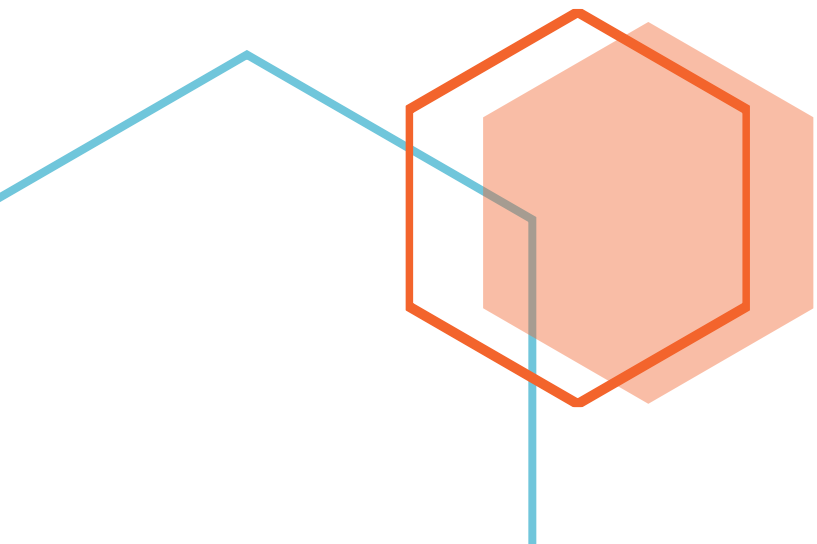# Chapter 1:

