credit Cards** - We accept VISA, MasterCard, Discover and American Express.
- **Credit Accounts** - Credit accounts terms are detailed.
  - Credit accounts are offered to trade companies with positive credit history that resell our products and services. Retail customers/end-users may pay with cash, check or credit/debit cards.
  - Credit accounts are offered based on an annual purchase commitment of \$2400.00. Credit accounts not meeting this yearly commitment may be moved to C.O.D. status.
  - Payment status remains C.O.D until the application is processed and approved.
  - Regardless of the end user's payment cycle, invoices are due in full, not in installments, based on credit terms of net 30 (n/30).

- Early payment discounts are not available.
- Invoices are the financial responsibility of the organization which established the credit account. They may not be forwarded to end users for payment.
- Finance charges on invoices older than 30 days will accrue at 1.5% per month.
- Credit accounts with an outstanding invoice over 90 days old must pay all invoices over 60 days old to regain credit account privileges. All customer work-in-process and customer-owned supplies will be held on this account until the account is brought current.
- An invoice that is unpaid at 120 days will be sent to an attorney or agency for collection. All customer work-in-process and customer-owned supplies will be held on this account until the account is brought current.
- An annual credit history/sales commitment review will be completed to determine if credit privileges will be extended into the next period. Accounts that are current with a payment cycle average equal to or less than 60 days that have met the annual purchase commitment will continue with credit privileges. All other accounts will be converted to C.O.D.

- **Returned Check Fee** - A \$25.00 NSF fee will be charged per returned check.

### **Project Quality**

We want you to be completely satisfied with the quality of your project and stand ready to assist you with any issues. The following policies and practices will be used to handle project quality issues.

- **Quality Assurance** - Our primary goal is to provide you with only the highest quality solutions. We use excellent raw materials, the best tools-of-the trade, systemized quality assurance methods and a highly skilled team to maximize the quality of your project. We stand behind our craftsmanship and guarantee to cure any defect in our work product from process issues to supplies failures.
- **Project Inspection** - We have an unmatched reputation for producing high-quality projects; however, it is your responsibility to visually inspect the completed project prior to receipt by the end user. If we are drop shipping the project, your inspection needs to happen at our location before the transportation company picks up the project.
- **Quality Review Period** - To minimize complaints from issues beyond our control (ie. the end-users storage environment, handling practices and transportation methods), all quality claims must be reported within 30 days from the end-user's receipt of the project.
- **Quality Issues** - Despite our best efforts to catch quality issues during the production process, a project might reach the end user with an issue. This occurrence is extremely rare and will be handled as follows.
  - **Fact Gathering**  
The quality claim begins with fact gathering that details the failure. These facts can be communicated via email or phone and should include the following.
    - a) **Project Identification** - We need to identify the project using our work order/invoice/delivery ticket number or your purchase order number.
    - b) **Detailed Explanation** - We need to know what the issue is and why the finished product does not meet your specifications.
    - c) **Affected Quantity** - We need to identify the overall quantity of failed pieces. Did this issue affect only a few pieces or did it affect the majority of pieces?

**- Inspection**

In addition to facts, we need visual information regarding the failure. This can be provided efficiently in one of two ways.

- b) **Samples** - The best inspection is when we can hold and inspect the actual failed piece(s). This inspection provides the best opportunity to determine what happened and how we can most efficiently remedy the issue. This will involve transporting the piece(s) back to us, unless further damage will be incurred or the costs are prohibitive,
- a) **Photographs** - If we cannot get samples, photographs are the next best thing. These should be from multiple angles to best show all parts of the failure.

**- Final Determination**

The final outcome of the review and inspection process depends on the production source and correction costs. We will most often choose the least expensive corrective action as dictated below.

