

# Katoenshop Guide

Leave it better

than you find it

## Limited-time campaigning

### Concept

Katoenshop aims to enable small businesses, creators, non-profits, start-ups, anyone who don't want to take risks by investing, to have their merchandise produced.

The biggest issue with producing your merchandise is investing before selling and stocking. This means you estimate how much you can sell, order that amount, and hope that you guessed right.

With limited-time campaign, you decide your profit margin, duration, and the concept of your campaign, share it with your people, pre-sell the minimum production amount on katoen.shop, we produce and ship it. No stock, no risk, no waste.

## Applications

### Printing

We use two printing techniques; screen printing and DTG (direct to garment). The size and color profile of your design together with the garments you choose determines which printing technique would be used.

DTG (Direct to garment) is a full-color printer that can also print white ink.

**Print area: A4 (210 x 297 mm)**

**Colors: No color limitations**

Screen printing is a printing technique where a stencilled design is transferred onto a flat surface using a mesh screen and ink.

**Print area: A3 (297 x 420 mm)**

**Colors: 2 colors**

### Embroidery

Embroidery is process of forming designs with machine needlework on garment.

**Application area: A7 (74 x 105 mm)**

**Colors: 2 colors**

Important: The width of the design can't exceed 28 cm wide for women's clothing.

## How to create a campaign with Katoenshop

**Step 1** Design your apparel. Create your artwork

**Step 2** Select your garment model and colours

**Step 3** Decide on your profit margin

**Step 4** Decide how long you'd like to campaign (7-21 days)

**Step 5** Deliver artwork & campaign description

Get in touch with us and we'll launch your campaign!

## Additional Info

**Base price** Price per item including one application, online support, promotion and all the handling, excl. VAT and shipping.

**Application** Up to two colour screen printing  
or  
Up to two colour embroidery  
or  
Full-colour DTG printing

**Extras** Extra application + 2,50  
Extra colour + 2,50  
Ink change (screen printing) + 2,00 } excl. VAT per item

**Amount** Minimum order amount for a campaign to be successful is 25 pieces. For socks the minimum order amount is 50 pairs.

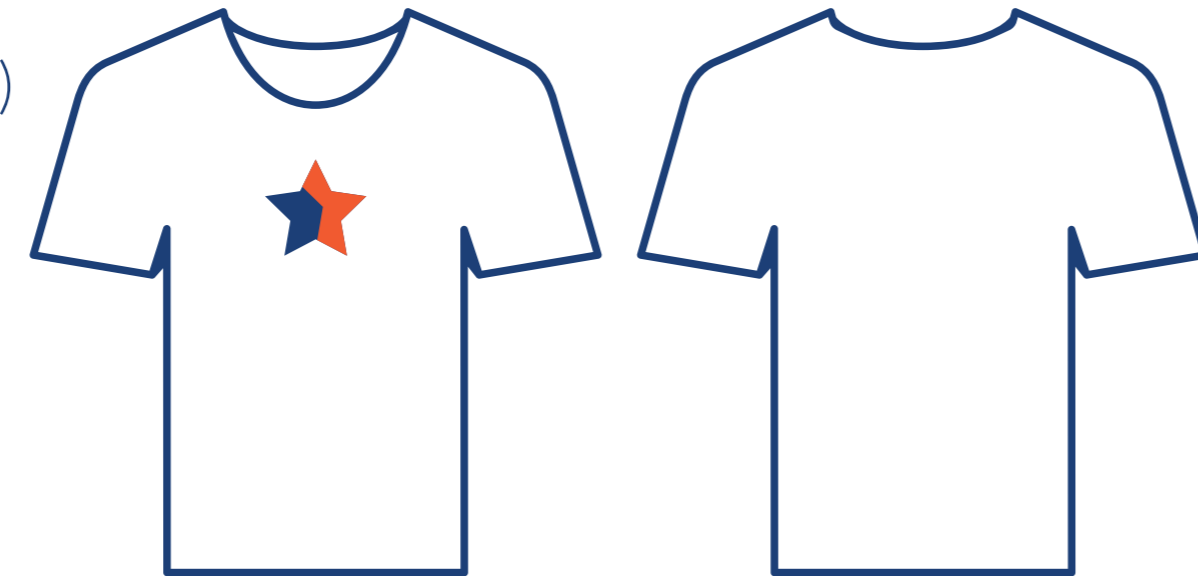
**Artwork** Files need to be vector for screen printing and embroidery. If your artwork needs to be printed in full-colour, and can't be vector, then it needs to be at least 300 ppi with transparent background.