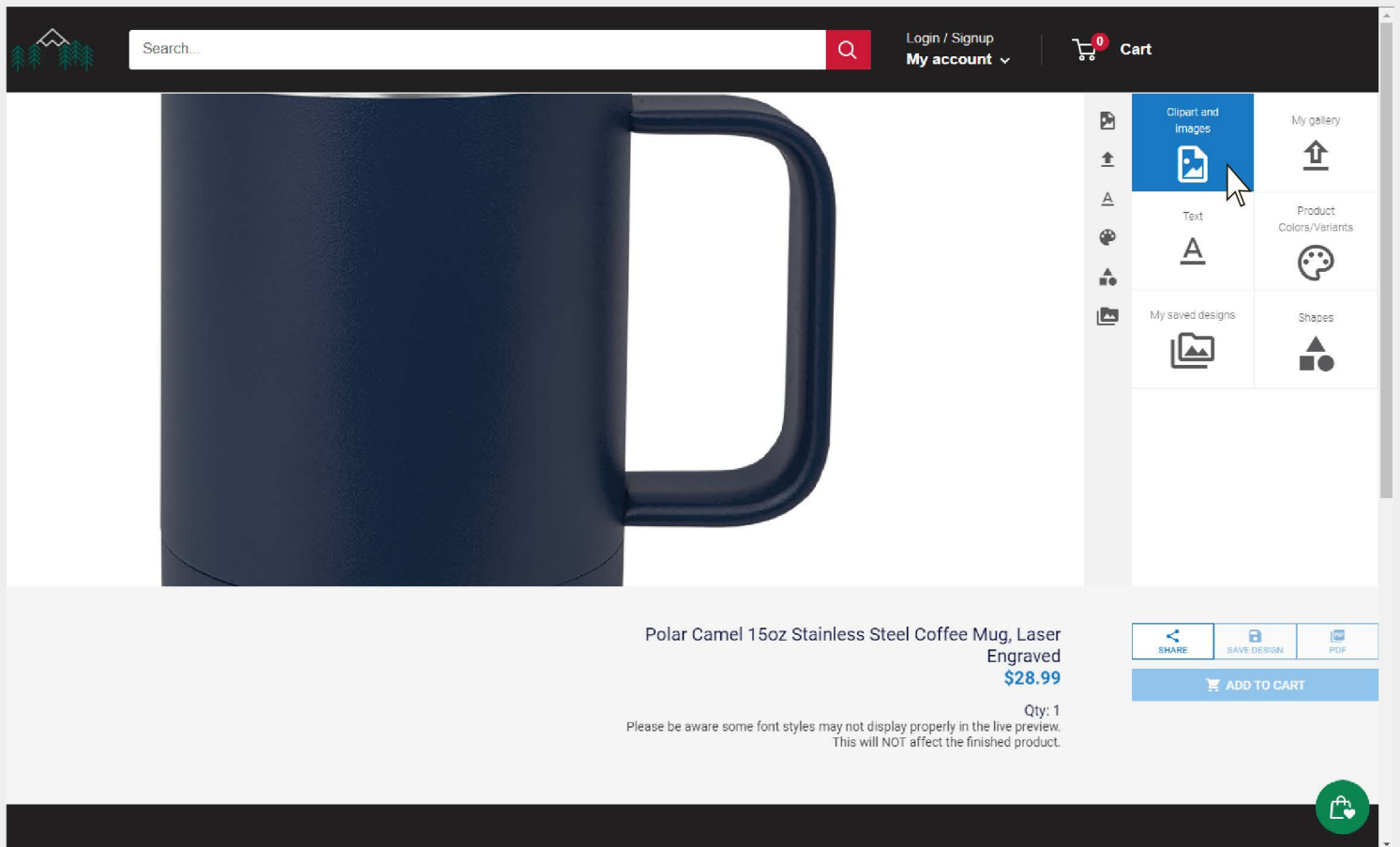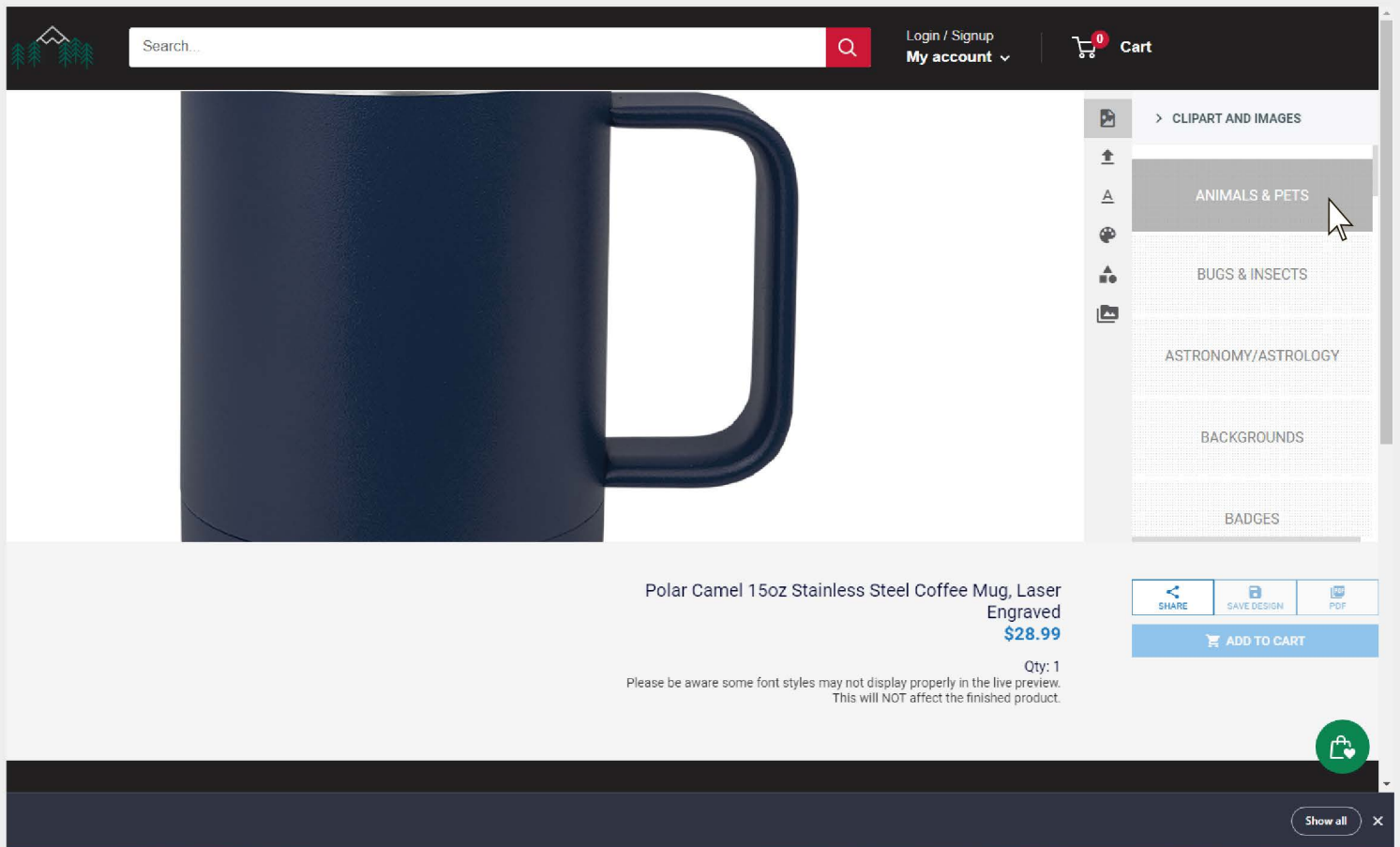**Basic Controls**