- a) **Our Manufacturing Process** - If the failure was due to our manufacturing process, three options are available.
  - 1) **Do Nothing** - If the overage quantity covers the issue quantity, the project is considered correct and complete. We will update your invoice with the correct quantity and reissue a new invoice. If the invoice has already been paid, we will issue the credit for a future invoice.
  - 2) **Ship and Fix** - If the overage quantity does not cover the issue quantity and the finished product is salvageable and shipping makes economic sense, the issue quantity will be shipped back and we will correct the issue. We reserve the right to make this decision based on our own cost and time frame analysis.
  - 3) **Consider a Total Loss** - If the overage quantity does not cover the issue quantity and the finished product is not salvageable or shipping does not make economic sense, the project is considered a total loss. Our liability is limited to "actual job costs". We will not pay "wholesale or retail markup" or "penalty fees". Once job cost figures are determined and agreed upon, your reimbursement will come in the form of a dollar-for-dollar charge-back to the associated invoice or dollar-for-dollar credit for a future invoice. Additionally, we reserve the right to review job cost information upon request.
- b) **Our Production Materials** - If the failure was due to our manufacturing materials, three options are available.
  - 1) **Do Nothing** - If the overage quantity covers the issue quantity, the project is considered correct and complete. We will update your invoice with the correct quantity and reissue a new invoice. If the invoice has already been paid, we will issue the credit for a future invoice.
  - 2) **Ship and Fix** - If the overage quantity does not cover the issue quantity and the finished product is salvageable and shipping makes economic sense, the issue quantity will be shipped back and we will correct the issue. We reserve the right to make this decision based on our own cost and time frame analysis.
  - 3) **Consider a Total Loss** - If the overage quantity does not cover the issue quantity and the finished product is not salvageable or shipping does not make economic sense, the project is considered a total loss. Our liability is limited to "actual job costs". We will not pay "wholesale or retail markup" or "penalty fees". Once job cost figures are determined and agreed upon, your reimbursement will come in the form of a dollar-for-dollar

charge-back to the associated invoice or dollar-for-dollar credit for a future invoice. Additionally, we reserve the right to review job cost information upon request.

- c) **Your Supplied Materials** - If the failure was due to your manufacturing process or materials, three options are available.
- 1) **Do Nothing** - If the overage quantity covers the issue quantity, the project is considered correct and complete.
  - 2) **Ship and Fix** - If the overage quantity does not cover the issue quantity and the finished product is salvageable and shipping makes economic sense, you may decide to have the issue quantity shipped back to our facility for correction. You will be responsible for arranging and paying for transportation. Additionally, you will be financially responsible for all services required to correct your project. Our policy is to provide "goodwill" pricing for these types of reruns.
  - 3) **Consider a Total Loss** - If the overage quantity does not cover the issue quantity and the finished product is not salvageable or shipping does not make economic sense, the project is considered a total loss. You will need to reproduce your part of the project and deliver it to our facility for finishing. Additionally, you will be financially responsible for all services required to finish the replacement project. Our policy is to provide "goodwill" pricing for these types of reruns.

- **Transit Damage** - The greatest potential for loss to your project comes from transit damage. This is an unfortunate reality of modern transportation processes and volumes. Carefully review the following to gain an understand of how these issues are prevented and resolved.

- **Cause**

Transit damage comes in many forms. It may be contributory damage as a result of poor handling (ie. carton dropped from conveyor or carton punctured by forks on a lift truck) or non-contributory damage from normal and proper handling (ie. scratching ("sanding") of sheets by road vibration combined with press powders used in the printing process). Regardless, elimination of transit damage should be planned into the project right from the start.

- **Prevention**

Regardless of how well we package your material, transit damage prevention involves decisions from stock selection and imaging process to product protection and shipping method. If you provide a project for finishing, you are in the best position to understand the characteristics of the paper and imaging process combination. This understanding must drive your packaging and transportation decisions, with a focus on minimizing transit damage from normal and proper handling. If your project requires special handling and packaging, these requirements must be communicated with original project specifications and incorporated into your estimate. If omitted prior to estimating, these requirements must be communicated prior to starting your project. **Remember, it is solely your responsibility to communicate special handling, packaging and insurance needs. In the event that damage does occur from normal and proper handling, we will help you process any claim, but will not be held financially responsible for any loss.**

- **Insurance**

Insurance is handled differently by each transportation company. **As your risk of loss is greatest during transportation, it is imperative for you to consider the following when planning project transportation.**



