



WINGO
OUTDOORS

CHEEKY®

CUSTOM MERCHANDISE PROGRAM

North Point Brands – parent entity of **Wingo Outdoors** and **Cheeky Fishing** – is a leader in custom-designed products for numerous organizations: retailers, manufacturers, events, and non-profits. Custom printing on Wingo or Cheeky products can help build **your** brand. Ideal for promoting your business, enhancing your event, or generating revenue. Many Wingo and Cheeky products are available to customize - from belts and dog collars & leashes to socks and gloves. We can incorporate your logo into one of our existing patterns or create completely unique designs.



413-346-4002 | npb@northpointbrands.com



CUSTOM MERCHANDISE PROGRAM

PRODUCT	BRAND	MINIMUM ORDER QUANTITY (MOQ)	COST			MSRP	EST. LEAD TIME	OPTIONS	
			UNITS: MOQ - MOQ x2	UNITS: MOQ x2 - 3	UNITS: MOQ x3+				
Basecamp Rev Belt, 1.5" wide	Wingo or Private label	65	\$19.25	\$17.50	Pricing available upon request	\$35.00	4-8 weeks	2-sided	
Basecamp Rev Belt, 1" wide	Wingo or Private label	65	\$17.60	\$16.00		\$32.00	4-8 weeks	2-sided	
Dog Leash	Wingo or Private label	45	\$15.95	\$14.50		\$29.00	4-8 weeks		
Dog Collar	Wingo or Private label	145 S/M, 105 L/XL	\$13.75	\$12.50		\$25.00	4-8 weeks	2 sizes available	
Lanyard	Wingo or Private label	90	\$8.25	\$7.50		\$15.00	4-8 weeks		
Key Fob	Wingo or Private label	260	\$4.40	\$4.00		\$8.00	4-8 weeks		
Convertible Blanket	Wingo or Private label	200	\$70.95	\$64.50		\$129.00	10-15 weeks		
Microfiber Towel, Full Size	Wingo or Private label	200	\$20.90	\$19.00		\$38.00	10-15 weeks		
Microfiber Towel, Pack Size	Wingo or Private label	200	\$11.00	\$10.00		\$20.00	10-15 weeks		
Everyday Socks	Wingo or Private label	200 per size & design	\$8.80	\$8.00		\$16.00	8-12 weeks	2 sizes available	
Lunch Pack	Wingo or Private label	200	\$13.75	\$12.50	\$25.00	8-12 weeks			
Can Cooler	Wingo or Private label	300	\$2.75	\$2.50	\$5.00	8-12 weeks			
Eyewear Retainer	Wingo or Private label	300	\$2.75	\$2.50	\$5.00	8-12 weeks			
Cam Strap, 2 ft	Private label only	125	\$8.25	\$7.50	\$15.00	4-8 weeks			
Cam Strap, 4 ft	Private label only	70	\$11.00	\$10.00	\$20.00	4-8 weeks			
Cam Strap, 6 ft	Private label only	50	\$13.75	\$12.50	\$25.00	4-8 weeks			
Fly Fishing Reels	Cheeky or Private label	100 per model	Varies by model		Pricing available upon request	varies	16-20 weeks	4 series available	
Fly Reel Cases	Cheeky or Private label	200 per size & design	\$8.80	\$8.00		\$16.00	8-12 weeks	2 sizes available	
Wading Belt	Cheeky or private label	65	\$16.50	\$15.00		\$30.00	4-8 weeks		
Wading Socks	Cheeky or Private label	200 per size & design	\$16.50	\$15.00		\$30.00	8-12 weeks	4 sizes available	
Neck Gaiter	Cheeky or Private label	300	\$9.90	\$9.00		\$18.00	8-12 weeks		
Sun Gloves	Cheeky or Private label	300 per size & design	\$15.95	\$14.50		\$29.00	8-12 weeks	3 sizes available	
Stripping Guard	Cheeky or Private label	1000	N/A	N/A		\$1.50	\$3.00	8-12 weeks	3-pack option
License Plate Frame	Private label only	1000	N/A	N/A		\$10.00	\$20.00	8-12 weeks	

TERMS & CONDITIONS

Payment: 50% deposit due at the time of order, 50% balance due prior to shipment.

Design: No design fee if customer supplies art. \$50 design fee for Wingo's design services. (Up to 3 hours of design work. Additional charge may apply for additional design hours.)

Setup: \$40 art setup fee per design template. Waived for orders over \$500 and re-orders.

Branding: Pricing includes Wingo or Cheeky branding on most products in the form of a tag, label, or printed logo. Wingo or Cheeky branding can be replaced with a private label for a 200 unit MOQ (per SKU) and 5% fee.

Packaging: Pricing includes Wingo- or Cheeky- branded packaging or no packaging (product only). Custom packaging can be produced starting at a 200 unit MOQ (per SKU) and cost depends on product and total units.

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Design Specifications & Guidelines

PRODUCT TEMPLATES

All custom artwork files for Wingo and Cheeky products are created from a template unique to each product. Templates can be supplied to customers for design work at the start of a project. All product template files are in Adobe Illustrator (AI) file format and submitted artwork must follow these specifications:

1. No critical design elements outside the safe zones specified on the template (i.e. logos, text, critical graphics, etc.).
2. 300+ DPI image resolution. Output artwork file must be in vector file format (AI or PDF).
3. For webbing products, follow the end-to-end imaging guidelines below.

WEBBING PRODUCTS

Belts, Dog Collars, Dog Leashes, Cam Straps, Lanyards, Key Fobs

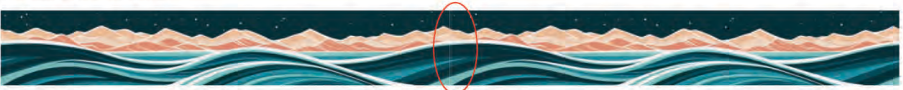
In addition to the specifications above, all custom artwork files for Wingo and Cheeky products made from webbing must follow matching end-to-end image guidelines to achieve seamless pattern printing. All Wingo webbing products are printed from art files exactly 12 inches in length. Products with a longer finished length are created by printing this 12-inch art file end-to-end, repeated over the length of the product. Example: A 4-foot belt or 6-foot dog leash. Designing graphics according to this concept of repeated design is fundamental to achieving a seamless pattern on the final product.

EXAMPLE:

Original 12" art file:



Art file end-to-end:



Note: There is no visible seam in the pattern when the art file is printed end-to-end because the design at the left edge of the original 12-inch art template aligns **precisely** with the design at the right edge design of the template file. The result is a seamless repeating pattern.