Step 1: Search through our design library

To search through our library of preformatted designs, simply select the 'Clipart and Images' button located on the right side of the menu

Step 2: Select a category

Select one of the broad categories to explore the available artwork.

Step 3: Select a design

Select a design to load it into the live preview

Step 4: Artboard, zoom, customizable surfaces.

The selected deisgn will be loaded on the artboard.

If you want to zoom in/out, use the controls on the left hand side of the page.

You can also select the other customizable surfaces from the lower-left. For instance, if you want the handle to be left-facing instead, simply select 'Side 2'. If you want to customize both sides, then you can do that as well.
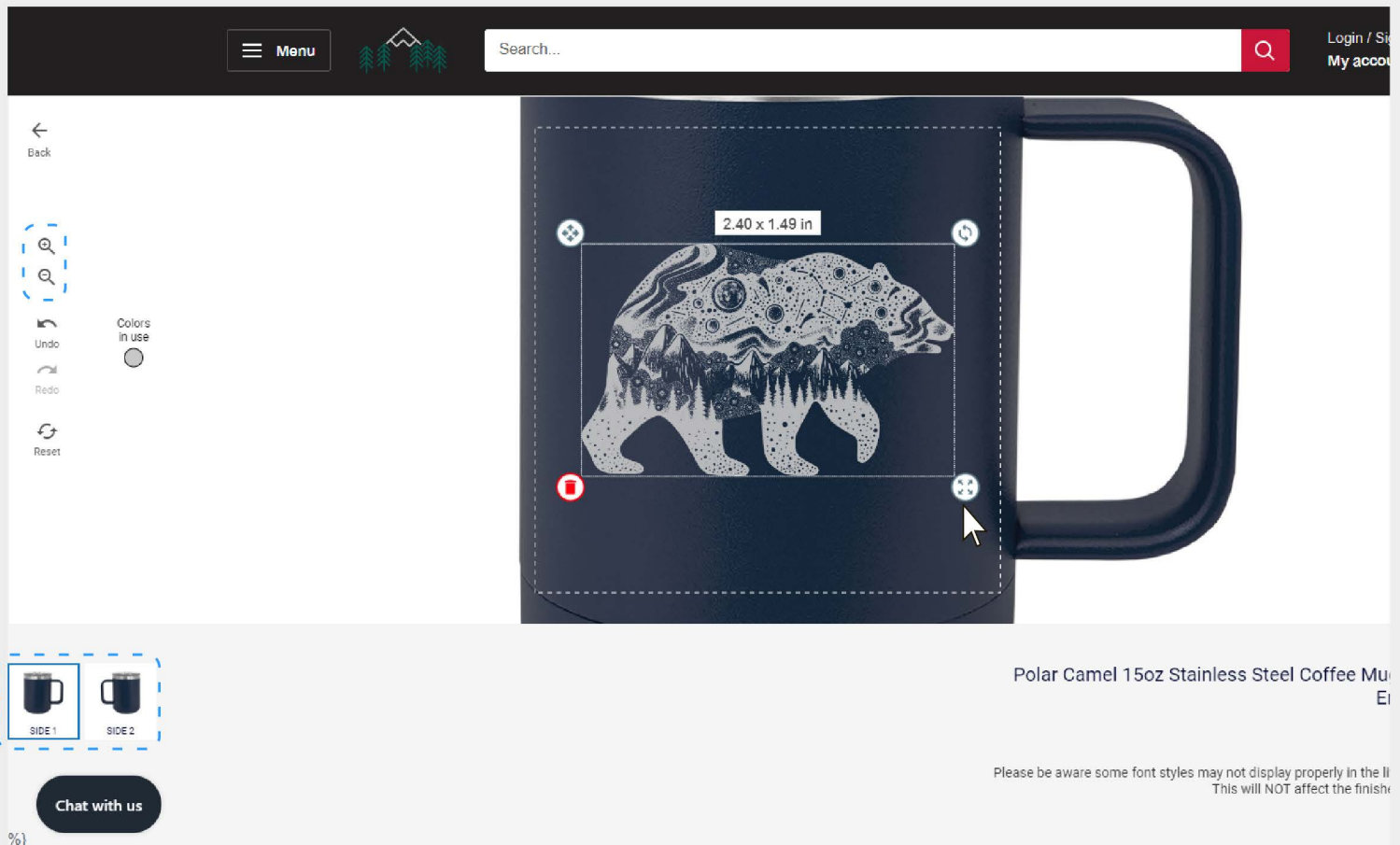
Step 5: Main artwork controls