- a) **Common Carriers** - Each common carrier provides a base level of insurance built into the default price of the shipment. Additional insurance is provided as the declared value increases. **We will ship your project using the carrier's default level of insurance and will not provide additional transit insurance unless otherwise directed. It is solely your responsibility to communicate the declared value and additional insurance needs prior to us preparing your shipping documentation.**
- b) **Trucking Companies** - Trucking companies provide insurance based on a combination of weight, class and declared value of the shipment. For instance, a trucking company may pay \$6.40 per 100 pounds of the actual weight based on a specified class. Financial loss over and above this dollar computation will not be paid by the carrier. **We will ship your project using the trucking company's default level of insurance and will not provide additional transit insurance unless otherwise directed. It is solely your responsibility to communicate the declared value, correct class and additional insurance needs prior to us preparing your shipping documentation.**
- **Material Inspection**  
Upon arrival, we recommend that you open and inspect all cartons to ensure that your material has not been damaged in transit. If you find damage, take photographs, mark the shipping documents "Received Damaged" and keep the shipping container and material for further inspection. If the damage to the carton(s), container(s) or pallet(s) is obvious through visual inspection, mark the shipping documents "Received Damaged" and take photographs prior to opening and inspecting the material. These photos will be needed when processing the damage claim.
- **Claims Period**  
The policy for most transportation companies is for a claim for loss due to damage, shortages, delays or lost packages to be reported in writing within 10 days from the date of delivery.
- **Remedy**  
As detailed in the "Shipping and Receiving/Transportation" section, all projects are estimated and produced based on our transportation terms "F.O.B. Origin, Freight Prepaid & Add". This designation passes title and control of the shipment to the buyer once the transportation company picks up the material. We will assist you in every aspect of the claims process, except for the assumption of liability.
- **Service Life and Shelf Life** - Every product you buy has both a service life and shelf life. Both are explained below.
  - **Service Life**  
Service life is the period of time the product will be used for its intended purpose. It is affected by the frequency of use and the conditions it faces. For example, a paper menu will need to be replaced much more often than a laminated menu. A laminated menu will last much longer if it is cleaned with a damp cloth versus washed in a dishwasher. If a product we manufacturer fails during usage, part of our review will include determining if its useful life has expired. We will base this decision on the question "What is a reasonable service life for this item based on its usage conditions and production materials?". If the item is used outside the scope of its intended use or the materials specified to produce the item cannot handle the current use, we will not accept liability for the failure.
  - **Shelf Life**  
Shelf life is the period of time the product will be stored prior to use. It is affected by storage conditions (temperature and humidity), the care and

frequency of handling during moves and by the shelf lives of the materials used to produce the item. For example, a packing pass applied to a windshield with extended-liner tape might not adhere to its intended surface if it has been stored in the trunk of a traveling salesperson for six months. If a product we manufacturer fails prior to usage, part of our review will include determining if its shelf life has expired. We will base this decision on the question "What is a reasonable shelf life for this item based on its storage conditions and production materials?". If the item has been stored for a long period of time or in conditions that reduce its shelf life, we will not accept liability for the failure.

### **Project Confidentiality and Account Privacy**

Providing quality solutions is simply not enough. Trust in the way we handle your material to the way we handle your data is equally important. Review the following to understand how we gain and hold your trust.

