

## Online Ordering Guide

DYMO has created a custom label online ordering tool (<http://customlabels.dymo.com>) that makes ordering custom labels for the first time and re-ordering in the future easier than ever. Just create an account and you can get started creating your labels!

The ordering process is inclusive of just a few easy steps (“create a label”):

1. **MATERIAL:** Select your material / adhesive combination (see below for more detail on available options).
2. **SIZE:** Select your label size (over 180 sizes to choose from that work in your DYMO LabelWriter®).
  - Choose from a wide selection of custom sizes OR
  - Choose from a selection of “Specialty” labels. (Specialty labels have unique features such as perforations, additional die cuts (label sets) and unique shapes).
3. **DESIGN:** Select from one of four different label type options: a) blank, b) flood coated, c) watermark or d) designed. You can upload your logo, have your label flood coated or contact us and we will help design custom artwork for you.
4. Review and save your label

From “saved labels,” you can see pricing for your label (at different quantities) and can add your label to your cart for easy ordering. Next time you visit us online you will be able to log in and re-order in just a few clicks.

## Contact Information:

DYMO - A Newell Rubbermaid Brand  
 3 Glenlake Parkway, Atlanta, GA 30328  
 Attn: DYMO Custom Label Department

Email: [customlabels@dymo.com](mailto:customlabels@dymo.com)  
 Phone: 1-800-426-7827 Option 3  
 Website: <http://customlabels.dymo.com>

## Available Materials

The following materials and adhesives are available for custom labels. Note, the website defaults to “Standard Paper/ Permanent.”

Material	Adhesive	Ideal Use
<b>Standard Paper</b> Material that is used for a variety of applications	<b>Permanent</b>	A general purpose adhesive featuring excellent adhesion to a wide variety of “difficult to adhere to” surfaces. This is the adhesive used for most of our standard labels.
	<b>Repositionable</b>	Ultra-removable adhesive that does not leave residue.
	<b>Removable</b>	An excellent general purpose removable adhesive, with relatively stable adhesion. Recommended for applications where clean removability is of prime importance. Ideal for smooth flat surfaces.
	<b>Extra Permanent</b>	An aggressive industrial grade adhesive that complies with FDA 175.105. A rubber based adhesive with long term bond strength.
<b>Polypropylene</b> This tear resistant product has resistance to oils, fats, blood, alcohol and other solvents	<b>Permanent</b>	Excellent adhesion to a wide variety of “difficult to adhere to” surfaces. Permanent adhesive combined with Polypropylene material is great for cold / freezer applications.
	<b>Removable</b>	Easy to remove with relatively stable adhesion.
<b>Clear Polypropylene</b> Clear material with 24 hour water emulsion, resistance of oils, fats, blood alcohol and other solvents	<b>Permanent</b>	Excellent adhesion to a wide variety of “difficult to adhere to” surfaces.
<b>Tag Stock Paper*</b> Developed for name badges, appointment cards, shelf tags, inventory control, retail price marking and consumer tickets	<b>Non-Adhesive</b>	No adhesive qualities

\*Tag Stock Paper is available in select sizes (and some Tag sizes have clip holes or other special features). Select “White Tag/ Card stock” on website to see available sizes.

## Label Sizes

---

DYMO provides a large selection of custom sized labels as well as a variety of specialty sized and shaped labels. The labels can be sized to a maximum width of 2.3125" (or 4" if using a 4XL printer) and a maximum length of 9.75". For a full list of custom sizes please visit our website (<http://customlabels.dymo.com>).

## Custom Size – Software Templates

---

We have custom templates available for use with DYMO Label™ V.8 Software (DLS) to assist printing on custom labels. Please utilize DLS v.8 or later. DYMO Label v.8 System Requirements:

- Windows® XP, Windows Vista®, Windows® 7
- Mac OS® V10.4 or later

## Designed Label

---

You can select a blank label OR your DYMO Custom Labels can be preprinted with your own color graphics/logo. Options for pre-printed labels are as follows:

- **Designed Label:** Provide your own camera- ready artwork, artwork placement on label & color selection (see color details below)
- **Watermark Label:** Provide your own camera-ready watermark artwork & color selection (only one PANTONE® Color can be used for watermark logo).
- **Flood Coated Labels:** Solid flood-coated background on label (only one PANTONE® Color can be used for flood-coated labels)

If you need assistance with your artwork, DYMO can create camera-ready artwork for you (at a cost of \$250).

## Graphics

---

**Graphic Specifications:** Please provide camera-ready artwork for printing:

- 1) Illustrator.eps (v.6.0+) vector based file (with PANTONE® Colors or CMYK included) **OR**
- 2) High resolution/printer quality PDF file.

