



bettercup®

PAD PRINTING DESIGN SPECIFICATIONS.

Australia's better reusable cup system.

 hello@bettercup.com.au

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Pad Printing Design Specifications.

Below is what is required for a successful print and some examples of designs that work well. We allow ~1 week to finalise a design and meet the deadline so please ensure the design file is provided by the deadline provided to avoid delays by going back and forth on design changes.

File Type.

.ai file or vectored pdf with separate elements, as high quality as possible.

[What is a vectored pdf?](#)

Any text is outlined as an object to ensure the fonts can be matched.

[Illustrator instructions.](#)
[Adobe Pro instructions.](#)

Pantone colour code if not black or white.

[Pantone code chart.](#)

Design Size.

1. Maximum width of printing is limited by the curve of the cup. Max printing widths are:

Stemless	38mm circle (depending on artwork)
Tumblers	35mm circle, or 25x45
Tasters	30mm circle, or 25x40mm vertical
Flutes	25mm circle, or 20x40mm vertical
Dishes	35mm circle, or 60x30mm horizontal <i>(up to 100x20mm may be possible subject to art, but would incur a 30% premium on standard print rate (due to large image & much slower printing))</i>

2. Longer/taller designs look better than wider designs
3. Small print can be hard to read, so the bigger and bolder the better.
4. We will resize your file and provide a digital proof for approval.
5. Simple, clear designs print best! (Think logos, bold text without shading or gradients).

Designer Assistance.

If you aren't able to provide the design file as above, send over whatever files you have and we can engage a designer at the below rates. This will require an additional 3 - 5 days to complete so be sure to advise us as soon as you know. Complexity and price will be confirmed with you before going ahead:

- | | |
|---|-------------------------------|
| 1. Basic file conversions / outlines | \$100 + GST |
| 2. Colour changes, updates and multiple changes | \$150 + GST |
| 3. Complete design service | \$POA depending on complexity |

Design inspiration: See how different designs look in some of our [example cups here!](#)

Examples of Design that Print Well.



[Click here for more design samples.](#)




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GOT ANY QUESTIONS?

Feel free to reach us through:

Australia.

 1800 881 888

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 027 449 1627

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We look forward to hearing from you!