- **Project Confidentiality** - We stand ready to ensure the confidentiality of your projects, but must first understand which projects are designated confidential. As a whole, your project can be designated one of two ways.
  - **Confidential Designation** - Projects designated "Confidential" should be discussed during the estimating process. This provides you the opportunity to share your confidentiality expectations and allows us to cover additional costs required to meet these expectations. If this discussion does not happen during estimating or the confidential nature of the project changes, it must happen prior to your material arriving at our facility. This discussion will cover, but is not limited to, the following.
    - a) **Employee Commitment** - Each team member is required to sign a confidentiality agreement as a condition of employment. Team members are required to avoid discussing the existence of or details pertaining to confidential projects. Additionally, we will collect the cell phones of team members prior to their time working on your project. Access to phones returns once the team member has completed his/her portion of your project.
    - b) **Quarantine** - To further ensure the confidentiality of your project, we will limit access to the project by only those team members required. Team members not required for the project, vendor representatives and prospective customers will not have access to your project.
    - c) **Security Guards** - If your project is so confidential that you need to provide security guards to follow the project through the production process, let us know prior to your material arriving at our facility.
  - **Non-confidential Default** - A project arriving at our facility without the "Confidential" designation is considered non-confidential by default. These projects are handled as follows.
    - a) **Access** - Non-confidential projects will flow normally through our production process without team member, vendor representative or prospective customer access limitations.
    - b) **Rights to Promote** - Unless your project is designated "Confidential" or otherwise stated in writing at the time your order is placed, we reserve the right to use actual finished products and images to promote our quality and craftsmanship. Images may be used for self-promotion including, but not limited to, brochures, sales sheets, catalogs, price lists, displays, web sites and samples programs. We will not use material you have designated as "Confidential" and will attempt to avoid using material that may be confidential in nature (catalogs, price lists, equipment documentation, etc.).



- **Account Information Privacy** - You may provide both public and non-public personal information during a typical business transaction. We will guard and handle this information as follows.
  - **Public Information**  
Public information including business contacts, addresses, telecommunication numbers, email address may be used for marketing purposes and shared with a sister or 3rd party company.
  - **Non-public Information**  
Non-public information including credit account and credit card information will be held in strict confidence. This information will not be used for any purpose other than to process your purchases.
    - a) **Customer Account Information** - All confidential customer account information is either stored on password-protected computers or locked in a high-security location.
    - b) **Credit Card Information** - The secure handling of online credit card information is a top priority. We ensure the security of your credit card purchases as follows. We ...e.
      - 1) Use a reputable online credit card processor to handle your online purchases. We do not have access to the credit card information you enter for these online purchases.
      - 2) Use a secure credit card terminal to handle face-to-face (card present) and faxed (card not present) credit card payments.
      - 3) Use a credit card authorization form listing specific invoices for payments made outside our office.
      - 4) Email payment confirmation that is void of specific credit card information.

## **Web Site**

We value and appreciate the time you spend on our website. Like our brick-and-mortar location, this site also has policies to help guide your usage.

- **Purpose** - The American Printcraft web site is provided for the private use by current and prospective customers of American Printcraft, Inc. Companies and organizations providing similar services are considered competitors and are not welcome to use any part of this site.
- **Copyright Statement** - The American Printcraft web site contains original content as well as specifications provided by our manufacturers. All information on this site is copyrighted and may not be used in part or in full without the express written consent American Printcraft, Inc.
- **File Download Terms and Conditions** - The digital artwork accessed within the American Printcraft web site is the sole intellectual property of American Printcraft, Inc. American Printcraft provides these files for customers and prospects only. They are not provided for use by other printers or print finishers. American Printcraft grants you a 30-day license for the use of these die template files. If the 30-day period expires without a respective job, the registered user will be invoiced a D.O. (Download Only) Fee. Without exception, you are not authorized to make this file available on any web site, or otherwise distribute, reproduce, copy or transmit in any form or by any means, electronic or mechanical, without the express written consent of American Printcraft, Inc., Charlotte, NC.
- **Third-party Links** - We welcome links to the American Printcraft web site, but only through a written application process. Links should not be made to this site without the express written consent of American Printcraft, Inc.

- **Data Collection, Usage, Sharing, Transfer, Storage, Retention, Security and Cookies** - HostGator.com provides general site hosting, forms processing, file downloads, file uploads and blog posting for this website. You can review the HostGator Privacy Policy covering these topics at [www.endurance.com/privacy/privacy](http://www.endurance.com/privacy/privacy).

# Credit Application and Purchase Agreement

## APPLICANT INFORMATION

Registered Organization Name \_\_\_\_\_

This is a:  Corporation  Partnership  Sole Proprietorship  Non-profit Organization Years in Business \_\_\_\_\_

Accounts Payable Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Shipping Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Estimated annual purchases (\$2400 Minimum to open account): \$  Do you have an order pending?  Yes  No

Resellers provide your State Sales & Use Tax Number here \_\_\_\_\_ and complete a Tax Exemption Certificate.