With the artwork selected, you will see handles in the corners that will allow you to Move, Rotate, Resize, or Delete the artwork.
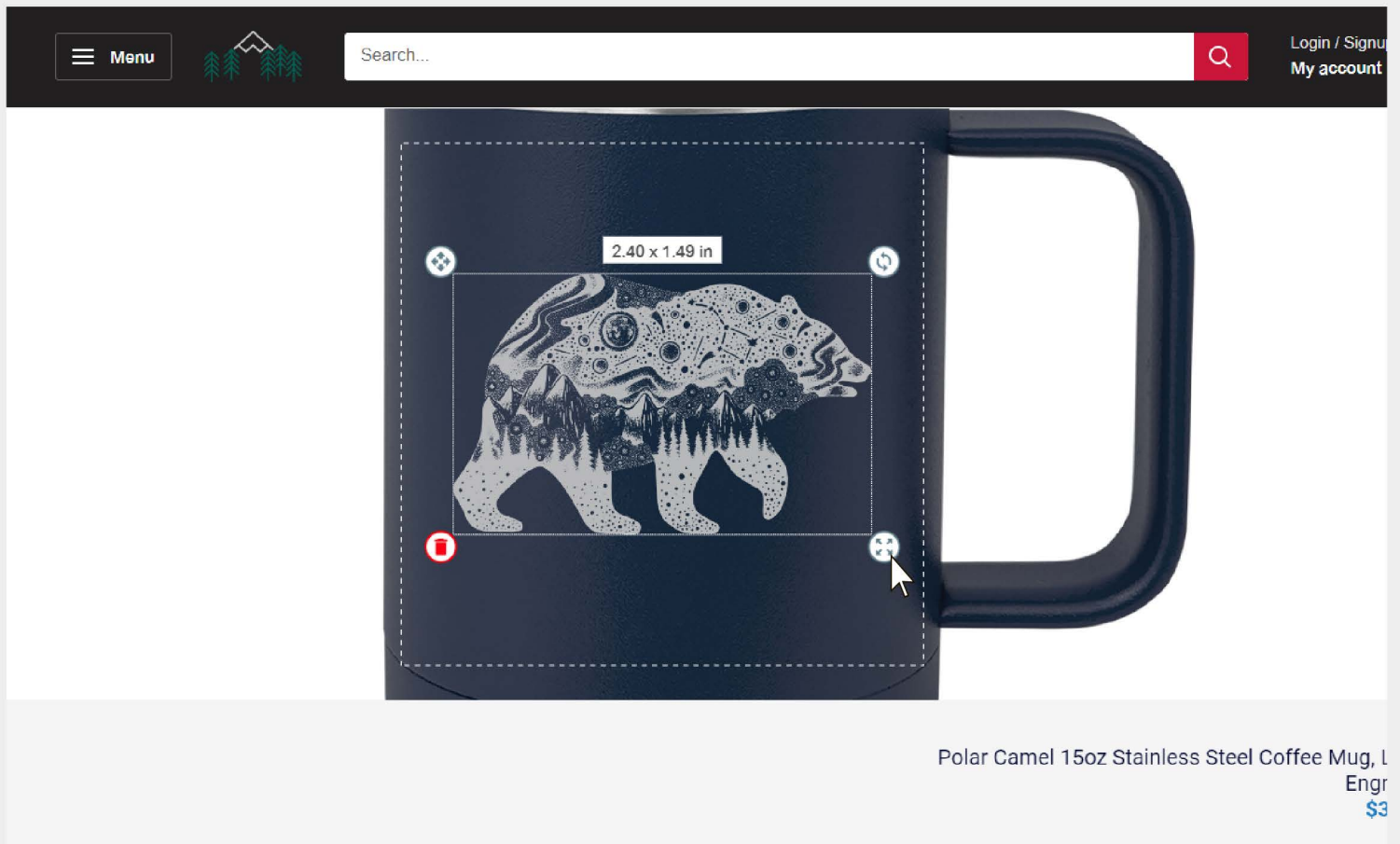
Step 6: Adding text

