

CUSTOM PRINTED CERAMIC BEER PUMP CLIPS



DISTINCTIVE • PROFESSIONAL • EYECATCHING • INDIVIDUAL

Ideal for the microbrewery, pub and freehouse needing to be distinctive within an increasingly competitive guest beer and real ale market, these glossy ceramic enamel clips are far more professional

than the plastic or card type, and reflect the final touch at point-of-sale of the extra thought, quality and care which has gone into your special brews. They really work for you!!

HAND CRAFTED - just like your beer!

The clips are handcrafted in our production studio from our own clay, glazed in white, and printed in rich enamel colours which can also include 22ct gold in the design. We can also print 300 dpi full colour process. If you add our individually printed matching beer pump handle (see our

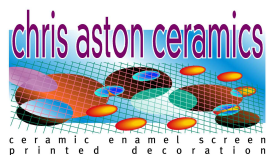
separate leaflet and price list for these) you have an affordable and perfect point of sale combination for that professional look on the bar counter. We even keep back up stocks of your prints and ceramic blanks to ensure speedy delivery when you re-order.

CREATIVE GRAPHICS AND DESIGNS

All our graphics, printing, and ceramic production is in-house, and we can give you all the help you need in producing your designs. We can also work closely with your own graphics designer. All the information for artwork and ordering is on the price list on page two. We look forward to producing your special beer pump clips soon!



We also produce clips for wine dispensers



Chris Aston Ceramics 4 High Street Elkesley nr Retford Nottinghamshire DN22 8AJ UK
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CHRIS ASTON CERAMICS: CUSTOM PRINTED DESIGNS FOR CERAMIC BEER PUMP CLIPS

CUSTOM PRINTED CERAMIC BEER PUMP CLIPS PRICES 2012

QUANTITY	1colour	2colours	3colours	4colours	5colours	in the prints
25	£12.95	£13.45	£13.95	£14.45	£14.95	each
50	£11.85	£12.35	£12.85	£13.35	£13.85	each
100	£11.25	£11.75	£12.25	£12.75	£13.25	each
200	£10.90	£11.30	£11.80	£12.30	£12.80	each
300+	£10.50	£10.90	£11.50	£12.20	£12.50	each

The above is a price guide only, and is subject to sight of the profile design and the proposed artwork. The inclusion of 22 ct Gold or Platinum metallic incorporated in the print or as brushed-on painted areas is an additional extra which can be quoted for.

PRESENTING THE PROPOSED MUG ARTWORK

The easiest way to send your artwork for a quote is to email files or post paper drawings or printed copy together with the choice of clip and quantities required. Please specify Pantone spot colour reference numbers. We can design artwork for you if you wish to use our creative graphic services. Alternatively we can work closely with your chosen creative graphics designer to supply us with your artwork

For email attachments the typical file types we can use, scale, and re size are: Microsoft Word Adobe .pdf .jpg or .tiff images (300 pixels per inch) and .eps vector files.

GRAPHIC & OTHER SET UP COSTS

Ceramic profile cutting and ejecting tool: £165
 Artwork studio time draw artwork & set texts: £45 per hour (if required)
 Film sets and screens @ £ 22.50 per spot colour or
 Laser enamel printing studio set up: £65

THE QUOTE

The quote will be clearly set out to include all costs and including:
 Artwork redrawing to vector for screen printing if required.
 The filmsets and screens for printing each colour or if 4 colour process, the studio set up costs.
 The unit cost of the clips.
 Carriage 1 or 2 day FedEx delivery.
 VAT at the prevailing rate 20%.
 Production lead time.

ORDERING TO PRODUCTION AND DELIVERY SEQUENCE

Artwork, clip style and quantities received by us.
 Artwork scaled and redrawn as necessary for good print reproduction.
 Email or paper print proofs submitted to you for approval or revision by email or post.
 Full quote submitted once artwork is approved.
 Confirm your order by accepting artwork and quote, with an order number if applicable.
 Production completed and mugs packed ready for delivery.
 Your invoice for payment submitted when order is ready for despatch by email or post.
 Payment can be made by card over the phone or cheque by post.
 Delivery arranged and tracking number details sent to you by email.
 The receipted invoice will be on the outside of a consignment box in the case of card payment.