## CREDIT REFERENCES

Reference #1 \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact \_\_\_\_\_ Date Account Opened \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Reference #2 \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact \_\_\_\_\_ Date Account Opened \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Reference #3 \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact \_\_\_\_\_ Date Account Opened \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## CREDIT ACCOUNT TERMS

- Credit accounts are offered to trade companies with positive credit history that resell our products and services. Retail customers/end-users may pay with cash, check or credit/debit cards.
- Credit accounts are offered based on an annual purchase commitment of \$2400.00. Credit accounts not meeting this yearly commitment may be moved to C.O.D. status.
- Payment status remains C.O.D until the application is processed and approved.
- Regardless of the end user's payment cycle, invoices are due in full, not in installments, based on credit terms of net 30 (n/30).
- Early payment discounts are not available.
- Invoices are the financial responsibility of the organization which established the credit account. They may not be forwarded to end users for payment.
- Finance charges on invoices older than 30 days will accrue at 1.5% per month.
- Credit accounts with an outstanding invoice over 90 days old must pay all invoices over 60 days old to regain credit account privileges. All customer work-in-process and customer-owned supplies will be held on this account until the account is brought current.
- An invoice that is unpaid at 120 days will be sent to an attorney or agency for collection. All customer work-in-process and customer-owned supplies will be held on this account until the account is brought current.
- An annual credit history/sales commitment review will be completed to determine if credit privileges will be extended into the next period. Accounts that are current with a payment cycle average equal to or less than 60 days that have met the annual purchase commitment will continue with credit privileges. All other accounts will be converted to C.O.D.

## PURCHASE AGREEMENT

In consideration for obtaining credit account privileges from American Printcraft, the authorized signer with authority from the Registered Organization accepts the following.

- 1) All "Credit Account Terms" listed above, and
- 2) Financial responsibility for payment of all actual collection agency costs, attorney fees and court costs in the event that collection or legal action becomes necessary.

Name (Print) \_\_\_\_\_ Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

(Complete on Reverse)

**ACCOUNT DEFAULTS**

Are purchase orders required for all purchases?  Yes  No

What is your default Overrun/Underrun amount:  Standard 10%  No Overs  No Unders  Exact Quantity

What is your default Outbound Non-palletized Transportation method:  Customer Pick Up  Courier  UPS Ground

Other: \_\_\_\_\_  Use my account number: \_\_\_\_\_

Select your default Outbound Palletized Transportation method:  UPS Freight

Other: \_\_\_\_\_  Use my account number: \_\_\_\_\_

**ADDITIONAL ACCOUNT NOTES**

# Streamlined Sales and Use Tax Agreement

## Certificate of Exemption

This is a multi-state form. Not all states allow all exemptions listed on this form. Purchasers are responsible for knowing if they qualify to claim exemption from tax in the state that would otherwise be due tax on this sale. The seller may be required to provide this exemption certificate (or data elements required on the form) to a state that would otherwise be due tax on this sale.

The purchaser will be held liable for any tax and interest, and possibly civil and criminal penalties imposed by the member state, if the purchaser is not eligible to claim this exemption. A seller may not accept a certificate of exemption for an entity-based exemption on a sale made at a location operated by the seller within the designated state if the state does not allow such an entity-based exemption.

- 1**  Check if you are attaching the Multistate Supplemental form.  
 If not, enter the two-letter postal abbreviation for the state under whose laws you are claiming exemption.
- 2**  Check if this certificate is for a single purchase and enter the related invoice/purchase order # \_\_\_\_\_.

**3 Please print**

Name of purchaser \_\_\_\_\_

---

Business address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

---

Purchaser's tax ID number \_\_\_\_\_ State of issue \_\_\_\_\_ Country of issue \_\_\_\_\_

---

If no tax ID number, enter one of the following:	FEIN	Driver's license number/State issued ID number <i>state of issue</i> <i>number</i>	Foreign diplomat number
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Name of seller from whom you are purchasing, leasing, or renting \_\_\_\_\_