To add text to your design, select the 'Text' button.

Step 7 : Editing text

Enter your text in this text box. Use the other available options to set your font style, set your alignment, etc.

With the text box selected, you can Move, Rotate, Resize, and Delete your text using the handles.

Product Customizer User Guide

Chapter 2:

Product Variants

Step 1: Product variants

If you would like to see your design set in another color/variant, select the 'Product Colors/Variants' button.

Step 2 : Variant options

You will be shown the available variant/color options for the product you are customizing.

Step 3 : Warning message

If you are switching to a color type that has a different color specification than the one you were working on, you will be presented with this warning message.

This is just a notification popup, and you will need to click 'Yes' to proceed with the variant change.

Step 4 : Product variant change

Changing the product color/variant will be reflected in the live preview, where you can continue editing.

Step 5 : Additional sides

Each surface is available to be customized, simply select the surfaces you wish to have personalized from the available options at the lower left.

If, for some reason, the color of the customization does not appear to be correct, you can click 'Colors in use' and set the global color to match the product specification.

Please note that adding additional artwork, and/or customizing multiple sides will affect the product price.

Also note that applicable discounts will not be shown until you add the product to your cart.

Chapter 3:

Saving Your Artwork

Step 1: Save your artwork

You can save your design for later use by clicking the 'Save Design' button, located above the 'Add to Cart' button.

You can reload any saved designs later on by clicking the 'My saved designs' button.

IMPORTANT: This feature uses browser cookies, so clearing your browser's cookies will also clear any designs that you have saved.

ALSO NOTE: Once you have placed an order, we will have your saved designs on file, and you can simply reorder from within your Craftworks NW account.

Step 2: Save your proof

To download a copy of your design, simply click the 'PDF' button, located above the 'Add to Cart' button.

You will see an icon indicating that the app is 'processing' your request, followed by a pop-up window that will offer you a link to download your proof file, in a .pdf format.

Chapter 4:

Uploading Your Own Artwork

Step 1: My Gallery

To begin uploading your own artwork files, click the 'My Gallery' button.

You can upload your own image files, in a variety of formats:

Vector image files with an .svg, .eps, .ai*, or .pdf file format

Bitmap images in .png, or .jpg format.

*.ai files must be saved as a '.pdf compatible' file.

Step 2: File Uploader Options

For most images/graphic files, you will use the 'From your device' button.

For images/graphic files that end in .pdf, .eps, or .ai file extensions, you will need to use the 'PDF/EPS/AI' button in order to upload the file.

Depending on the product being customized, you may find your preferred image under the 'Premium Photos' tab. Images found there may not be the greatest laser engraving images, but they will be usable in the many sub dye products that we offer.

Step 3: Uploaded image, removing colors

When you initially upload your image file, the customizer will detect the color(s) contained in the image (including the background color, if applicable).