**Acceptable software:** Adobe® Illustrator®, Photoshop®, In Design® and Acrobat®, Macromedia® Freehand, Quark Xpress®.

**Additional Attachments:** Please include your font file(s) and any linked or placed files used in your artwork document.

**Font Details:** Both the screen and printer fonts are needed for Postscript fonts. Documents with all fonts outlined are usable without including fonts, but don't allow for editing. Minimum sizes are 4 pt. for positive type and 5 pt. for reverse type with most fonts.

### Graphic Details:

- Bleed: 1/16" beyond die line or crop marks – please remove excess or unused art.
- Copy placement should be 1/16" away from the label edge.
- Graduated screens 100% to 2%.
- Do not trap. Due to multiple presses and different specifications per press, we do all trapping in-house.
- DYMO cannot reproduce images that are trademarked or copyrighted unless you or the company you represent own the copyright to your own design or logo

### Art charges:

- Orders received with artwork meeting the above criteria will not be subject to art charges (otherwise, a \$250 art charge may apply).
- If you have not authorized art charges, DYMO will notify you before any changes are made to your artwork.
- If you have any questions about preparing your files, please contact [customlabels@dymo.com](mailto:customlabels@dymo.com).

### Artwork Approval:

- A digital pdf file will be e-mailed for final customer approval (size, positioning, spelling, etc ) prior to printing. (Note, for CMYK proofs, a hardcopy will be mailed for approval.)
- Note: shipment date of 10 - 15 business days is based upon receipt of your approval of artwork.

**Protective Coating Option:** A protective coating is available for pre-printed polypropylene labels. The coating helps protect color logos, graphics or flood coating from smudging and moisture.

## Color

---

### PANTONE MATCHING SYSTEM®

- PANTONE® Color names and numbers should be specified with each new order (1 to 4 colors may be used).
- Increasing the number of colors for your artwork will increase your final label price.
- If you do not have access to a PANTONE® guide, DYMO can match your color samples (as closely as possible).
- Note: some fluorescent, pastel and metallic PANTONE® colors are not available (insert color in website to see if available).

### CMYK inks

- Please indicate if you need CMYK colors for more precision in the graphic. (Note: CMYK colors are more expensive and require a 20,000 label minimum order quantity)
- CMYK is not available in the following material / adhesive combinations: Standard Paper with removable adhesive, Standard Paper with repositionable adhesive and Clear Polypropylene. Additionally, CMYK is not available in certain sizes. See website for availability.

### Printing Plates

- There is a \$75 one-time set-up charge for each PANTONE® printing plate. One printing plate is needed per color incl. black ink.
- There is a \$400 one-time set-up charge for CMYK printing plates.
- Plates are stored for reorders.

## Quantity

---

- Minimum order quantity for custom labels is approximately 5,000 labels for PANTONE® and 20,000 labels for CMYK.
- This quantity will vary depending on the type of label and quantity per roll. (DYMO does not ship partial rolls).
- DYMO reserves the right to ship and bill for +/-10% quantity ordered.
- The final price will not be reflected until the full order has been produced and shipped; upon shipment, the final quantity shipped and price will be available on your final invoice (see "order history" on website).

## Production Time

---

- Normal production time is 10 – 15 business days from order placement.
- If label requires artwork, ship date will be 10-15 business days from artwork approval date.
- Note: extremely detailed artwork and artwork that requires changes or modifications may require additional production time.
- Seasonal volume may also affect production time.

## Shipping

---

- DYMO ships based on your selected shipment option. You will receive notification once your order has been shipped via the email address provided in your account.
- DYMO will use your shipping account number if specified on order.

## Price

---

- Label price per roll is determined by your size, material, # of colors and quantity selected. There are no additional color charges.
- One-time charges may apply for artwork & printing plates (see Artwork & Color sections above).
- Shipping & handling and tax will be applied at the end of your order.
- As DYMO reserves the right to ship and bill for +/-10% of quantity ordered, the final order pricing will be revised at time of shipment to reflect the actual quantity shipped.
- DYMO reserves the right to modify pricing and the right to discontinue label sizes, materials and offerings.

## Payment

---

- DYMO accepts credit card payment (American Express®, VISA, MasterCard® or Discover®).
- If using a credit card, your order total +10% will be pre-authorized. That amount will drop within 72 hours. The total amount for your order plus any one time charges or over run charges (if applicable) will be charged to your credit card after your labels have been produced and shipped. A final invoice will then be available for you to view in your account screen on the website.
- Purchase orders are accepted for Sanford approved customers.
- Once a custom order has been processed, DYMO cannot offer credits and/or returns.