---

Seller's address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

---

**4 Type of business.** Check the number that describes your business.

- |  |  |
|--|--|
| <input type="checkbox"/> 01 Accommodation and food services              | <input type="checkbox"/> 11 Transportation and warehousing     |
| <input type="checkbox"/> 02 Agricultural, forestry, fishing, and hunting | <input type="checkbox"/> 12 Utilities                          |
| <input type="checkbox"/> 03 Construction                                 | <input type="checkbox"/> 13 Wholesale trade                    |
| <input type="checkbox"/> 04 Finance and insurance                        | <input type="checkbox"/> 14 Business services                  |
| <input type="checkbox"/> 05 Information, publishing, and communications  | <input type="checkbox"/> 15 Professional services              |
| <input type="checkbox"/> 06 Manufacturing                                | <input type="checkbox"/> 16 Education and health-care services |
| <input type="checkbox"/> 07 Mining                                       | <input type="checkbox"/> 17 Nonprofit organization             |
| <input type="checkbox"/> 08 Real estate                                  | <input type="checkbox"/> 18 Government                         |
| <input type="checkbox"/> 09 Rental and leasing                           | <input type="checkbox"/> 19 Not a business                     |
| <input type="checkbox"/> 10 Retail trade                                 | <input type="checkbox"/> 20 Other ( <i>explain</i> ) _____     |

**5 Reason for exemption.** Check the letter that identifies the reason for the exemption.

- |   |  |
|---|--|
| <input type="checkbox"/> A Federal government ( <i>department</i> ) _____ | <input type="checkbox"/> H Agricultural production # _____             |
| <input type="checkbox"/> B State _____ government ( <i>name</i> ) _____   | <input type="checkbox"/> I Industrial production/manufacturing # _____ |
| <input type="checkbox"/> C Tribal government ( <i>name</i> ) _____        | <input type="checkbox"/> J Direct pay permit # _____                   |
| <input type="checkbox"/> D Foreign diplomat # _____                       | <input type="checkbox"/> K Direct mail # _____                         |
| <input type="checkbox"/> E _____  | <input type="checkbox"/> L Other ( <i>explain</i> ) _____              |
| <input type="checkbox"/> F _____  |  |
| <input type="checkbox"/> G Resale # _____                                 |  |

**6 Sign here.** I declare that the information on this certificate is correct and complete to the best of my knowledge and belief.

Signature of authorized purchaser \_\_\_\_\_ Print name here \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

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# Streamlined Sales and Use Tax Agreement

## Certificate of Exemption: Multistate Supplemental

\_\_\_\_\_  
Name of purchaser

State	Reason for exemption	Identification number (if required)
AR*	_____	_____
IA	_____	_____
IN	_____	_____
KS	_____	_____
KY	_____	_____
MI	_____	_____
MN	_____	_____
NC	_____	_____
ND	_____	_____
NE	_____	_____
NJ	_____	_____
NV	_____	_____
OH	_____	_____
RI	_____	_____
OK	_____	_____
SD	_____	_____
TN*	_____	_____
UT	_____	_____
VT	_____	_____
WV	_____	_____
WY	_____	_____

\*SSUTA Direct Mail provision is not in effect for Arkansas and Tennessee.

# Streamlined Sales and Use Tax Agreement

## Certificate of Exemption Instructions

Use this form to claim exemption from sales tax on purchases of otherwise taxable items. The purchaser must complete all fields on the exemption certificate and provide the fully completed certificate to the seller in order to claim exemption.

**Warning to purchaser:** You are responsible for ensuring that you are eligible for the exemption you are claiming. You will be held liable for any tax and interest, and possibly penalties imposed by the member state due the tax on your purchase, if the purchase is not legally exempt.

### Purchaser instructions for completing the exemption certificate

1. Some purchasers may wish to complete a single certificate for multiple states where they conduct business and, regularly, make exempt purchases from the same seller. If you do, check the box on the front of the SSUTA Certificate of Exemption to indicate that you are attaching the *Multistate Supplemental* form on page 2.

**CAUTION:** Certificates completed with a multistate supplement may include non-member states of the SST Governing Board, provided those states have agreed to accept the SSUTA Certificate of Exemption. Both sellers and purchasers **MUST BE AWARE** that these additional non-member states may not have adopted the SSUTA provisions for Direct Mail. Additionally, completion of this certificate in its entirety may not fully relieve the seller from liability unless non-member states' requirements have been met.