If your image does not have a transparent background, you may see a solid box when your image first loads into the live preview.

With the artwork selected, you will need to 'remove', or 'turn off' the unwanted color(s).

In this example, our image has a white background, so we will need to remove it, and then click 'Update image' to refresh the preview.

Step 4: Uploaded image, cropping artwork

If you uploaded a bitmap (.jpg, or .png) image type, you will have access to some basic image editing tools (under 'Edit & Filters').

Among the many uses you may find, cropping your artwork may be the most useful, as it can save you money by getting rid of 'wasted space' in the image file.

Vector artwork cannot be edited or changed within the customizer app, and will require the use of 3rd party vector editing software, or additional graphic design services to correct any cropping issues.

Graphic optimization services are available for $19.99 per graphic file.

Step 5: Uploaded image, cropped image

With the excess space surrounding the design cropped out, the total price is reduced, and is pricing is determined solely on the design area*.

Please be aware that uploading properly formatted, and cropped artwork is the responsibility of the customer, and no refunds, or invoice adjustments will be provided if artwork files are used that are not cropped, or formatted properly.

Step 6: Uploaded image, low resolution bitmap

If you upload a bitmap with less than 300ppi resolution, you will see this warning pop up.

Low resoution artwork can still be used in laser engraving, however, there will be some anticipated loss in optical quality/clarity. The ideal minimum resolution for bitmap image files is 300ppi (native, not upscaled).

Fun Fact: Resolution of most images commonly saved/downloaded from webpages are downscaled to 72ppi.

If needed/desired, graphic design services are available to create high resolution artwork files from low resolution source images, by quote only.

WARNING!
Engraving, and printing quality may be negatively affected, when uploading bitmap artwork files that have a low resolution (less than 300ppi).

3-Ring Binder w/1" Slant Rings, 10 1/2" x 11 1/2", Laserable Leatherette, Laser Engraved
$37.98

Step 7: Photos, & images with color/gradients

Photos, and images with gradients don't typically make the greatest candidates for our laser engraved products, without additional graphic processing.

It is possible to use the color editor to remove unwanted colors to achieve a usable engraving file, however, this would not be considered a 'quality' photo engraving.

If photos are desired to be used in your engraving, when quality is vital to the finished product, we recommend going with our graphic design services, to create a high-quality engraving file (available by quote only).

3-Ring Binder w/1" Slant Rings, 10 1/2" x 11 1/2", Laserable Leatherette, Laser Engraved
$47.97

Qty: 1
Please be aware some font styles may not display properly in the live preview. This will NOT affect the finished product.

Step 8: Menu Options on Mobile

If you are using the customizer app on a mobile device, the menus and options will show up much differently to you.

For example, if you are uploading an image that has a background, the 'Recolor' menu won't automatically appear with the artwork selected.

With the artwork selected, you will see additional menu options at the bottom of your screen, so to remove the white background color, you would select the 'Recolor' menu, and then de-select the colors you want to remove from the live preview.
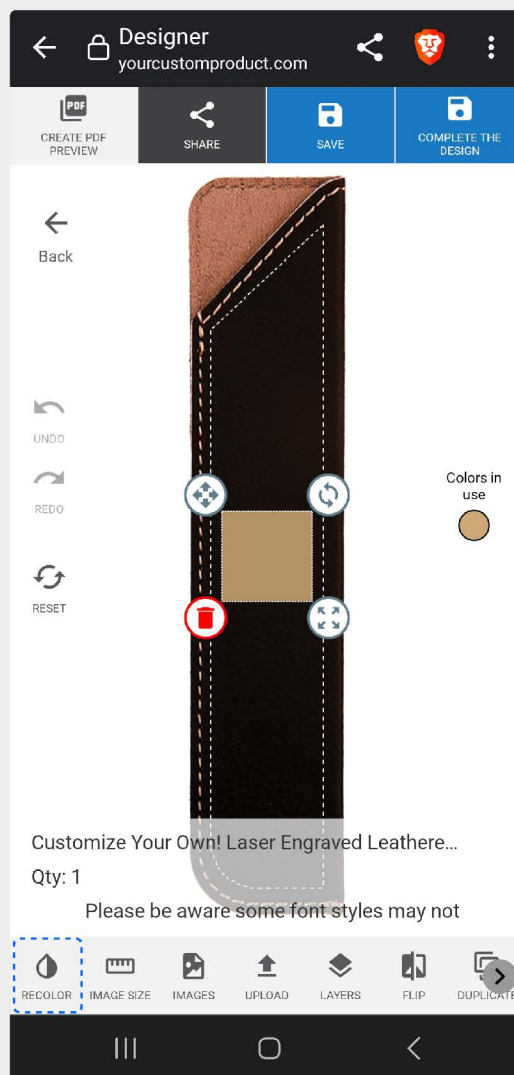
Chapter 5:

Advanced Customization Tools - Masks

Step 1: Introduction to masks

Masks are a useful design tool, that basically create a clipping area, using shapes to hide, or expose specific parts of a design.

With masks, you can up your customization game, and create some cool effects that make a big impact!

With the artwork selected, we will focus on the 'Mask' tab, under the 'Edit Image' menu.

For this example, we will use a basic square shape to create our mask.

Book Case with Handle & Zipper, 7 1/2" x 10 3/4" Laserable Leatherette, Laser Engraved
$50.98

Product Customizer User Guide

Step 2: Setting up your mask

Once you have selected your mask, you will see a change in tooling while the artwork is selected. You should see a green button, and an orange button.

The green button allows you to control/edit the artwork, and the orange button allows you to control/edit the mask.

With the orange button selected, you should see new handles (dark circles) appear on the boundary of the mask. These handles allow you to resize and shape your mask.

Step 3: Adjusting your mask

When you have your mask adjusted and placed, you will notice the parts of the design that are to be hidden, or 'clipped' will appear slightly faded, and the visible part will remain unfaded.

Simply click the green button to exit the mask editor, and return to the design editor, if you want to resize/place/orient your artwork.

IMPORTANT: Set the Stroke on your mask to '0' so that you don't have an outline of your mask (unless that is something you want!)

Product Customizer User Guide

Step 4: Completing your mask

With the mask complete, we can select the artwork (green) button to return to our image editing function, and we can resize, place, orient our masked artwork, as we normally would.

At this point, we can add things like text, or additional images, or whatever we are going for to create our masterpiece!

Chapter 6:

Advanced Customization - Variable Text

Step 1: Orders containing varying names/dates

If you are ordering multiple items, with multiple names and/or dates, simply set one design for the entire order to create a 'template' and either include your list of names in your order notes, or alternately, you can send your list via email to: sales@craftworksnw.com

Please note that for each font style change, you will need to create a 'template' in the same manner, so for example, if you were using one font style for male names, and another font style for female names, you would need to set up two customizations.

A change in any design element, or style would require a new 'template' to be created.

Pen Sleeve, 6 1/4" Laserable Leatherette, Laser Engraved
$6.98

Chapter 7:

Etsy - Features, Limitations, & Restrictions

Step 1: Etsy customizer introduction

Due to limitations of the platform, the customizer app has had to be implemented in a very different way.

Customization occurs post-purchase, whereas on our website, it occurs pre-purchase.

Because of this, customization is limited in size, and area, and some features are locked behind a paywall (like image uploader tool set)

Step 2: Etsy customization options

1. NONE - Product is shipped blank, without any customization.
2. DESIGNATED AREAS/SIZES - Designated as 1-Side, Small, Front, etc. Product can be customized only with basic design tools (stock design library, text, and mask editors).
3. UPLOAD YOUR OWN - Product can be customized with all basic level tools, as well as the tools to upload your own artwork files. You will have full access to all available surfaces to personalize, without restriction.
4. Set My Design For Me - Paid mockup service. If you don't want to deal with the customizer tool, we will set your design up for you using our existing library, or your own graphic files.

No graphic design services are included, but are available by quote.

CraftWorksNW   ♡ Follow

📍 Local seller | 10,257 sales | ★★★★★

Customize Your Own! Laser Engraved Stainless Steel Coffee Mug, Personalized Drinkware, Polar Camel 15 oz.