ANY QUESTIONS

We aim to give you the best service possible and are always pleased to give explanations and technical advice on the above information - nearly all commissions require some talking through, so phone at any time for guidance - we will be delighted to help.



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A black plastic security fitting is bonded on to the back using high impact adhesive and self tap screw.



Clips can be supplied with a bar notes back section together with the required printed texts.



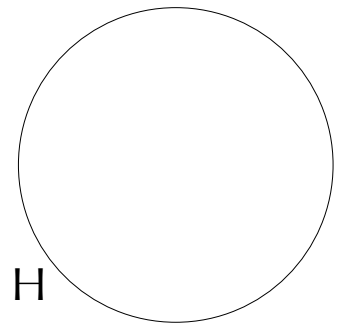
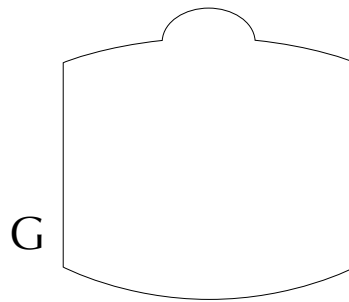
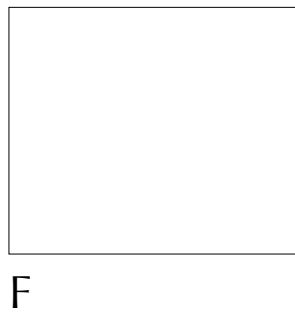
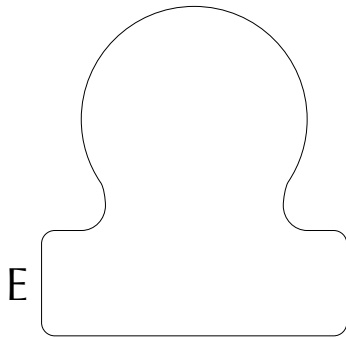
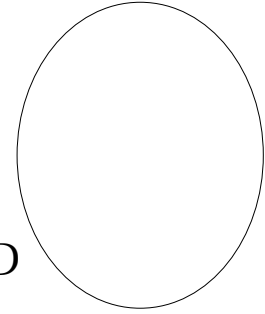
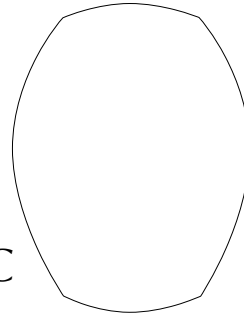
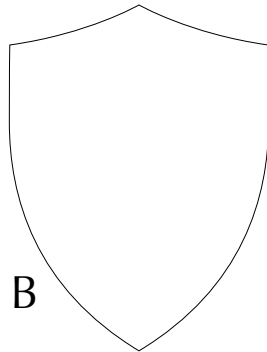
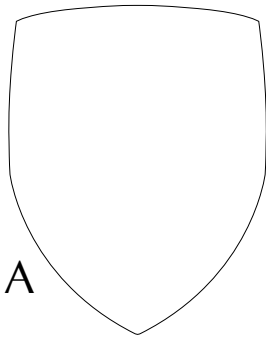
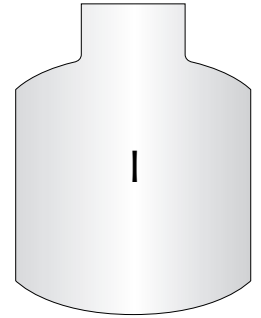
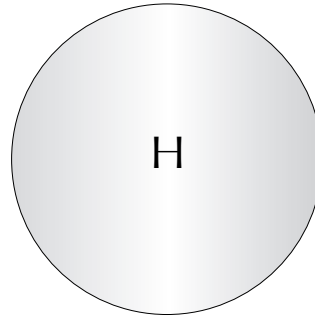
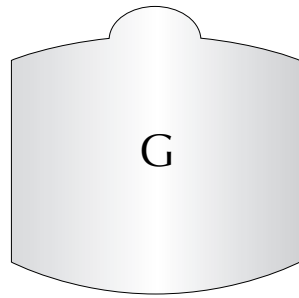
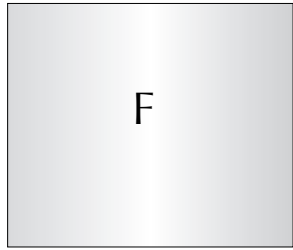
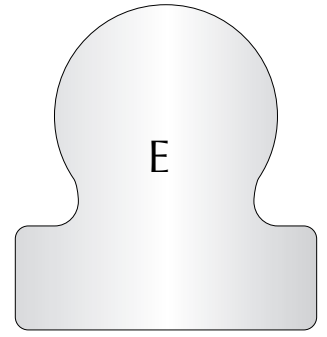
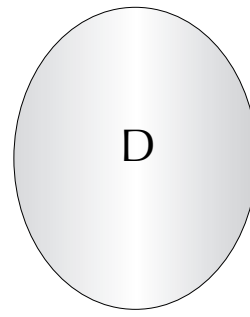
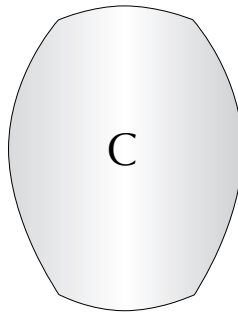
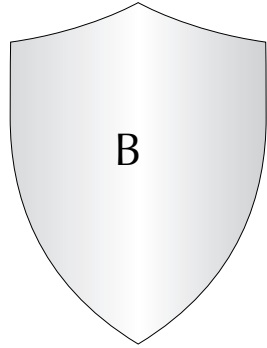
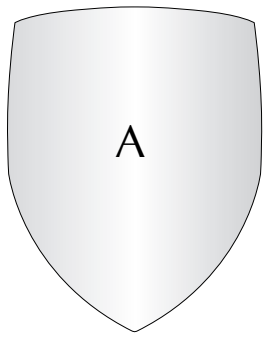
The convex profile clips average 12cms square and are glazed in white. Above are examples of spot colour printing and below, 4 colour process printing.



