

Guide to Requesting a Customized Product: A Step-by-Step Checklist

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We're excited to help turn your dream product into a reality! Below, you'll find a list of information we need to make the sourcing process smoother and ensure we provide you with the most accurate pricing. Please note that providing all these details is crucial for us to give you the most precise estimate possible.

Disclaimer: Due to the unique nature of bespoke products, please be aware that even with this information, we might still need additional details from you, and the quoting process could extend beyond the usual timeframe.

CHECKLIST

- Identify Similar Products:** Include at least one reference to a product that resembles what you are looking for.
- Provide Reference Links:** Ensure to include URLs for these products. Reference images alone may not be sufficient.
- Specify Desired Quantity to order:** Indicate how many units you intend to produce or sell. If uncertain, base your quantity on past sales figures.
- Provide Artwork Details**
 - Placement:** Specify whether the design will be on the front chest, front left pocket, large on the back, etc.
 - Size of Artwork:** For example, specify "10-inch embroidery" or "10"x12" front print."
 - Colors:** Mention if the design will incorporate features like color blocking with 3-4 colors, etc.
- [OPTIONAL] Submit a Mockup:** Provide a mockup of your product if possible. This aids in visualizing the final product and ensures accuracy in quoting.
- Provide Target Selling Price:** Specify the price at which you intend to sell the product. This will help in selecting the right materials and methods within your budget.

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Maximizing Manufacturing Success: The Crucial Role of Detailed Information

Product References

This is the most important part of the process, as this provides a benchmark that you can measure product quality against. Do you have a product in mind that you'd like to make a couple changes to? Starting from this point speeds up the process as manufacturers have something to compare it to.

If No References Are Provided - Be Prepared to Provide More Details If you cannot provide a product reference, expect to submit additional information such as detailed descriptions or sketches. The absence of references may extend the quoting process.

Quantity

Depending on the product category, minimum order quantities (MOQs) usually begin at either **150 or 300 units**. Knowing the desired quantity allows the manufacturer to present good, better, and best options based on the availability of materials.

Artwork Details

Artwork plays a crucial role in determining specifications like size and color, which can significantly impact pricing. For example, a small logo embroidered on the front chest versus a large screen print on the back will differ greatly in cost. Many creators begin the sourcing process before their artwork is finalized. It's perfectly acceptable if your artwork isn't complete yet, but to help us provide you with the most accurate quote, please provide general information or direction on the following: placement, size of artwork, colors, etc.

Mockups (Optional but HIGHLY Recommended)

Having a mockup is incredibly beneficial and simplifies the quoting process with manufacturers because it provides them with a clear vision of the product's appearance. Conversely, **not providing a mockup** can lead to longer timelines for obtaining quotes, as additional time is needed to conceptualize the design.

Target Unit Cost

Providing a target unit cost is crucial in the product development and manufacturing process, particularly for creators who are trying to optimize their pricing strategy. Knowing how much you intend to sell a product for helps manufacturers tailor their proposals to meet your financial and quality needs by selecting appropriate materials and production methods that align with your budget and minimum order quantities (MOQs).

If you feel like you are not experienced in setting target prices based on manufacturing costs, we advise you to provide a range of potential selling prices based on previous sales data or market research. For example, for a hoodie, you might consider specifying a minimum, average, and premium price point at which you'd be comfortable selling. This range helps manufacturers understand your flexibility and price sensitivity, allowing them to propose solutions that balance cost and quality effectively.