**Delivery** Approx. 15 working days after the campaign ends. Delivery of the items depend on the production plan and seasonal workload.

## Pricing & Possibilities Screenprint / Embroidery

For the sake of giving this example sheet, we defined profit margin as 5,00 euros ex vat. When you create your campaign, you're free to decide your margin.

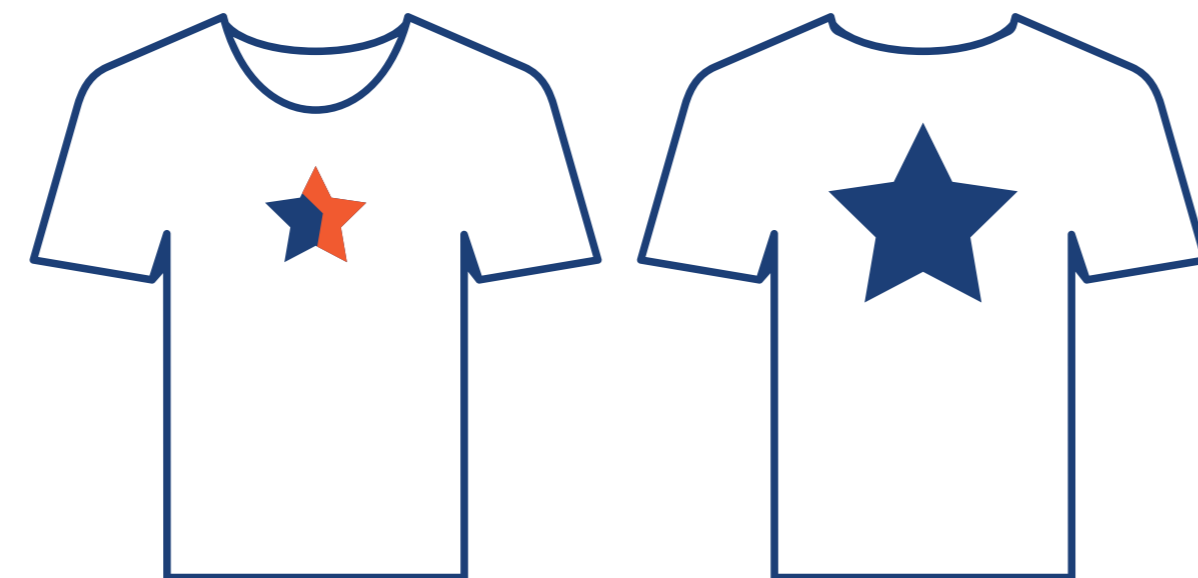
Premium T-shirt (15,00)  
+ one application (included in base price)  
+ your profit margin (5,00)



Price per item ex. vat.

**20,00**

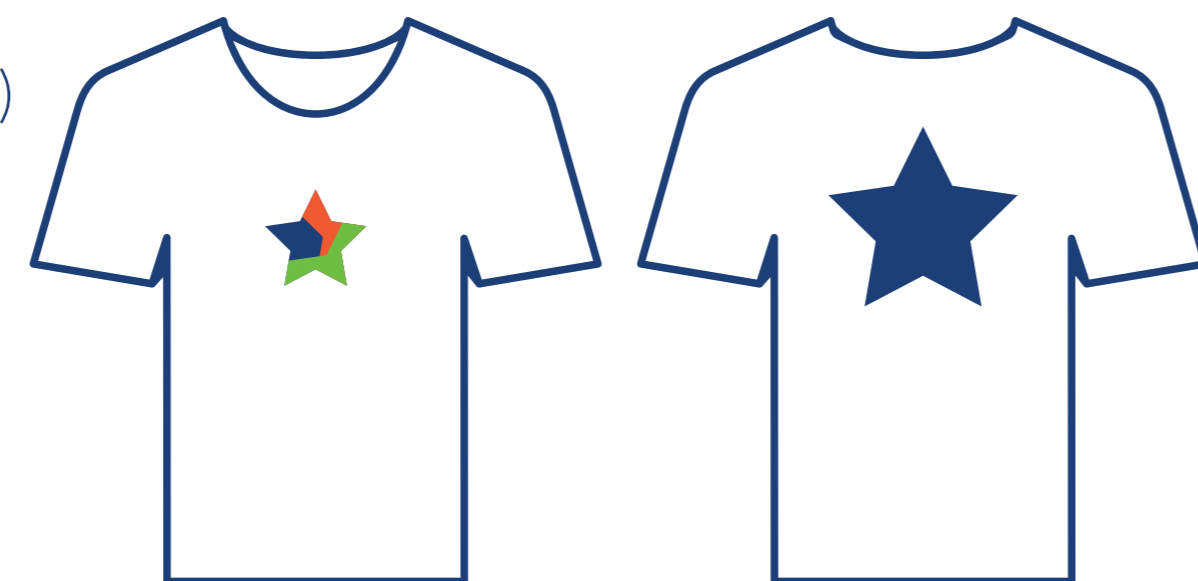
Premium T-shirt (15,00)  
+ one application (incl. in base price)  
+ extra application (2,50)  
+ your profit margin (5,00)