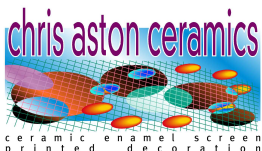
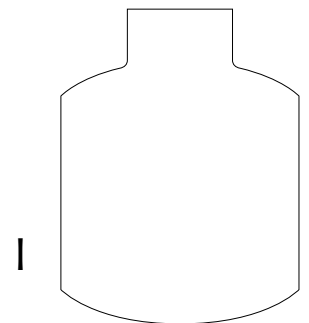
Examples of 22 ct gold edging.

STOCK BEER CLIP SHAPES

You may wish to choose one of our stock ceramic shapes for your beer clip artwork. If you are using your own graphic designer. An actual size version of one of these can be emailed for use as a guide when preparing the artwork.



SECTION



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ORDER FORM

NAME.....

TELEPHONE.....FAX.....

EMAIL ADDRESS.....

POSTAL ADDRESS.....

.....

.....POSTCODE.....

Please supply.....quantity clips with.....colour print at £.....each

SIGNED.....DATE.....ORDER NO.....

DELIVERY TO.....

.....

.....POSTCODE.....

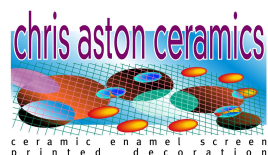
ARTWORK

Email your artwork using one of the file types suggested, or send the artwork by post using this form.

PLEASE TAPE ARTWORK AND COLOUR SAMPLES IN THESE PANELS



NOTES



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