$24.64+ $28.99+ (15% Off)

Arrives soon! Get it by Dec 8-12

Color *

| Select an option ▾ |

Sides to Engrave *

| Select an option ▾ |

Select an option
None ($24.64)
1-Side Engrave ($28.89)
2-Side Engrave ($33.14)
Upload Your Own ($37.39)
Set My Design For Me ($54.39)

Step 3: How it works

Soon after your order has been placed, you will receive a separate email that contains the link(s) to the product customizer tool.

It should look very similar to the image below. If you ordered multiple items, you will receive multiple customizer links in the same email.

If you do not receive this email, we advise checking your spam filter, and also verifying with us that the email address that this notification email is being sent to, is correct.

If 30 minutes goes by since your order was placed, and you have not received this email, reach out to us, and we will do a little troubleshooting with you to get the email to the right place!

Customize your item from Craftworks NW, LLC (Order 2630987346)   External   Inbox ×

J   j.colter@craftworksnw.com   Thu,

Thank you for your order with Craftworks NW, LLC!

Click the link below to customize your item(s):

- Customize Your Own! Laser Engraved Leatherette 2 3/4" x 1 1/4" Rectangle Shaped Keychain w/Keyring - $10.79

PLEASE NOTE: This email is automatically generated by the product customizer tool. If you selected 'None', or 'Set My Design For Me' when setting up you *email*.

Step 4: Completing your customization

You should see a screen similar to this when you are submitting your customization for processing.

If you are ordering multiple items, you can specify the quantity within the order that a given design is applied to.

Please be aware that if you have ANY outstanding items that have not been customized, your order will still be considered as 'in process', and we will not be able to access your filework until ALL items within the order have been customized.

Ex: A customer who orders 6 bag tags, 5 of which receive the same design, and 1 is to get a different design, but for some reason the 1 tag has not been completed. That 1 tag will prevent the order from being able to be processed until it has been customized.

If you lose your place, or need to be resent the email links, contact us at sales@craftworksnw.com and we can resend the emails with the customizer links.

Product Customizer User Guide

Chapter 8:
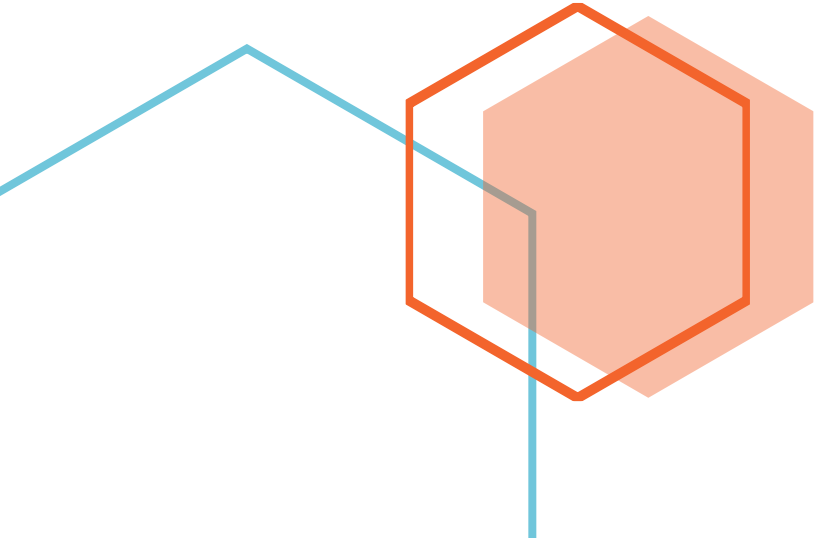
New Features!

New Feature: Editing product from your cart

Once the product has been added to your cart, going back and editing your design is as simple as clicking the 'Edit' link, from within your cart!

Note*: This screenshot was taken from a desktop browser. Mobile platforms will appear in a different place/location, but still in the cart, and the functionality will be the same.

My cart

Product

Polar Camel 15oz Stainless Steel Coffee Mug - Navy Blue / Standard

Buy 11 more to get 20% discount

customization: 000-Kp8UJhLJ90CgNYmi0utGxA

Edit

$25.99   ~~$30.99~~

Plus $5.99 for personalization