Price per item ex. vat.

**22,50**

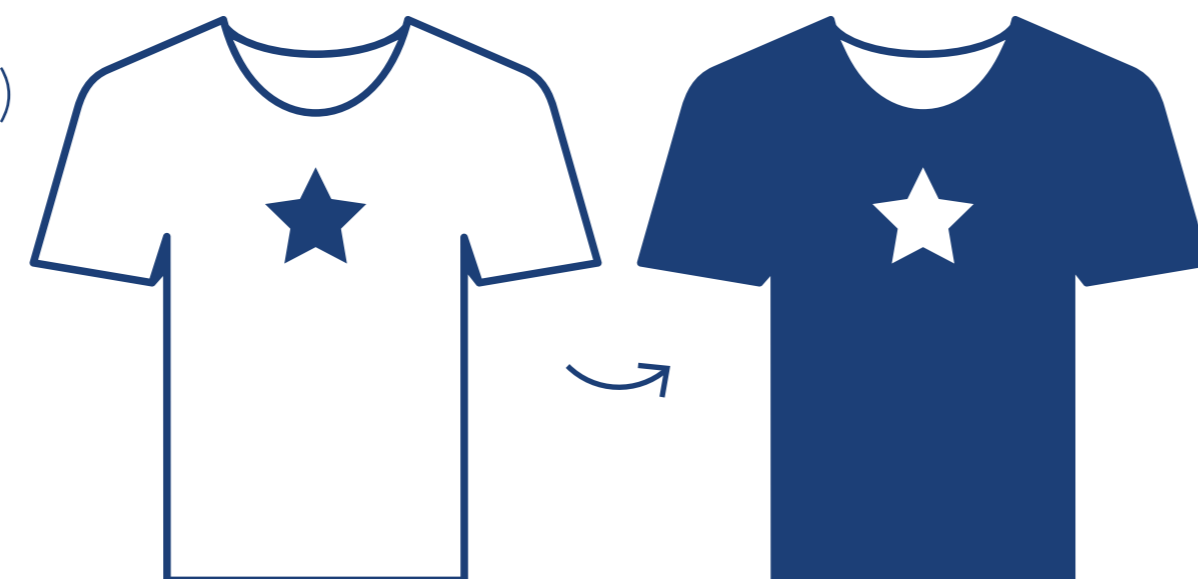
Premium T-shirt (15,00)  
+ one application (included in base price)  
+ extra application (2,50)  
+ extra colour (2,50)  
+ your profit margin (5,00)



Price per item ex. vat.

**25,00**

Premium T-shirt (15,00)  
+ one application (included in base price)  
+ ink change (2,00)  
+ your profit margin (5,00)