If you are not attaching the *Multistate Supplemental* form, enter the two-letter postal abbreviation "NC" in the boxes provided if you are claiming an exemption from sales and use tax imposed by the State of North Carolina. If you are claiming an exemption from more than one member state, complete the *SSUTA Certificate of Exemption: Multistate Supplemental* form.

2. **Single purchase exemption certificate:** Check this box if this exemption certificate is being used for a single purchase. Include the invoice or purchase order number for the transaction.

If this box is not checked, this certificate will be treated as a blanket certificate. A blanket certificate continues in force so long as the purchaser is making recurring purchases (*at least one purchase within a period of twelve consecutive months*) or until otherwise cancelled by the purchaser.

3. **Purchaser information:** Complete the purchaser and seller information section, as requested. An identification number for you or your business must be included. Include your North Carolina sales and use tax account ID number or North Carolina sales and use tax exemption number, as appropriate. If a transaction does not require the use of a registration or exemption number, enter the Federal Employer Identification Number (FEIN) issued to your business, or if no FEIN is required, enter your personal driver's license number and the state that it is issued by. Foreign diplomats and consular personnel must enter the individual tax identification number shown on the sales tax exemption card issued to you by the United States Department of State's Office of Foreign Missions.

**Multistate Purchasers:** The purchaser should enter its headquarters address as its business address.

4. **Type of business:** Circle the number that best describes your business or organization. If none of the categories apply, circle number 20 and provide a brief description.
5. **Reason for exemption:** Circle the exemption that applies to your business and enter the additional information requested for that exemption. If the member state that is due tax on your purchase does not require the additional information requested for the exemption reason code circled, enter "NA" for not applicable on the appropriate line. If an exemption that is not listed applies, circle "L Other" and enter an explanation. The explanation for "L Other" must include a clear and concise explanation of the reason for the exemption claimed.

## Streamlined Sales and Use Tax Agreement

# Certificate of Exemption Instructions - Continued

**Multistate Purchasers:** Attach the *SSUTA Certificate of Exemption: Multistate Supplemental* form and indicate the applicable reason for exemption and identification number (if required) for each of the additional states in which the purchaser wishes to claim exemption from tax.

**CAUTION:** The exemptions listed are general exemptions most commonly allowed by member states. However, each state's laws governing exemptions are different. Not all of the reasons listed may be valid exemptions in the state in which you are claiming exemption. In addition, each state has other exemptions that are not listed on this form. To determine what sales and use tax exemptions are allowed in a particular state refer to the state's web site or other information available relating to their exemptions.

For information on exemption certificate procedures and exemption number requirements in North Carolina, see Section 52 of the Sales and Use Tax Technical Bulletins which can be found on the Department's website at [www.dornc.com](http://www.dornc.com), or you may contact the Taxpayer Assistance Division at 1-877-252-3052 (toll free).

**Seller:** You are required to maintain proper records of exempt transactions and provide those records to Member states of the SST Governing Board, Inc., when requested. These certificates may be provided in paper or electronic format. If a paper exemption certificate is not forwarded by the purchaser, but instead the data elements required on the form are otherwise captured by the seller, the seller must maintain such data and make it available to Member states in the form in which it is maintained by the seller.

You are relieved of the responsibility for collecting and remitting sales tax on the sale or sales for which the purchaser provided you with this exemption certificate, even if it is ultimately determined that the purchaser improperly claimed an exemption, provided all of the following conditions are met:

1. All fields on the exemption certificate are completed by the purchaser or the required information is captured and maintained;
2. The fully completed exemption certificate (or the required information) is provided to you at the time of sale or as otherwise provided by Section 317 of the SSUTA;
3. If the purchaser is claiming an entity-based exemption (i.e., an exemption based on who the purchaser is), the state that would otherwise be due the tax on the sale allows the specific entity-based exemption claimed by the purchaser if the purchase was made at a sale at a location operated by the seller within that state;
4. You do not fraudulently fail to collect the tax due; or
5. You do not solicit customers to unlawfully claim an exemption.







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