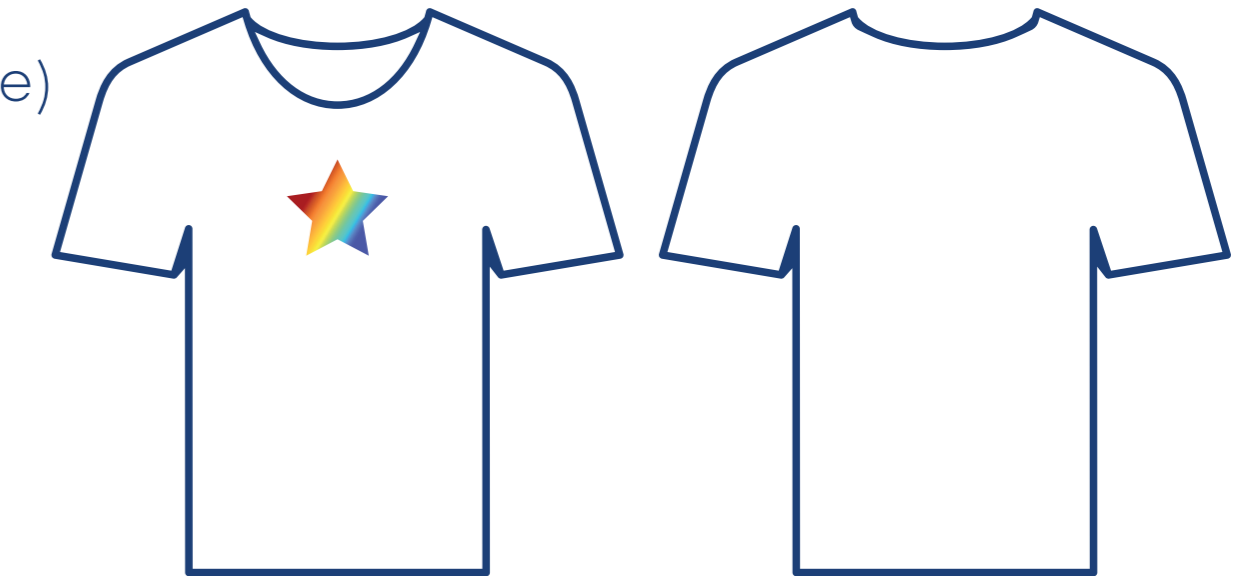


Price per item ex. vat.

**22,00**

## Pricing & Possibilities DTG printing

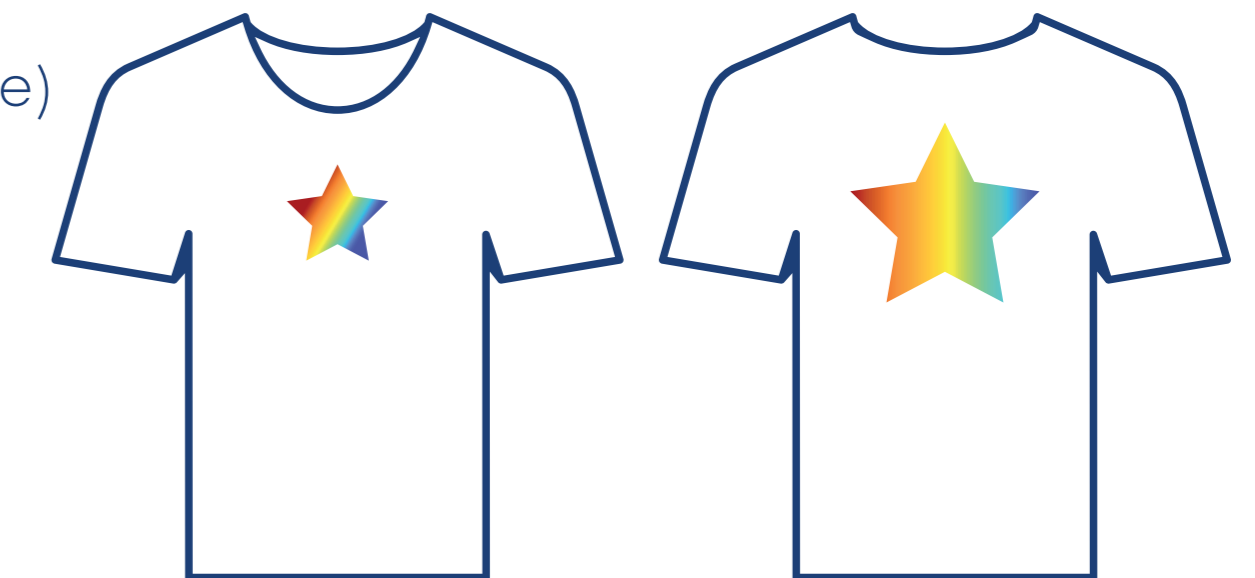
Premium T-shirt (15,00)  
+ one application (included in base price)  
+ your profit margin (5,00)



Price per item ex. vat.

**20,00**

Premium T-shirt (15,00)  
+ one application (included in base price)  
+ extra application (2,50)  
+ your profit margin (5,00)



Price per item ex. vat.

**22,50**

## Customisation example:

One colour logo embroidered on the left chest and extra design on the back. Premium t-shirts, black and white. Black designs on white shirts, white designs on black shirts.

Premium T-shirt (15,00) + one application (included in base price) + extra application (2,50) + ink change (2,00) + your profit margin (5,00)

Price per item **24,50** ex. vat and **29,65** incl. vat + Shipping

